



Centre for Organization Development
Consulting • Training • Research

presents

Program on Design Thinking



COD campus
Hyderabad



February 9-11, 2026

Program Director
PVS Prakasam

Focus

In an increasingly volatile and complex business environment where business cycles are getting shortened the role of Innovation and Innovators in an organization context cannot be over-emphasized. It is the continuous cycle of innovations that would keep the organizations abreast and ensure relevance in the marketplace. A human centred approach that keeps the stake-holders, more so the customers at the fore-front in bringing out innovations at a faster pace is “Design Thinking” The process of continuous innovation that is customer / market driven and that maintains / enhances the organizations competitiveness is required to be institutionalized and it is that process of “Institutionalization of Design Thinking” that is going to be the focus of the discussion.

Objective

The main objective is to impart knowledge and familiarize participants on:

- Concept of Design Thinking and its relevance in today's business context
- Process of Design Thinking and various enabling elements required for the introduction of Design Thinking

Content

- ❑ Principles and process of Design Thinking
- ❑ Step-by-step introduction of Design Thinking in an organization
- ❑ Institutionalization of Design Thinking and various enabling requirements
- ❑ Key success factors for implementation of Design Thinking
- ❑ Dash-boards for tracking Design Thinking projects



Design Thinking is a mindset, not a toolkit or a series of steps

- ARNE VAN OOSTEROM

Who can Participate?

Members of the leadership team, Chief Growth Officers and Functional Heads who will have a role in steering this in their organizations are expected to gain from this program.

Methodology

The theme of the Program will be dealt in a virtual, live and interactive classroom mode with an appropriate blend of lectures, discussions, exercises and group work.

Duration

The Program starts at 9.30 AM on 9th February, and concludes on 11th February 2026 at 5.15 PM. The participants are expected to arrive in Hyderabad a day before commencement and may leave after the conclusion of the program or in the morning of the following day.

Venue

The program will be held at the Centre for Organization Development, Madhapur, Hyderabad. It is fully residential and the participants will be accommodated in single air-conditioned rooms at its campus.

Program Fee

The program fee is Rs.24,000/- + GST. The fee includes tuition, board and lodging, courseware and other facilities of the Centre like internet usage, well equipped gym etc. Local participants, not availing hostel accommodation, will be given a discount of Rs. 1,000/- per day for the duration of the program.

Last Date for Nominations

Friday, January 29, 2026

Certificate of Participation

The Centre issues a Certificate of Participation on conclusion of the Program.

COD Alumni Association

Participants of the Program will become members of COD Alumni Association.



**Prof. P V S Prakasam****Professor- Strategy and General Management**

Prof. P.V.S. Prakasam, Professor – Strategy and General Management, Centre for Organization Development, has been associated with various organizations in the design and implementation of end-to-end HR solutions, performance improvement and growth strategies and has worked on necessary frameworks required for long term sustained growth, manage performance of people and processes. For over 25 years, he has been consulting with private and public sector organizations in the areas of business transformation, people process and change management. His clientele includes business houses like Ramoji Group, TVS, APPM, Alstom, Eicher, public enterprises like GIC, GIPSA, Kochi Refineries, CPCL, MRPL, Govt. of Assam, NMDC and Institutions like GTZ & DFID and Central & State Governments. Prakasam is a B.Tech (Civil), PGDIE (NPC), AICMA. He had a long stint with National Productivity Council, Delhi in its Indo-German project on Performance and Process Benchmarking, TQM and formerly Director in A.F. Ferguson & Co., (A Deloitte member firm) in India.

About COD

Established in 1980, with the sole objective of disseminating knowledge in organization development and change management. The Centre for Organization Development (COD), is a not-for-profit management consulting, training and research organization, set up with the active involvement of public and private sector participation. COD over a period of four decades consulted over 500 Business Organizations.

COD does Consulting, Training and Research across the following four verticals of practice:

Service Offerings:

- Enterprise Growth & Scalability
- Leadership Development
- Change Management & Transformation
- Strategic Human Capital Management

CONTACT

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Program on
Design Thinking
(February 9-11, 2026)

Nomination Details

Name of the Organization: _____

Name of the Sponsoring Authority: _____

Address: _____

Mobile: _____ Email: _____

Nominee's Details:

S. No.	Name of the Participant	Age	Designation	Mobile & Email ID

REGISTRATION FEE PER NOMINATION

Rs.24,000/- plus 18% GST for residential participant ☐

Rs.21,000/- plus 18% GST for non-residential participant ☐

Group participation (3 or more) and member organizations of COD will get 10% off on the course fee.

The payment of fee may be made either by electronic transfer or crossed cheque/DD in favour of 'Centre for Organization Development' payable at Hyderabad.

Signature:

For Registrations, please contact
Mr. Murthy Vadapalli, Executive Vice-President
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Email : codhpo@codhyd.com / programs@codhyd.com