



Centre for
Behavioral Science



PHILIPS

**NSE Centre for Behavioral Science in Finance,
Economics and Marketing
brings to you an online workshop in collaboration with
PHILIPS**



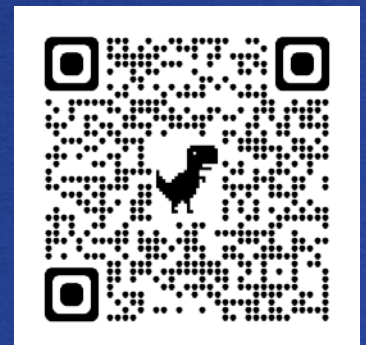
SHAON SENGUPTA

Studio Director
Philips,
Bangalore

Online workshop

Design Thinking - Behavioural Change by leveraging Philips Cocreate

March 4, 2022 | 10.30 a.m. - 1.30 p.m.



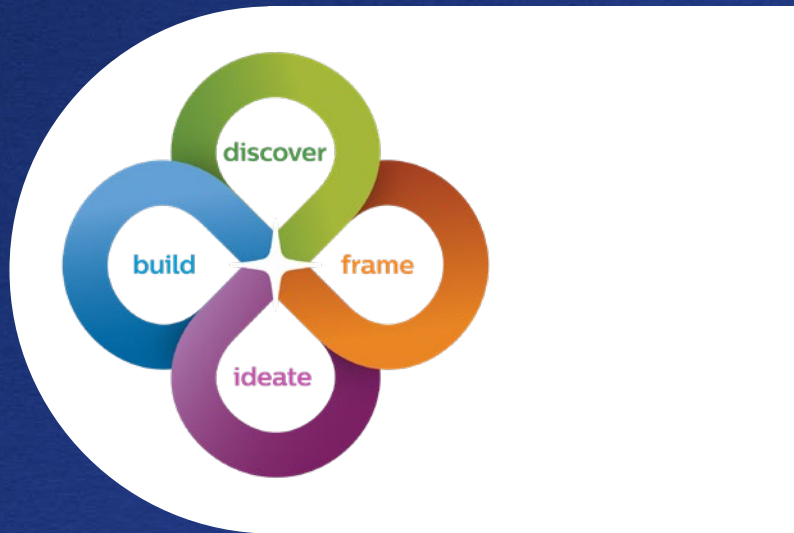
About the Workshop

Design thinking is a people-centered approach to addressing even the most complex of problems by building thorough and deep understanding of people. Through this workshop, we will look at a people-first, need seeking mindset to find solutions to a problem.

With our strong commitment of impacting and improving lives, transforming the delivery of health and building sustainable solutions calls for a different, more humane approach to innovation. At Philips, we call this Cocreate.

What to expect from the workshop?

1. Learn a versatile methodology (Design Thinking) that focuses on empathy as a key driver in facilitating behavioral change.
2. Get a hands-on experience on methods and tools for a complex but very relatable problem solving taking an example from healthcare domain.



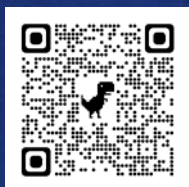
Limited seats!!

Register soon to learn more about the methodology

Participants: Open to everyone

Time duration: 3 hr

A pre-read will be shared with the participants who register.



GET YOUR SEAT
SCAN TO REGISTER!