**Individuals, entrepreneurs and organizations today are competing in a highly volatile, uncertain, complex and ambiguous (VUCA) world.**

- Are you ready to embrace these changing conditions?
- How nimble are you to encounter this reality of haziness?
- Where are you in terms of relevance and agility in this fast-paced world?
- Are your products and solutions meeting the customers unmet needs?

- Have your employees been able to **design creative products and solutions?**

- Are you sure your creative solutions will **yield great ROI**?

- Do you know the way to lead in a **VUCA world**?

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**One way to lead is to innovate and not imitate.**

As Steve Job's once quoted, "Innovation is the only way to win". Hence, this highly interactive and hands-on workshop will reignite the individual's inner potential to imagine, ideate and innovate creative products and solutions to stay competitive and the same time take advantage of the growth potential.

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# BENEFITS OF BUILDING A PROTOTYPE

**There are various reasons to prototyping however some of the key benefits are:**

- Failing early and inexpensively to eliminate concepts or designs that do not work and focus on solutions that do.

- Gathering more precise requirements through user experience, especially from behaviours, emotional needs and their job functions, for refining towards a final design.

- Understanding the problem to address both the known and unknown challenges of the product or solution's design and to refine it to a more value added working design.

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- Encourages collaboration as like minded designers with strong opinions will conduct several iterations of the features and functionalities with users to examine trade-offs of each approach in making correct design decisions.

- Increase the chances to secure funding by proving your concept.

- Consistently improving towards a working prototype increases the probability for initial funding for your idea.

- First steps towards innovation is to just build or design prototypes (i.e. product, services or process) and thereafter to potentially consider filing for patent for the final prototype if the invention is novel, involves inventive steps and/or is industrially applicable.

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# LEARNING OBJECTIVES

**At the end of the 2-day e-workshop, participants will be able to:**

- Apply Creative Design Thinking methodology
- Build actual lo-fi prototypes to solve users' problems and unmet needs innovatively.

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# WHAT YOU WILL LEARN:

- **Discover** ways to be brave and bold to think differently and creatively.

- **Apply** Creative Design Thinking methodology to build and/or design creative solutions.

- **Be** human centric to understand user/customer deep value, challenges and unmet needs.

- **Identify** problems based on users' frustrations, pains and goals.

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- **Propose** a range of creative ideas as solutions and craft a hypothesis.

- **Design** and build actual lo-fi prototypes to be tested by the users.

- **Apply** Design Thinking with ease in the organizations by identifying a Persona.

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# COURSE OUTLINE

## MODULE 1: PRINCIPLES OF DESIGN THINKING

- Understand competencies of a Creative Thinker or Critical Thinker.

- Comprehend the benefits of Design Thinking in the industry.

- Recognize qualities of great Design Thinkers and Innovators of the world.

- Activity: Case Study, Group Activity, Group Discussion and Facilitation.

# MODULE 2: <u>CREATIVITY, INNOVATION AND DESIGN THINKING METHODOLOGY</u>

- Discover and understand the Innovation Adoption Curve.
- Recognize how Design Thinking can implemented.
- Understand Design Thinking Methodology.
- Activity: Case Study, Videos, Group Discussion and Facilitation.

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# MODULE 3: <u>PERSONA</u>
## Being human centric and caring

- Understand the definition of Persona.

- Appreciate the importance to care about the users in today's business world.

- Develop a customer persona which include their frustrations, behaviors and goals.

- Activity: Group Activity, Brainstorming and Facilitation.

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**MODULE 4: <u>PROBLEM</u>**
**Identifying the right issue**

- Understand the definition of Problem.
- Recognize the importance to frame the right user challenge and pain.
- Discover the user's problem that needs to be solved.
- Activity: Group Activity, Brainstorming and Facilitation.

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# MODULE 5: <u>IDEATE</u>
## Generating a range of creative solutions

- Understand the definition of Ideate.
- Discover the importance to generate widest range of solutions.
- Generate ideas and discover solution(s) using a hypothesis method.
- Activity: Group Activity, Brainstorming and Facilitation

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# MODULE 6: <u>PROTOTYPE</u>
## Build to think and learn

• Understand the definition of Prototype.

• Comprehend the importance to building a real prototype as innovators.

• Experience building actual innovative prototypes fast and with minimal cost.

• Activity: Group Exercise, Assignment and Facilitation.
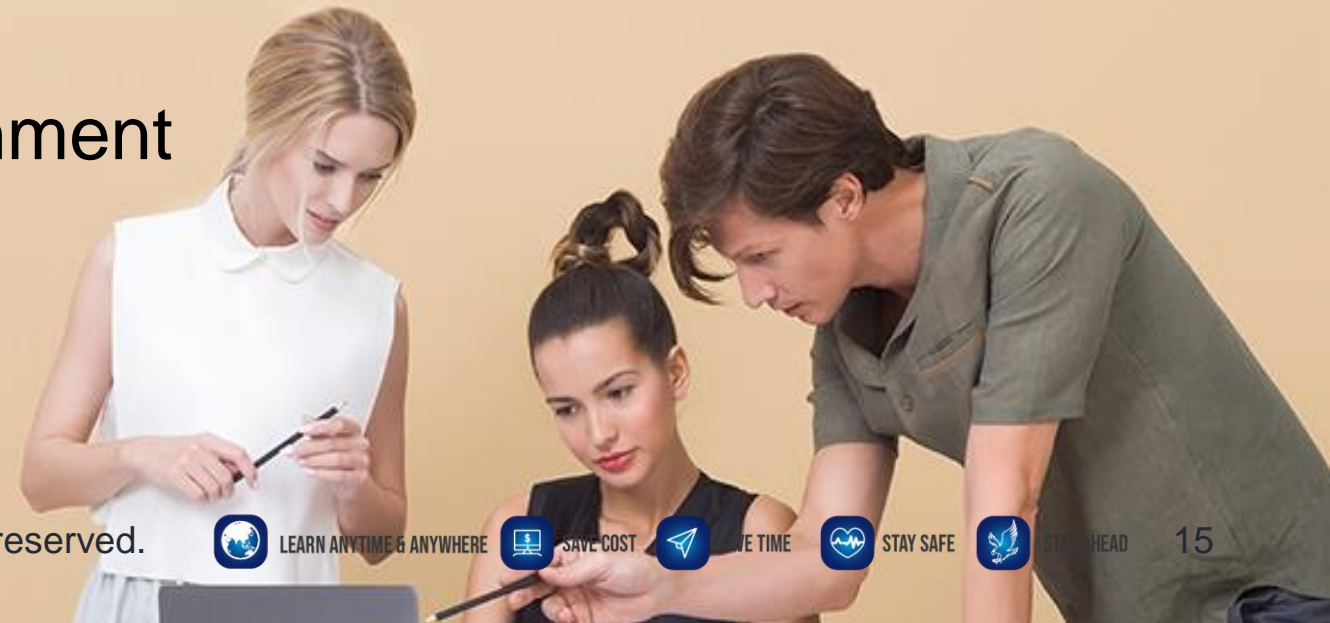
# MODULE 7: <u>PIVOT OR PERSEVERE</u>
## Validate the solution and refine

- Understand the definition of Pivot and Persevere.

- Recognize the importance to learn about the solution from the users.

- Experience validating prototypes for learning and refinement.

- Activity: Group Presentation, Group Discussion and Facilitation.

## MODULE 8:
## PERSONAL DESIGN THINKING ACTION PLAN

- Find your persona(s) and early adopter.

- List a plan to validate the customer/problem fit' and 'problem/solution fit'.

- Summary, Key Take Away, Q&A and E-Evaluation.

- Activity: Group Discussion and Facilitation.

# COURSE LEADER: SEELAN V. KARTHI

- Certified Training Professional accredited jointly by Asian Region of Training & Development Organization (Philippines) and Institute of Training Development (Malaysia).
- Certified Innovation Professional Level 1 accredited by Amazon Web Services.
- Certified Six Sigma Green Belt and Certified Dell Brand Champion both accredited by Dell Inc.
- Certified Trainer by the Human Resources Development Fund, Malaysia

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Seelan V. Karthi is a full time professional **corporate trainer, coach, speaker and consultant**. He has coached and trained, students, graduates, non-executive level to senior managers with the purpose to make them better individuals in what they do best and how they contribute back to society. He has **more than 18 years of work and project experience** in various industries namely semiconductors, academia, research and development, IT, telecommunications, BPO, media and broadcasting, investment holdings, omni-channel shopping, manufacturing, insurance, FMCG, banking and automobile in Penang, Manila and Kuala Lumpur.

He has held various managerial positions with the last being **Sr. Assistant Vice President & Head of Customer Experience and Management**. In 2007, he was awarded Most Valuable Player Award by Dell Inc and thereafter was promoted numerous times for this excellent contribution before being awarded again with the **Silver Award for Outstanding Performance** also by Dell Inc. in 2011.

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