

FULL-TIME MBA

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My Business Design Story: Kiran Sajwani, MBA '13



Kiran was born & raised in Dubai, United Arab Emirates, where she worked in the Marketing, Banking, Leisure & Real Estate sectors. More challenges beckoned, eventually co-founding Fluffy Clouds, a start-up engaged in hand-crafted babywear & accessories. Kiran is passionate about volunteer work, particularly in areas of academic & career support & development, and in her spare time, enjoys photography, poetry, writing, reading, baking, and golf. After graduating from her Rotman MBA, Kiran hopes to achieve success in Strategy, Innovation & Business Design Consulting.

I'm often asked, "Why Rotman?" and a myriad of responses pop up, ranging from it being Canada's top business school, to its incredible strength of professors, to its encouraging support staff, to the collaborative nature of its students, to its first year exposure to business foundation courses, to its practice of Integrative Thinking, to its top-notch reputation for Business Design & Design Thinking, but most of all, it probably has to be the opportunity to

explore different career options.

Business Design applies design-inspired practices to tough business innovation challenges, and is about asking the essential question 'Why?' and changing the way that businesses think about their clients, themselves, and their problems. Businesses cannot exist, survive or succeed without their customers, and so Business Design teaches you to put the customer at the core of your problem analysis and innovation through the three gears of Empathy & Deep Human Understanding, Concept Visualization, and Strategic Business Design. With Business Design and its strategic customer-focused innovation, you can only strengthen the connection and the bond that your customer shares with you and your product, which can only mean good news for your bottom line.

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Rotman offers a number of opportunities to explore Business Design during the first year, all hosted by the helpful design minds at the Rotman Business Design Club (BDC), and held in coordination with the design professionals at Rotman DesignWorks. Your exposure to the field begins with the BDC Bootcamp, a day-long workshop that introduces you to Business Design & Design Thinking, and takes you through the three gears with a hypothetical client, while keeping an open curious mind. Since a day-long workshop is nowhere near sufficient to understand the immense breadth of Business Design, you take the next step with Design Visa, a six-week workshop that takes you deeper into the history of Design Thinking, and challenges you to think more strategically about the three gears for a hypothetical client that is facing corporate, consumer or extinction challenges. And if you're itching for more Business Design, the Rotman Design Challenge (the only student-run competition in North America that incorporates both business & design concepts) is an incredibly exciting opportunity, not only to immerse yourself once again in Business Design, but also to apply it to a live case.

"Business Design was a foreign concept when I first arrived at Rotman, but its supportive environment encouraged me to constantly embrace curiosity and throw myself in deeper"

Business school is really a big adventure, where you have the opportunity not only to learn about essential business skills, but also explore a wealth of opportunities. Business Design was a foreign concept when I first arrived at Rotman, but its supportive environment encouraged me to constantly embrace curiosity and throw myself in deeper, in order to better understand its beauty and its relevance to today's and tomorrow's business and world challenges.

Check out Kiran's blog at www.mustbringadventure.wordpress.com

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