

Innovation DNA

SOHAIL ZINDANI

ONE-DAY INNOVATION MASTERCLASS

A discipline. Not a department.
A system. Not a slogan.
A practice. Not an event.



Date:
20 October 2026



Venue:
Mövenpick Karachi



Time:
0900 — 1700 Hours



SOHAIL ZINDANI
FACILITATOR

PROGRAM OVERVIEW

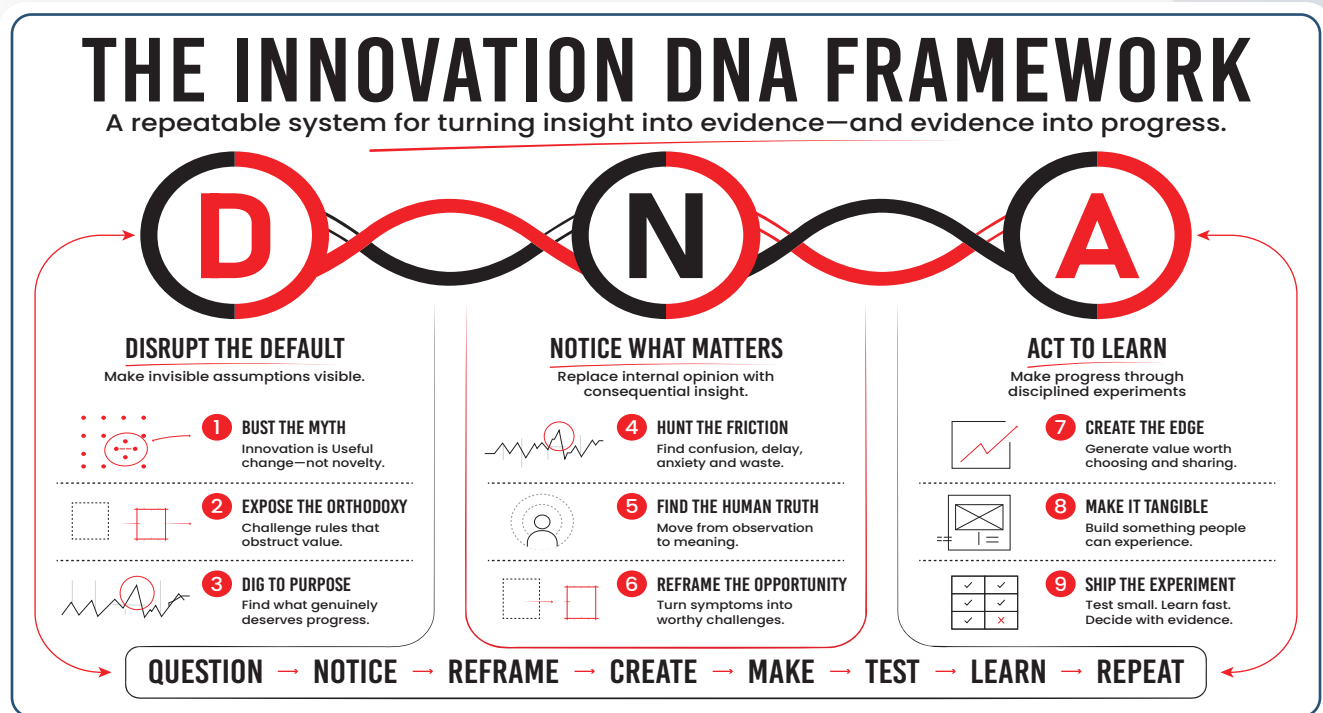
Organizations rarely suffer from a shortage of ideas. They suffer from inherited assumptions, distant customer understanding, cautious decision-making and systems that reward predictability more reliably than progress. Innovation DNA is a high-intensity, execution-first masterclass that changes how participants notice problems, challenge defaults and move ideas into the real world.

The program combines the discipline to challenge managerial orthodoxy, the ambition to create work worth noticing, and the courage to move ideas into action. It integrates human-centered exploration, serious experimentation and repeated attempts... supported by proven learning principles such as real business challenges, multidisciplinary collaboration, structured divergence, rapid prototyping and immediate workplace application.

The objective is not to make everyone more 'creative.' It is to make the organization more capable of turning insight into evidence, and evidence into progress.

THE PROPRIETARY INNOVATION DNA ARCHITECTURE®

Innovation DNA is organized around three repeatable disciplines. Together they form a practical loop that teams can use after the masterclass - in meetings, projects, customer journeys, policies and strategic decisions.



PROGRAM BENEFITS

- Develop a practical, shared language for innovation across functions.
- Recognize the orthodoxies and approval habits that quietly suppress initiative.
- Identify high-value customer, employee and operational friction worth solving.
- Reframe familiar problems to reveal stronger opportunity spaces.
- Generate more diverse ideas without allowing hierarchy or the loudest voice to dominate.
- Evaluate ideas through desirability, feasibility, viability, distinctiveness and learning value.
- Build rapid prototypes for products, services, processes, policies and experiences.
- Design low-cost experiments that replace opinion with evidence.
- Leave with a 30-day innovation commitment connected to real work.

WHO MUST ATTEND

The masterclass is designed for people who can influence how work is defined, decided, designed or delivered:

- Business leaders, functional heads, senior managers and high-potential talent
- Strategy, transformation, innovation and cross-functional project teams
- Product, service, digital, customer experience and commercial teams
- Operations, quality and process-improvement leaders
- HR, organizational development and learning leaders.

PROGRAM OUTLINE

PRACTICAL INSIGHTS. REAL CONVERSATIONS. LASTING IMPACT.

1 | INNOVATION WITHOUT THE THEATRE

- Define innovation as useful change that creates demonstrable value.
- Distinguish genuine innovation from cosmetic improvement and fashionable activity.
- Recognize how leadership behaviour and organizational systems enable—or quietly kill—ideas.

2 | D: DISRUPT THE DEFAULT

Bust the Myth

- Differentiate invention, improvement and innovation.
- Connect innovation with customer value, employee effectiveness and operational progress.

Expose the Orthodoxy

- Identify outdated rules, assumptions and approval habits.
- Separate genuine constraints from conventions that have never been questioned.
- Challenge bureaucracy and risk avoidance without ignoring operational realities.

Dig to Purpose

- Move from what is currently done to why it deserves to be done.
- Separate the underlying purpose from the existing method.
- Frame innovation around an outcome people can understand and support.

3 | N: NOTICE WHAT MATTERS

Hunt the Friction

- Detect visible and hidden friction across important journeys.
- Treat complaints, exceptions and workarounds as valuable evidence.
- Distinguish isolated inconvenience from recurring, high-value problems.

Find the Human Truth

- Separate observation from interpretation and assumption.
- Examine the human and commercial consequences of friction.
- Turn multiple perspectives into a consequential insight.

Reframe the Opportunity

- Diagnose root tensions rather than react to symptoms.
- Reframe challenges from different stakeholder perspectives.
- Construct focused opportunity questions without prescribing the answer.

4 | A: ACT TO LEARN

Create the Edge

- Generate diverse possibilities before becoming attached to one answer.
- Borrow intelligently from other industries and contexts.
- Design distinctive value for a clearly defined audience.

Decide Without the Drama

- Reduce hierarchy and groupthink through structured, silent contribution.
- Evaluate possibilities through impact, effort, uncertainty and learning value.
- Convert discussion into a clear decision, owner and next action.

Make It Tangible

- Turn abstract ideas into appropriate prototypes, simulations or role-plays.
- Build for learning rather than presentation perfection.
- Improve ideas rapidly through useful feedback.

Ship the Experiment

- Identify the assumption most capable of invalidating the idea.
- Design a Minimum Testable Move with clear evidence criteria.
- Decide whether to scale, adapt or stop—and assign ownership.

5 | MAKE INNOVATION REPEATABLE

- Create psychological permission to question established practices and learn from intelligent failure.
- Build a practical cadence for reviewing experiments and protecting early-stage ideas.
- Translate innovation intentions into visible workplace action.

TRAINER PROFILE



Facilitated by:
Sohail Zindani

Keynote Speaker,
Leadership, Innovation &
Culture Consultant,
Storyteller, Author &
Entrepreneur

Sohail Zindani is a leadership thinker, management consultant, and entrepreneur dedicated to helping organizations unlock human potential and build cultures where people and ideas thrive.

He is the Founder of Learning Minds, a leading learning and consulting firm in Pakistan, where he works with corporations across industries on leadership development, organizational culture, innovation, and strategic thinking.

Sohail serves as Partner-in-Residence at the IoBM Executive Education Center, contributing to executive learning and leadership development. He also leads Sustainability and Brand initiatives for SOS Children's Villages Sindh, strengthening the organization's narrative and long-term social impact. In addition, he works with The Indus Hospital & Health Network, advising on leadership development, employer branding, and institutional capability building.

Recognized for his unconventional and thought-provoking perspectives on leadership, culture, innovation, and learning, Sohail frequently engages corporate leaders, educators, and young professionals through keynotes, advisory work, and executive programs.

Speaker, author, and content creator, he shares ideas on leadership, happiness, parenting, and personal growth through his writing, talks, and digital platforms, reaching audiences across the region and beyond.

Based in Karachi, Sohail continues to work with organizations and institutions committed to building meaningful, forward-looking cultures.

REGISTRATION DETAILS

Regular Fee	PKR 90,000 per participant + SST
Group of 3 or more participants	PKR 80,000 per participant + SST
Group of 5 or more participants	PKR 75,000 per participant + SST

-  For Registration(s), send us your Name, Designation, E-mail, Mobile Number and CNIC to **events@learningmindsgroup.com**
-  For further information please contact **Talha Shabbir**
Phone: **0321-8747595**
events@learningmindsgroup.com
-  **Fee Includes:**
Learning material, lunch, refreshments, business networking opportunities, and a certificate of participation.
-  **Cancellation Policy:** Cancellations made within 7 working days of the workshop are non-refundable. All cancellations must be submitted via email. Substitutions, however, are welcome at any time.
-  **Interested in a customized in-house workshop for your organization?**
Email us at **talha.s@learningmindsgroup.com** to explore the possibilities.