



Envision a More Impactful Transformation for Your Business

Transformation isn't just about implementing technology solutions. It's about understanding all aspects of your business to design new ways of working and thinking that move your organization into the future.

The **Microsoft Catalyst Envisioning Workshop** from Cognizant takes businesses through a guided process grounded in **design thinking** to create more focused, strategic, and optimized business outcomes. Ideal for organizations in business and financial services, insurance, manufacturing, logistics, legal, and professional services, we help you create transformational changes that are:

- Viable** from a business standpoint, solving the issues at hand in the most optimized way
- Feasible** from a technical perspective, ensuring the solution can be easily built and implemented
- Desirable** from a human vantage point, delivering the value—and solutions—your people need

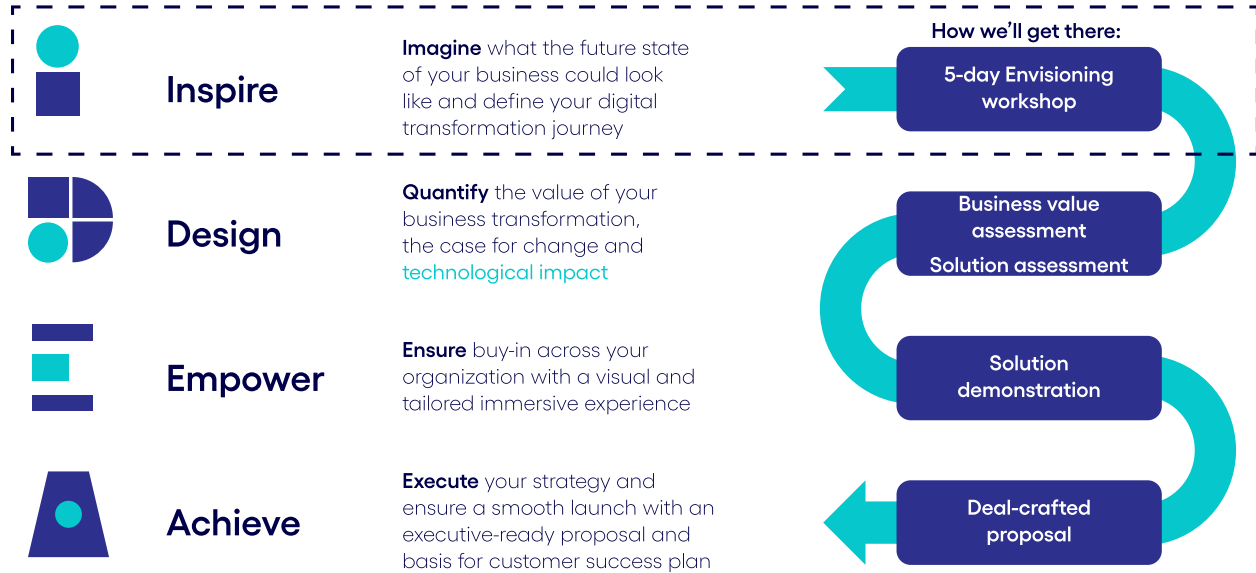
The Power of Design Thinking

Design thinking is an innovative process used to create business outcomes that address multiple facets of a problem, such as context, user perspectives, business objectives, technical considerations, and more. This helps to identify and solve the root cause of a problem instead of patching it with a superficial solution.

Catalyst Envisioning Workshop

In our five-day Catalyst Envisioning Workshop, we focus on the first phase of the Microsoft Catalyst IDEA framework to help you create a multi-faceted business outcome that empowers more impactful transformation in your organization.

Transformation Through the IDEA Framework



Envision a Superior Future State

Together we help you ideate and define the desired future state of your organization and outline how to deliver on that vision.

Develop a Long-term View

Your team works together to define the digital transformation journey by prioritizing initiatives based on business outcomes.

Workshop Engagement Overview

The **Catalyst Envisioning Workshop** is designed to deliver several actionable outcomes to prepare your organization's move into the Design phase:

- Understand** areas of opportunity and challenges
- Identify** patterns and themes
- Rank and prioritize** solution ideas
- Validate** initiatives for further investigation

The scope of the workshop includes the following pre-work, workshop activities, and deliverables.

Pre-work

Goal-setting meeting
Discovery meetings

Workshop activities

Virtual workshop sessions for up to 10 people
Concept training
Collaboration tool enablement
Workshop facilitation & summary output
Outcome presentation & next steps

Deliverables

PowerPoint presentation of workshop outcomes
Plan for Phase 2 (Design)
Observation model



Why the Cognizant Microsoft Business Group?

The Cognizant Microsoft Business Group has a singular focus — advancing your cloud modernization journey with focus, simplicity and scale. Together with Microsoft, we provide the blueprints, resources and agility to propel your business forward. We turn digital potential into real business performance at speed, with end-to-end Microsoft Cloud solutions and managed services. Our dedicated experts deliver continuous innovation and business value at every stage of your digital transformation.

The Cognizant Microsoft Business Group is one of the world's most certified Microsoft partners, with over 6,000+ Microsoft certified consultants, 14 advanced specializations, 18 Microsoft gold competencies and 25+ Microsoft Partner of the Year Awards. Wherever you are in your modernization journey, and whatever your end goals are, we can help you get there.

Learn more and get in touch at <https://mbg.cognizant.com>.

Learn more or request an Envisioning Workshop today.



About Cognizant

Cognizant (Nasdaq-100: CTSI) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 194 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow @Cognizant.

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