

Design Thinking

AS A PROCESS TO INNOVATION

(How to Identify Opportunities in times of Uncertainty?)



Speaker: Mr. P. Rajoo
Date : JUNE 2020

Introduction

In this course, you will learn and follow a systematic innovation process that serves as a toolbox for stimulating creativity and a methodology for defining and solving problems. This process involves applying concepts of design thinking and hypothesis-driven innovation. The goal is to end common ground between the needs of the user and the goals of the organization.

- Business needs..... Strategic Goals of the Stakeholders
- The User Needs
- The Business Context

Early in the course, you will identify your own real-world need to examine through this process.

- Sense the changing conditions
- See the big picture
- Foreseeing the trends in the industry
- Initial Problem Framing of the 'as is' business

Much of your coursework will be completed individually, however, you will be coming together with team members at key junctions to generate ideas and hypotheses. New ideas that address a real-world need.

Learning objectives

- To prepare the mindset to think different in facing up with challenges in condition of uncertainty.
 - Sense changing conditions.....observe/ ask critical questions about the What is current reality in business today?
 - Analytical.....gathering data to gain insights.....' the Why'
 - Respond to Signals..... The how.....'What if thinking'?
- To have a broad understanding about the design method of Problem Solving a wicked problem..... Complex Problem Solving

➤ **Target group:**
a. Manager/ Department Heads/Senior Executives

➤ **Duration**
a. 4 Weeks Course
b. 3.0 hours learning commitment per week

➤ **Participants:**
Need good internet connection
Limited 30 pax

➤ **Methodology**
a. Sharing experience with groupthink
b. Guided workbook.....Live interactive sessions by facilitation
c. Weekly feedback

Evaluation of Learning

- Assignment and 'What's App' interaction Participant takeaway..... On successfully completing this program you will:
- Use the design thinking and hypothesis-driven innovation processes to develop viable solutions to user challenges.
- Gain user empathy through observation and interviewing to develop user insights to identify unmet needs
- Use multiple brainstorming techniques to find innovative solutions.
- Develop and test a business model or business case to support the viability of the solution

Program Schedule

6 JUNE 2020 | 10.0AM - 12.00PM

Session 1: Thinking Mindset

A New Way of Thinking in times of uncertainty.... Strategic vs Operational challenges {Revenue/ Cost..... Moving from Crisis into Opportunity}

- Assessing.....Observe & Read Weak Signals in the Business Environment
- Sense the changing conditions
- Framing Strategic Questions
- What is going on?
- Where we want to go?
- How to get there? Your Strategic Move.....in time of uncertainty
- Determine what needs to be done/ What is most important?
- Framework for Your Organization to Make Sustainable Progress

Assignment 1: List the changes/ trends happening in Your Business Model Identify opportunitiesbusiness scenario

Learning outcome:

- Learn how to lead in times of uncertainty..... Practice to ASK STRATEGIC QUESTIONS IN THE BUSINESS..... & explore data to gain insights

16 JUNE 2020 | 10.0AM - 12.00PM

Session 2: Introduction to Design Thinking as a Process to Innovation

Problem Solving in times of uncertainty..... Two Mode of Thinking

- Complex Problem Solving..... Wicked Problem
- Unknown Problem
- Unknown Solution
- Operational Challenge..... Goals/ Standards in daily job

What is Design?

- Problem
- Solution

What is Design Thinking?

- Thinking Mindset in innovation challenges
 - Intuition, imagination and creativity
 - Logic reasoning
 - Design Method to Solve Complex Problem in condition of uncertainty
 - Market Desirable..... Traditional vs Uncontested areas....
- Opportunity space
- Feasibility
 - Viability

Sharing experience

- Grocery business & Digital Delivery Platform
- GE Experience in health care

23 JUNE 2020 | 10.0AM - 12.00PM

Session 3

The Design Process.....the framework of design thinking

- Inspiration.....Need findings of the problem you want to solve.....
- Look for a Challenge
- Understand the business context,
 - The business needs..... Goals / Strategy/ KPIs/ Programs
 - The Target User/ Segment
 - Gather information, Analysis and Define Point of View
- Ideation
 - Concept
 - Evaluation..... SIPOC
 - Prototype/ Experiment
 - Test and Validate
 - Implementation

Assignment 3:

- Map the PERSONA of the target user
- Map the Empathy Map

Learning outcome:

- Learning the framework of design thinking

30 JUNE 2020 | 10.0AM - 12.00PM

Session 4: Application Learning

How design thinking can be used in a range of business scenarios?

- Encourage a conversation with your work team..... **PROJECT DEBRIEF**
- Your Offerings..... products/ services
- Map Your Business Model Canvass
- Challenge assumptions & Questions Everything We Do
- **Frame Questions:** Look for Problems & Needs to frame a **initial problem statement**
- Who is Target User?
- What is the Problem?
- What is not working well in the current situations & why
- What is the implications?
- User research.... Gather data
- Map the value proposition canvass
- Map the empathy map
- Define the POV from..... {User Needs..... Insights}
- Brainstorm ideas.

HRDF Claimable

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REGISTRATION FORM

Please register the following personnel to attend the training as above.

Please photocopy for multiple bookings.

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Member: RM200.00 (Membership No.: _____)
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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 ENQUIRIES:
03-7955 5561

Mr. Tharmaraj
tharmaraj@isp.org.my

For REGISTRATION:
03-7955 5561

Ms. Siti Nurnabilah
nabilah@isp.org.my



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