

Design Thinking

AS A PROCESS TO INNOVATION

(How to Identify Opportunities in times of Uncertainty?)



Speaker: Mr. P.Rajoo

Date : 24 - 25 March 2021

Venue : ISP Headquarters, Suite 3A01, PJ Tower, Amcorp Trade Centre, No.18 Persiaran Barat, 46050 Petaling Jaya, Selangor

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. 2 Days Courses
- b. 8 hours learning commitment per day

Participants:

- Limited 20 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

24 MARCH 2021 | 9.00AM - 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 opportunities business scenario

Learning outcome:

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

24 MARCH 2021 | 1.00PM - 5.00PM

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

25 MARCH 2021 | 9.00AM - 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

25 MARCH 2021 | 1.00PM - 5.00PM

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.

Design Thinking

REGISTRATION FORM

AS A PROCESS TO INNOVATION

(How to Identify Opportunities in times of Uncertainty?)

Please register the following personnel to attend the training as above.
Please photocopy for multiple bookings.

Name: _____
I/C No.: _____
Email: _____
Mobile No.: _____
Member: RM550.00 (Membership No.: _____)
Non-Member: RM650.00

Name: _____
I/C No.: _____
Email: _____
Mobile No.: _____
Member: RM550.00 (Membership No.: _____)
Non-Member: RM650.00

Name: _____
I/C No.: _____
Email: _____
Mobile No.: _____
Member: RM550.00 (Membership No.: _____)
Non-Member: RM650.00

Name: _____
I/C No.: _____
Email: _____
Mobile No.: _____
Member: RM550.00 (Membership No.: _____)
Non-Member: RM650.00

Name: _____
I/C No.: _____
Email: _____
Mobile No.: _____
Member: RM550.00 (Membership No.: _____)
Non-Member: RM650.00

*** All fee inclusive of 6% Sales & Service Tax (SST) for Malaysians only.

Company Name: _____
Person in Charge: _____
Telephone: _____
Email: _____
Address: _____

Company's Stamp/
Signature:

PAYMENT METHOD

- Cash (Walk in only)
 Online Transfer
 ATM Transfer
 Cheque/ Bank Draft)
(Cheque/ Bank Draft No.: _____)

Credit Card Visa Mastercard
Card No.: _____
Cardholder's Name: _____
Bank's Name: _____
Expiry Date: _____/_____(mm/yy)
Signature: _____ Date: _____

Amount: RM _____

Payment can be made to ISP MANAGEMENT (M) SDN BHD bank account AMBANK ISLAMIC BERHAD/ AMBANK BERHAD 888-101-596-8511

** Please return the registration form and provide proof of payment to emails below

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.

Registration must be done by faxing/emailing the registration form to the following:

CONTACT PERSON

For ENQUIRIES:
03-7955 5561

En. Fahmi
fahmi@isp.org.my

For REGISTRATION:
03-7955 5561

En. Rizal
rizalhisham@isp.org.my

DEADLINE 17 MARCH 2021



For office use only:

Date : _____/_____/_____
Inv. No: _____
OR No.: _____