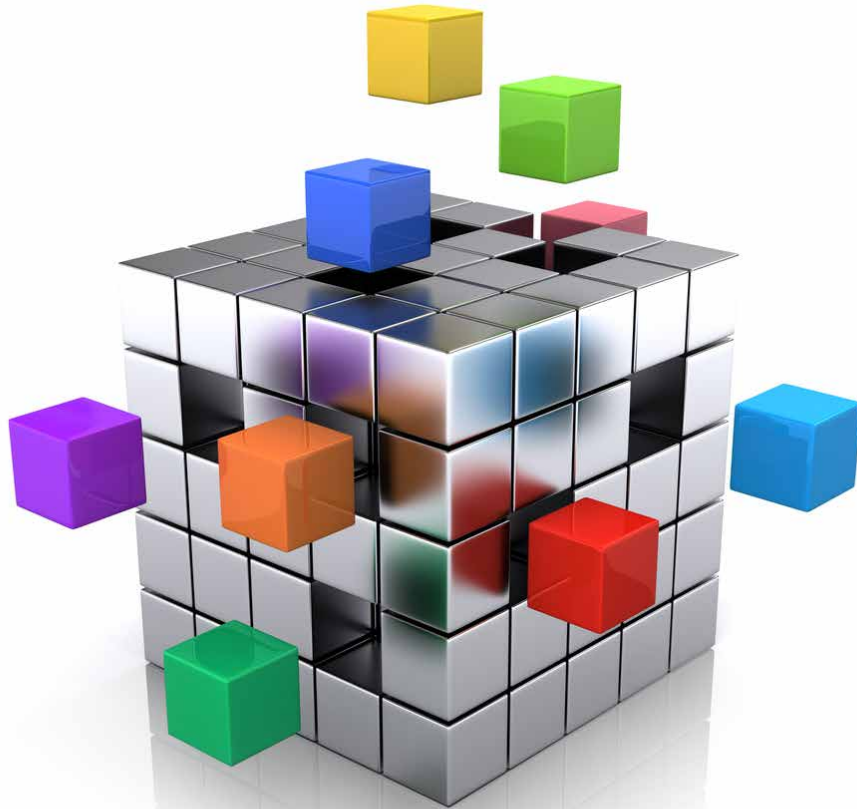


DESIGN THINKING

FOR STRATEGIC INNOVATION



SPEAKER: KC LEE

- **Certified Facilitator & Instructor** for Edward de Bono's Six Thinking Hats™, John Maxwell's Developing the Leader Within You™, The 360° Leader™, Winning with People™, DISC Behavior Profiling Assessments and Project Management programs.
- **Adjunct Professor** with Asian Institute of Management (AIM) from 2008.
- Extensive strategic **project operations, leadership and negotiations skills** in large- scale telecoms & IT infrastructure projects, with well-rounded people skills in multi-cultural settings.
- Successfully led a new product team and pioneered the introduction of fiber passive optical networks to the Philippines market.



Design thinking is a **human-centered** approach to innovation that draws from the designer's toolkit to integrate the needs of **people**, the possibilities of **technology**, and the requirements for **business** success.

Tim Brown IDEO



INTRODUCTION

A successful organization thrives because it is able to deliver products or services that satisfies and excites its customers in one form or another. In today's increasing complexity of modern technology and modern business, customers are increasingly choosing products and services based on the quality of the experiences they have with them.

How does an organization keep its products relevant, engagement and meaningful to take care of its customers?

WORKSHOP BENEFITS

- ✓ New Insights of design thinking concepts to improve organizational performance
- ✓ Solutions to solve complex challenges through the process of structured design thinking
- ✓ Drive better results by combining design thinking with analytical decision making
- ✓ Framework for building an environment that fosters creativity,
- ✓ New ways to collaborate across all functions of the organization.

To help meet these challenges, an approach known as "Design Thinking" is playing a greater role in finding meaningful pathways - its process and tools are increasingly being adopted in organizational innovation initiatives. Design Thinking is a human-focused, customer-centric and prototype-driven innovative design process.

Some of the world's leading brands, such as Apple, Google, Samsung, and GE, have rapidly adopted the Design Thinking approach and Design Thinking is being taught at leading universities around the world, including d.school, Stanford, Harvard and MIT.

This two-day workshop will help participants develop a solid understanding of the fundamental phases and methods in Design Thinking. Participants will learn how to implement newfound knowledge in their professional work life.

The five-step Design Thinking process is based on the renowned Stanford University's d.school model that is broadly used and has proven its value. This method combines both analytical and creative approaches to generate solutions. Industry practitioners of Design Thinking include Apple, Google, Samsung, IDEO, Uber, AirBnB, Singapore Airlines, Nike and GE.

DESIGN THINKING PROCESS



LEARNING OBJECTIVES

At the end of this two-day workshop, participants will be able to:

- Acquire a deep understanding of the Design Thinking principles, process and tools.
- Demonstrate through examples how design thinking has been used across many business and social areas
- Identify the key elements of design thinking and service design - including process, methods and mindset.
- Apply the Five Stages of Design Thinking methodology and tools to create the desired breakthrough ideas to a classroom case problem
- Improve personal effectiveness by becoming a more empathetic service provider providing your end-users with delightful products and services

PROGRAM CONTENT

I. INTRODUCTION

- Icebreaker Games
- Workshop Overview

II. DESIGN THINKING CONCEPTS

- What is design thinking?
- Why Design Thinking?
- Applications of Design Thinking
- Benefits of Design Thinking (Financial industry)
- Framework of Design Thinking
- Seven Mindsets for Design Thinking

III. DESIGN THINKING PROCESS

1. EMPATHY

- Why Customer Empathy?
- Purpose of Design
- Immerse, Observe, Engage
- The Meaning Exercise
- Activity: Paying Attention
- Methods: What? | How? | Why?
- Methods: Empathy Map
- Class Project Application

2. DEFINE

- How to clearly define problems and desired outcomes
- Common pitfalls in problem definition
- What's your Lampost?
- Intention Vs Attention
- Activity: Reframe Question
- User + Need + Insight
- Methods: 2x2 Matrix
- Methods: Why-How Laddering
- Class Project Application

3. IDEATE

- Imagination, Creativity, Innovation
- 3 Keys to Imagination
 - Reframe (Video : Tesco)
 - Combine & Connect (Exercise : A New Sport)
 - Challenge (Activity : Line Up)
- Brainstorm Rules
- Ideation Tools
- Methods: Point-of-View Analogy
- Methods: "How Might We" Questions
- Class Project Application

4. PROTOTYPE

- What is Prototyping
- Key concepts in Prototyping
- Gift of Failure
- Prototyping Methods
 - Prototype for Empathy
 - Prototype to Test
 - Prototype to Decide
 - User-Driven Prototyping
- Class Project Application

5. TEST

- How to test and evaluate Prototypes
- Collaborate to Innovate
- Methods and tools
- Methods: Testing with Users
- Methods: Feedback Capture Grid
- Methods: I Like, I Wish, What If
- Class Project Application

VI. WRAP-UP

- Presentation of the Class Project
- Action Plan for Application @Work

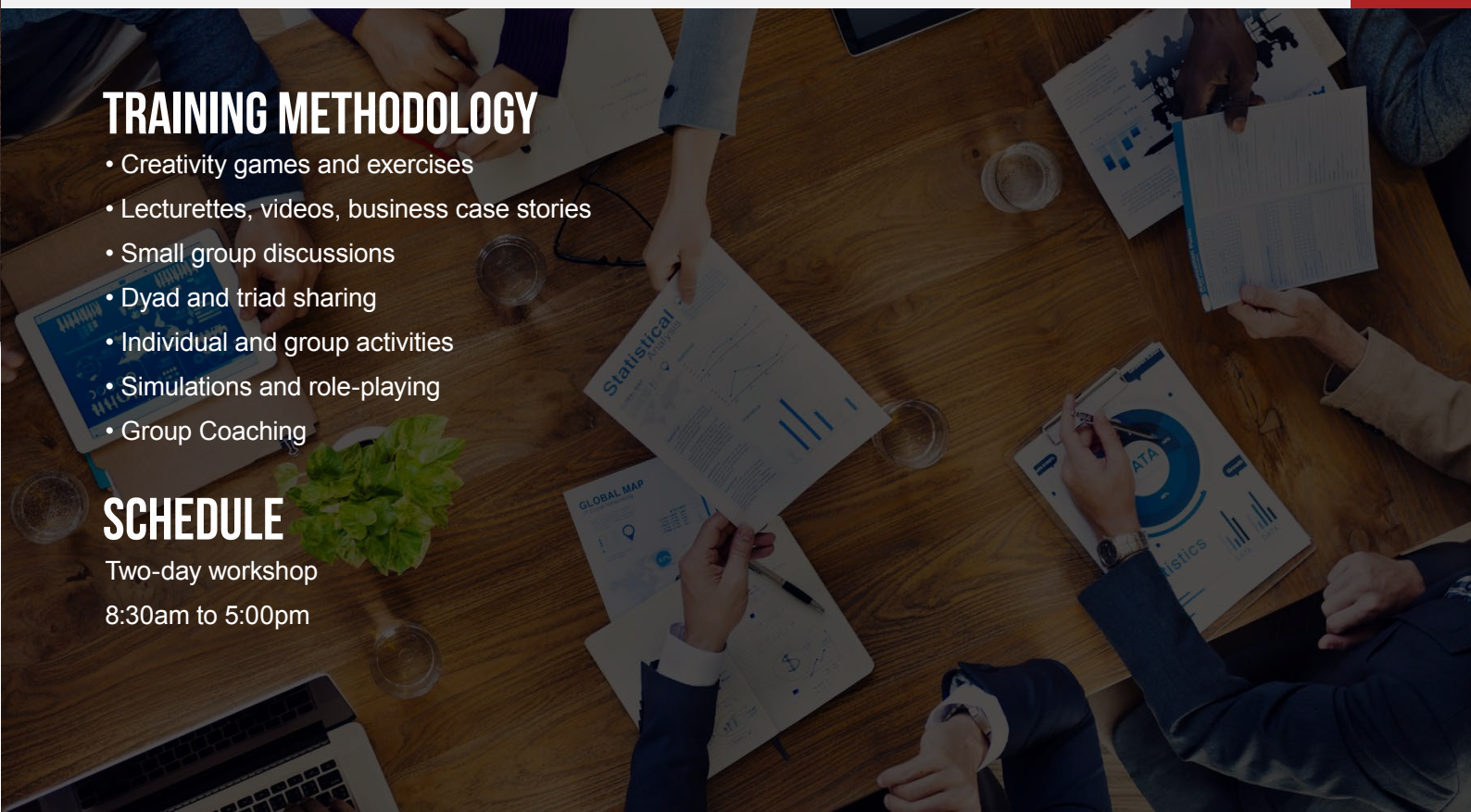
TRAINING METHODOLOGY

- Creativity games and exercises
- Lecturettes, videos, business case stories
- Small group discussions
- Dyad and triad sharing
- Individual and group activities
- Simulations and role-playing
- Group Coaching

SCHEDULE

Two-day workshop

8:30am to 5:00pm



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INTERNATIONAL AWARD & RECOGNITION



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Competitive Advantage Statement:

ITD World is an award winning Multinational Corporation that provides the world's best leadership development solutions to leading global organizations. We offer comprehensive & innovative solutions that produce superior results.

Core Activities & Resources:

Talent and Leadership Development; Corporate Training and Consulting; Professional Competency Certification; Mega Events and Seminars; Coaches, Mentors and Speakers Bureau; Community Services and Campaigns. Over 238 world-class programs and more than 100 dedicated mega gurus, top international resource persons, trainers, speakers, coaches and consultants from around the world.

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