

TRAINING PROVIDER	
Singapore Professionals' and Executives' Cooperative Limited	
COURSE INFORMATION:	
Course Title	<b>THE DESIGN THINKING WORKSHOP - Building the Designer's Innovation Mindset</b>
Language	English
Course Duration	2 days (8 hours / 9am to 6pm)
COURSE OUTLINE:	
<b>Course Overview &amp; Objectives</b>	<p>A comprehensive live virtual program to help you experience the power of Design Thinking and Innovation.</p> <p>This 2-day virtual instructor led workshop delves into the fundamentals of the Design Thinking approach by immersion in collaborative exercises, dynamic discussions, relevant readings, and quizzes. Topics covered include fundamental principles of Design Thinking, the Design Thinking process steps, and awareness of some of the tools used in Design Thinking.</p> <p>You will understand why Design Thinking should be at the core of strategy development and organizational change, in order to create a culture that is focused on a creative way of solving problems. This way of thinking can be applied to products, services, and processes; anything that needs to be improved. Through this workshop, you will experience the power of Design Thinking concepts to create a path to innovation, unveil new possibilities, and make a greater contribution to your organization's future success.</p> <p>Emerging decision makers will be able to build their expertise in this workshop with specific design tools and methods as well as understand the end-to-end human centered framework.</p>
<b>Key Topics Covered</b>	<p><b><u>Course topics in Day 1 covers Competencies Areas in:</u></b></p> <ul style="list-style-type: none"> <li>- <b>Convergent and Divergent Thinking</b></li> <li>- <b>Human Centred and data-based Problem Framing</b></li> <li>- <b>Systems Understanding</b></li> <li>- <b>Detecting hidden needs of stakeholders</b></li> </ul> <p><b><u>MODULE 1: Importance of Design &amp; What is Design Thinking</u></b>            Team understand the importance of design thinking and its relevance to the current VUCA Economy. The various design thinking principles are articulated with relevant case studies. Team understands what is meant by "Experience "and why it is of utmost importance for a Human centered innovation approach.</p> <p><b><u>MODULE 2: Writing the Problem Statement</u></b>            The business and technical problem is now viewed from the Human experiential angle, and data in order to gain key insights. The session</p>

would include

- Detection of the exact problem space and defining this as a contradiction
- Justify the business need
- Find the specific opportunity and get stakeholders buy in
- Virtual team breakouts

### MODULE 3: Understanding Stakeholders and Users

- Business goals and priorities are identified in alignment to the vision of the leadership.
- This is done using techniques like Stakeholder mapping
- Teams work in virtual breakouts on the individual challenges
- Present outcomes to the group for reactions.

### MODULE 4: Personas and Empathy Maps

- Teams now understand what is the meaning of empathy with application examples
- Segmentation and persona creation techniques are shared and explained
- Method to empathise and document pains and gains using empathy map is showcased
- Teams in their respective virtual breakout groups experiment with empathy map and persona

### MODULE 5: Team Presentations and Retrospect

- Teams present their working and identified pains and gains for the stakeholder group selected
- Expert inputs and guidance are provided by the facilitator
- Feedback from team

### Course topics in Day 2 covers Competencies Areas in:

- **Human centered problem framing**
- **Ideation for Innovation**
- **Storyboarding and prototype creation**
- **Creating effective Pitches**

### MODULE 6: Current Scenarios & Identification of Pain Points

Team understand how to identify the pain points using RTBRose Thorn Bud Methodology and derive insights from the Empathy map. The facilitator showcases stakeholder journey map and its applications. Teams then define the HMW statement using statement starters

### MODULE 7: Ideation and Voting

- Creative Matrix is used to generation multiple ideas
- These ideas are built upon by the teams in the group activities
- Multiple prioritization methods are showcased to shortlist the ideas
- Teams work in virtual breakouts on the individual challenges
- Present outcomes to the group for reactions.

	<p><u>MODULE 8: Storyboarding</u></p> <ul style="list-style-type: none"> <li>• Facilitator showcases the storyboarding technique and how the ideas must be integrated to create a solution concept.</li> <li>• Examples of story boarding are showcased</li> <li>• Teams now in virtual breakouts create their solution storyboards</li> </ul> <p><u>MODULE 9: Prototyping</u></p> <ul style="list-style-type: none"> <li>• Teams now look at multiple methods of prototyping and the need to fail fast by validation of the concept</li> <li>• Concept poster is showcased in detail along with relevant application</li> <li>• Team breakout to create concept poster which will also include timelines, resources, risk assessment and core theme</li> <li>• Teams critique the concepts</li> </ul> <p><u>MODULE 10: Pitch</u></p> <ul style="list-style-type: none"> <li>• Facilitator demonstrates key skills for pitching the concept</li> <li>• Teams use the concept poster to create respective pitches in a virtual breakout.</li> <li>• Teams pitch their concepts and gather feedback</li> <li>• Expert inputs and guidance are provided by the facilitator</li> <li>• Feedback from team</li> </ul>
<p><b>Learning Outcomes</b></p>	<ul style="list-style-type: none"> <li>• Emerging decision makers will build their expertise in this workshop with specific design tools and methods as well as understand the end to end human centered framework.</li> <li>• Create a culture of design and empathy in your organization</li> <li>• Unlock value of trapped innovation opportunities in your organization.</li> <li>• Align various stakeholders and leaders towards a single purpose</li> <li>• Create real business impact over sustained periods of time</li> <li>• Understand how Design Thinking can come to life in a distributed working scenario.</li> </ul>
<p><b>Learning Methodology</b></p>	<p>The workshop sessions are delivered in an interactive learning setting and offer the opportunity to apply the concepts in a risk-free environment with collaborative exercises and practices; facilitator-led group sharing and discussions, case studies and team activities, self-reflection, and action planning; etc.</p>
<p><b>Who Should Attend</b></p>	<p>Those who are keen to adopt the approach of “learning by doing” using specific design tools and methods for a creative way of solving problems, and to experience the power of Design Thinking concepts to create a path to innovation, unveil new possibilities, and make a greater contribution to the organization’s future success.</p>