

DESIGN THINKING AS A PROCESS TO INNOVATION



SPEAKER : P. RAJOO
DATE : 9 – 10 MARCH
VENUE : ISP HEADQUARTERS
SUITE 3A01, LEVEL 3A, PJ TOWER
AMCORP TRADE CENTRE, 18 PESIARAN BARAT
46050 PETALING JAYA, SELANGOR

INTRODUCTION

Design Thinking draws upon logic, imagination, intuition, and systemic reasoning, to explore possibilities of what could be, and to create desired outcomes that benefit the end user (the customer). A design mindset is not problem-focused, it's solution focused, and action oriented. It involves both analysis and imagination."

In this practical workshop, you will be learning a powerful **complex problem solving framework** known as Design Thinking and a new approach to Business Innovation based on insights and understanding of human needs – human centered design. The concept of Design Thinking has been around for decades, but in the past ten years, **IDEO**, a design consultancy firm, has championed the process **as an alternative- whole brain thinking.....** to a purely **analytical approach to problem-solving**.

BENEFITS

After attending this workshop, participants will be able think different in asking questions to develop innovative solutions in a wide range of business scenario in the plantation industry – solving wicked problems in a structured method for observation, reframing, ideation, prototyping and test the market place

Mindset 1: Sense the changing conditions of What is?..... What if?... thinking in our practices

- Shift from lock mindset to unlock in thinking..... Visualization
- Start with User in mind in offering innovative solutions.

Mindset 2: Look for opportunities for changes and trends in the business of today

- Leap frogging..... looking for surprises
- Think ahead or predictive thinking

Mindset 3: Challenging the current value chain in the business

- Being able to recognize and understand the current practices
- Challenging assumptions.... Why are we doing what we are doing?
- How best to frame? Look for new possibilities.

LEARNING OBJECTIVES

- ✓ After attending this program, the participants should be:
- ✓ Able to observe and notice 'the big picture' to explore the context of the business scenarios and frame problem or define challenge in business uncertainties.
- ❖ What is not working well in the current situation in the plantation business? Present
 - Look for changes
 - Look for trends
 - Rethink the current practices & Challenging assumption of the value chain
- ❖ How those changes occurred over a period of time?..... the past
- ❖ How can we foresee how changes might happen in the future?.... envision possibilities
- ✓ Practice to listen with target users with empathy to share 'user experience' to discover needs and insights
- ✓ Analysis and Synthesis – break apart the problem and frame the challenge- point of view
- ✓ Discover, explore and reimagine new ideas or frame the solutions to address the pain points of the User
- ✓ Skill in prototyping the concepts (Fail Fast and Fail Early), Test and validate and co create with User

METHODOLOGY

Interactive learning using gamification and inquiry base learning. The gamification of learning is an educational approach to motivate students to learn by using game design and game elements in learning environments. The goal is to maximize enjoyment and engagement through capturing the interest of learners and inspiring them to continue learning.

- Framing questions
- Explore concepts
- Experimenting
- Challenging assumptions
- Team sharing learning experiences
- Story boarding

LEARNING CONTENTS

How must we think TO FRAME A CHALLENGE in business uncertainties or the VUCA Environment?

External: The context of the Plantation Scenario's

- Mindset: Sense the changing conditions in business..... what is current reality..... what if.... How changes will happen
- Mindset: Visualization..... See the big picture.... Observing surroundings.... Search for opportunities
- Mindset: Foreseeing trends for sensing innovation opportunities

Internal: The Content of the operations goals/ strategy / KPI'S

- Mindset: Framing / Reframing the current practices..... challenging assumptions

Introduction to human- centered design method

- Desirability of human needs – research learning
- Viability: Prototype solution – experimenting/ agile learning
- Feasibility..... the business model for commercialization in the market place

The Human Centered Design is focused on three design skills to think like a designer

- Empathetic understanding of target users
- Reflection – Point of view- frame the challenge
- Make it – ideation/ iteration

The design method or design process in structured problem solving

- Understand the Target Users in the business of your offering.... Research learning
- ✓ Know the context..... Visualization ' the big picture overview of the business scenario..... What is..... What if thinking
- ✓ Know the customer
- ✓ Know the stakeholders
- Frame the challenge..... Framing/ reframing
- ✓ Data analysis..... looking for the unmet needs of the target user
- ✓ Point of view

- Ideation
- ✓ Explore concepts
- ✓ Collaboration
- Test and validate
- ✓ Experimenting/ Prototype
- ✓ Screening/ Prioritize
- ✓ Co create/ Co-develop with real user
- ✓ Evaluate a business case for implementation
- ✓ Business model
- ✓ Commercialization

The visual tools in design thinking

- Mindset of thinking – Visualization of the Context.... Understanding Frontiers..... Start with the right brain thinking to understand context..... the designers of thinking
- Customer value proposition canvass..... the Job to be done..... offering.... activities
- ✓ User functional need
- ✓ User experience
- The Customer Journey Map/ Empathy Map
- Stakeholder mapping
- Value chain analysis
- SCAMBER – brainstorming technique
- Matrix – Importance / difficulty

Make a story board to share experience: Application Learning

- Where to look improvement opportunities? Understanding frontiers
- Identify target users - User engagement – research learning to explore the ' pain points'
- Reflection..... Write a Challenge..... How Might We.....
- The ' Big Ideas'Collaboration
- Prototype model and
- Test & validate with real user

WHAT YOU WILL COVER?

DAY 1		DAY 2	
MORNING SESSION 9.00 am – 1.00 pm	AFTERNOON SESSION 2.00 pm – 5.00 pm	MORNING SESSION 9.00 am – 2.00 pm	AFTERNOON SESSION 2.00 pm – 5.00 pm
<p>A New way of thinking in framing a challenge in the current business scenario</p> <ul style="list-style-type: none"> • Mindset- Traditional business thinking versus design thinking • Method: <ul style="list-style-type: none"> ○ Empathy ○ Ideation ○ Implementation <p>Activity 1: Ice challenge.....</p> <p>Activity 2: Design a Vase What if Managers Thought Like Designers?</p> <ul style="list-style-type: none"> • Framing the problem narrowly versus broad view of the context <p>Activity 3: Job to be Done</p> <p>Workshop 1 How must we think to frame a challenge in business uncertainties to explore opportunities? What is going on today to identify the real problem or opportunity that we want to FRAME?</p> <ul style="list-style-type: none"> • Analysis of the Context <ul style="list-style-type: none"> ○ Sustainability of the commodity ○ Trade barriers in world economic market ○ Falling prices/ stockpiles ○ European union resistance ○ Disruptive innovation • Content.... Not meeting the KPIs <p>Labour intensive</p> <ul style="list-style-type: none"> ○ Mechanization ○ Low Yields ○ Sustainable model ○ Execution capabilities 	<p>Activity 30 circle challenge</p> <p>What is design?</p> <p>What is design thinking?</p> <ul style="list-style-type: none"> • Basic principles/ framework • The Process • The Tools <p>Workshop 2 Practice the visual tools: Rapid Prototyping expressing a new concept in a tangible form for exploration, testing, and refinement</p> <ol style="list-style-type: none"> 1. The Job to be done 2. User & Designer as a manager 3. The process of engagement 4. Look for problem & needs 	<p>Review day 1</p> <p>Activity The Design Process: the four Questions</p> <p>What is? The current scenario of business- exploring today</p> <p>What if? Looking for changes & trends</p> <p>What wows? Experimenting/ prototype and selecting</p> <p>What works? Commercial value in the market place</p> <p>Workshop 3 Journey Mapping assessing the existing experience through the customer's eyes</p>	<p>Workshop 4 Deep dive on The plantation industry value chain</p> <ul style="list-style-type: none"> • The capabilities and resources • Recognizing capabilities gaps <p>Workshop 5 Concept Development assembling innovative elements into a coherent alternative solution that can be explored and evaluated</p> <p>Application Learning</p> <p>Program evaluation</p> <p>Certificate presentation</p>

TRAINER

P.Rajoo is an experienced management consultant in Strategic Management. From early in his career, he has been involved in Corporate Performance Management, involving setting strategic direction and process measurement and aligning to reward management.

Prior to his consulting career, P.Rajoo gained 20 years in multinational semiconductor environment , providing strategy, process, logistic supply chain and capability performance improvement services to the organization. He was a retainer consultant in local financial institution focusing on Quality Management and design, implement and use of performance measurement systems.

In last five years. P.Rajoo has provided **design thinking framework** in problem solving wicked problems.

Application – Project base development

In the actual implementation phases of the design thinking he had contributed a major role in the various stages of design, build and roll out prototype projects – project base learning

Mindset

- Design and develop the **traits** to think different in problem solving
- Design method skills
- Conduct user research to discover needs and insights
- Framing the challenge
- Generate ideas/ build prototypes
- Test and validate
- Operation of the System Business Model Implementation

Certified design thinking from IDEO

Certified facilitator in design thinking from IBM , Texas, Austin

Consultant trainer for design thinking for the Sarawak Leadership Institute



REGISTRATION FORM

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Special Dietary Requirement (Tick if applicable)

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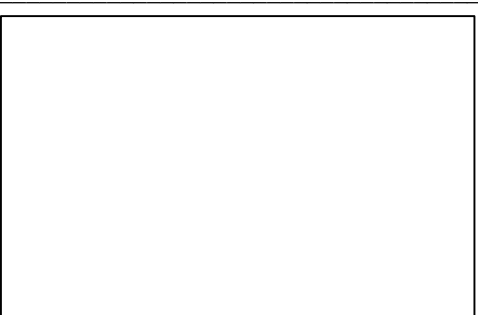
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TERMS AND CONDITIONS

- ❖ Request for cancellation must be made in writing.
- ❖ 100% refund will be made for written cancellation received **6 days before the day of the Seminar**. Refund will be issued after the Seminar.
- ❖ No refund will be given for cancellation received after the Seminar. However, replacement is acceptable; please forward the replacement name to emails below.
- ❖ The registration form serves as the official invoice.
- ❖ All membership subscription should be paid before the day of the Seminar to entitle for members' rate, or else, non-members' rate will be applied.
- ❖ The Organisers shall not be held responsible for whatever cost (hotel reservation/ flight ticket) incurred by participants.
- ❖ The Organisers reserve the right to make changes to courses without prior notice whether in terms of date, time, venue or any other aspects.

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CONTACT PERSON

For **REGISTRATION**: Ms. Siti NurNabilah Mohd Said
☎ 03-7955 5561 ✉ nabilah@isp.org.my

For **ENQUIRIES**: Mr. Rajindran Irusan
☎ 012-316 1280 ✉ rajindran@isp.org.my

DEADLINE
3 MARCH 2020