

CREATIVITY & INNOVATION: **WORKSHOP ON ‘DESIGN THINKING PROCESS’ HELD** **FOR DIRECTORS OF VRA**

A workshop on “Design Thinking Process” has been held for Management as part of the Creativity & Innovation programme which the Authority has embarked on.

The workshop, which was held on March 16, 2023 in Accra was facilitated by Professor, Emmanuel Asamoah, Associate Professor/Acting Dean (Faculty of IT & Communications Service, UPSA). It was intended to provide further insights to Management on how to embed creativity and innovation into our business activities and decision-making process.

Opening the session, the Advisor, Office of the CE, Dr. (Mrs) I. Stella Agyenim-Boateng, noted that given the rapidly evolving energy market, coupled with an increasingly digital and disruptive business environment within which VRA operates, there was the need for the Authority to adopt a culture of creativity and innovation as that was critical for VRA’s survival as a public utility. She called on participants to spearhead the implementation of creative and innovative solutions in their respective Departments.

Professor Asamoah took participants through the “Design Thinking Process” and its benefits to organizations. Citing the success stories of various institutions, including UPSA, he shared insights into how Management could use the Design Thinking process to transform the fortunes of the Authority and create a culture of ownership by all

The “Design Thinking Process”

It is a human-centered approach to innovation which aims to understand customers’ needs and generate creative ideas to ensure customer satisfaction. It allows teams to understand users, challenge assumptions, redefine problems and create innovative solutions, products and services to promote business sustainability. Design thinking involves five phases which are: Empathizing, Defining, Ideating, Prototyping and Testing. These are useful in tackling problems that confront us.















