



सिद्धिमूलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE

भारतीय प्रबंध संस्थान इंदौर

INDIAN INSTITUTE OF MANAGEMENT INDORE



Generative Artificial Intelligence, Organizational Communication 2.0, and Design Thinking — Embracing the New World of Opportunities

Date: March 24-26, 2025 | **Location:** IIM Indore Campus

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Overview

This program explores the intersection of cutting-edge Generative AI technologies, transformative organizational communication strategies, and innovative design thinking frameworks. Participants will learn how to leverage these tools to create agile, future-ready organizations.

Objectives

By the end of the program, participants will:

1. Have a strategic understanding of Generative AI's capabilities and applications.
2. Be skilled in modern communication techniques, including leadership and crisis communication.
3. Apply design thinking principles to create innovative and user-focused solutions.
4. Confidently lead their organizations into a future shaped by AI-driven innovation and human-centric strategies.

Content

The core modules are given below:

1. Generative AI: Transforming Business Processes

• Introduction to Generative AI • Overview and applications in business. • Text-Based AI • Automating content creation, chatbots, and customer service. • Image-Based AI • Visual storytelling, marketing campaigns, and creative design. • Audio-Based AI • Podcasts, voice assistants, and audio branding. • Video-Based AI • Personalized video content and interactive presentations.

2. Digital Transformation of Organizations

• Embracing AI for business innovation. • Case studies on AI-led digital transformation. • Challenges and strategies for scaling AI within organizations.

3. Privacy and Security in Organizations

• AI ethics and responsible AI usage. • Ensuring data security in AI-driven processes. • Navigating privacy laws and compliance.

4. Organizational Communication 2.0

• Communication for the contemporary workplace. • Investigating and analysing appropriate approaches to modern workplace communication strategies • Communication for Crisis Management • Strategies to navigate and mitigate crises effectively. • Leadership Communication • Building trust and driving vision through clear messaging. • Persuasion and Framing • Influencing decision-making and shaping narratives.

5. Design Thinking: Building Human-Centric Solutions

• Principles and mindset of design thinking. • The design thinking process: Empathize, Define, Ideate, Prototype, and Test. • Leveraging AI for user-centric innovation. • Hands-on workshop: Solving real-world challenges using design thinking

Key Features

1. Interactive Workshops: Hands-on sessions to explore Generative AI tools and design thinking exercises.
2. Case Studies: Real-world examples of successful organizational communication and AI integration.
3. Expert Insights: Sessions with experts on digital transformation and leadership communication.
4. Actionable Frameworks: Practical takeaways for immediate implementation.

Target Audience

- Executives from diverse industries.
- Participants aiming to integrate AI, enhance communication, and drive innovation.

Fee

The fee for the programme is Rs. 54,000 /-* per participant (Includes course material, room on twin sharing basis and board expenses). GST, as applicable, will be additional.

Discount

An organization sponsoring five or more participants to an MDP will be entitled to a group discount of 10% on the total fee payable provided that at least five participants actually attend the programme. If the actual participation is less than 5, refund may be made after deducting the full fee of actual number of participants who attend the training programme. The group discount would be applicable only to short duration programmes of up to 20 days.

Accommodation

Participants opting for accommodation at Indore will be provided room on twin sharing basis, in furnished air-conditioned rooms. Accommodation is on twin sharing basis from noon of day before the first day to noon of the day after the last day of the programme. In case a participant desires accommodation on single occupancy basis, the same may be provided on request, on first-come first- served basis, subject to availability and applicable accommodation charges.

Status of IIMI Alumni for Executive Education Programmes

The participant who completes the programme successfully will be eligible for the Executive Education Alumni status of IIM Indore. The participant is required to apply separately along with the necessary fee of Rs.1,000/- + GST @18% per person (for two years) and Rs. 10,000/- + GST @18% per person (for Lifetime) to register his name with IIM Indore Executive Education Alumni.

Benefits of IIM Indore's Alumni include

- a) Subscription to the brochures and newsletters from IIM Indore
- b) Access to the IIM Indore Campus Library (on-site access only)
- c) Official email ID of the institute

The Executive Education Alumni status will be available on request and participants will be required to follow the documentation process set-up by the Alumni office. Mere successful completion of the programme, application submission, and fee does not entitle a participant to be eligible for executive education alumni status. IIM Indore reserves the right to confer executive education alumni status.

IIM Indore reserves the right to modify the above conditions at its discretion at any time without notice. Only the courts at Indore will have the territorial jurisdiction to try any disputes arising in respect of the Executive Alumni membership being granted.

Registration

Participants are generally to be sponsored by organizations. However, application by Individuals may also be accepted. A formal communication regarding the acceptance of nomination/application will be sent to nominees prior to commencement of the programme. Nomination form(s) and programme fee through Electronic Fund Transfer must reach the MDP Office 15 days prior to commencement of the programme.

Faculty Coordinator

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About IIM Indore

Indian Institute of Management Indore (IIM-I) is an autonomous public business school located in Indore, Madhya Pradesh, India. IIM Indore has received the prestigious Triple Crown accreditations - first from the Association of MBAs, AMBA in 2016 (a UK-based accreditation agency), second from the AACSB in 2019, and third from the EFMD Quality Improvement System (EQUIS), the globally recognized international organization for management development, in December 2019. IIM Indore is the second IIM in India to receive these triple accreditations.

National and International Rankings

IIM Indore, due to its consistent efforts in improving academic standards and achieving academic excellence in all its programmes, has achieved commendable rankings by various National and International ranking agencies. Presently, IIM Indore is ranked 8th in the NIRF ranking (a Ministry of HRD, Government of India initiative), 61st globally in the Executive Education (Open) programmes and 85th globally in the Executive Education (Customized) programmes in the FT Ranking and 25th rank (Asia) in QS World Rankings for our global MBA



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