Overview

Today, disruption is the norm and ‘innovation’ has gone beyond buzzword status to be a key strategic imperative for any organisation looking for continued growth amidst a complex operating environment. Leaders are looking to embed a culture of innovation and creativity to help the organisation stay agile and adaptable to tackle these complexities and stay relevant.

Design Thinking is a creative process that helps people discover their creativity and apply it to solve real-life problems.

NUS SCALE, in partnership with Awaken Group, takes a unique approach to Design Thinking and innovation. We combine the disciplines of Design, Leadership and Strategy to provide a holistic view on innovation, align leadership on innovation outcomes and create strategic, and implement sustainable solutions. We believe transformation in organisations takes place from the ‘inside-out’ (within the individuals), through each individual in organisations. We place emphasis on values (understanding individual purpose and aligning to organisational purpose) to help unleash and apply creative potential, that is, from Design Thinking to ‘Design Doing’.

Programme outline

**DAY 1**
- Introduction: Why Design Thinking?
- Dream – Envisioning the ideal
- Discover – Framing the problem
- Discover – Empathetic understanding of user (ethnographic research)

**DAY 2**
- Discover - Learning journey/discovering empathy
- Ideation – Reframing the problem
- Ideation – Designing the solution

**DAY 3**
- Prototyping – Building the solution
- Prototyping – Getting feedback
- Synthesise - Telling the story

Reinforcing Activities

- Experiential learning activities
- Mobile learning with Gnowbe app
- Facilitated group discussions

Participants will learn

- Gain an understanding of the ‘why’, ‘what’ and ‘how’ of Design Thinking
- Solve real life problems by applying structured 5-step Design Thinking process
- Gain empathy by learning and applying ethnographic research skills

Who should attend

This programme is designed for anyone who is interested in Design Thinking, and would like to acquire skills to develop innovative and creative solutions that are based on user needs.

Registration will close 5 working days prior to programme commencement date

National University of Singapore
SCHOOL OF CONTINUING AND LIFELONG EDUCATION (SCALE)
University Town, 8 College Avenue West,
#02-16 Education Resource Centre, Singapore 138608
Company Registration No.: 200604346E

Information is accurate as of March 2018. NUS SCALE reserves the right to change the information at any time without prior notice.
DESIGN THINKING FOR BUILDING INNOVATION

About the Instructors

Jason Chan is Advocate and Manager at Awaken Group. He has more than 7 years experience in Design Thinking and user-centred design of policies, strategies and experience design. These range from facilitating discussions with senior management around user-centric design in policy and service delivery, to managing large-scale projects on complex issues involving multiple agencies. He has managed projects with government agencies like Housing & Development Board (HDB) and Ngee Ann Poly to design transformative experiences. While with the Prime Minister’s Office (Public Service Division) in Singapore, Jason was one of the first to apply Design Thinking in the area of coordination. Jason holds a B, Soc.Sci (Hons) in Sociology from the National University of Singapore. He also graduated from the ESADE’s Business School executive programme on Design Thinking for Business Innovation.

Moses Mohan is an Alchemist and Consultant at Awaken Group. He comes from a background in strategy, having worked with leading financial services to drive performance improvement at McKinsey & Company and having spent three years co-building Conjunct Consulting, South-East Asia’s pioneering pro-bono strategic consultancy. His work includes strategic planning, driving organisational transformation, and generating data-driven insights. Select experiences include developing a human-centered strategy for a new public sector agency, recommending performance improvement levers in digital banking for a major APAC bank, and running a design thinking workshop to tackle migrant worker issues in Singapore. Moses holds a BSc Economics from the Singapore Management University. He also holds a list of online certifications in design thinking and systems thinking, including five certifications in design thinking from IDEO U and IDEO.org.

Fees

<table>
<thead>
<tr>
<th>Singapore Citizens¹</th>
<th>Singapore PRs ²</th>
<th>Enhanced Training Support for SMEs⁴</th>
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<tbody>
<tr>
<td>21 — 39 yrs old</td>
<td>≥ 21 yrs old</td>
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<tr>
<td>S$ 963.00 incl. GST</td>
<td>S$ 963.00 incl. GST</td>
<td>S$ 363.00 incl. GST</td>
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<tr>
<td>≥ 40 yrs old</td>
<td>≥ 21 yrs old</td>
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<tr>
<td>S$ 363.00 incl. GST</td>
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</table>

¹. Includes GST

². Includes GST

³. Includes GST

⁴. Includes GST

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# DESIGN THINKING FOR BUILDING INNOVATION

## Fees and fundings

<table>
<thead>
<tr>
<th></th>
<th>International Participants</th>
<th>Singapore Citizens(^1) 21 — 39 yrs old</th>
<th>Singapore Citizens(^1) ≥ 40 yrs old(^2)</th>
<th>Singapore Citizens(^1) Eligible for WTS(^3)</th>
<th>Singapore PRs ≥ 21 yrs old</th>
<th>Enhanced Training Support for SMEs(^4)</th>
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</thead>
<tbody>
<tr>
<td><strong>Full Programme Fee</strong></td>
<td>S$3,000.00</td>
<td>S$3,000.00</td>
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<tr>
<td><strong>SkillsFuture Funding</strong></td>
<td>–</td>
<td>(S$2,100.00)</td>
<td>(S$2,100.00)</td>
<td>(S$2,100.00)</td>
<td>(S$2,100.00)</td>
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<td><strong>Nett Programme Fee</strong></td>
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<tr>
<td><strong>7% GST on Nett Programme Fee</strong></td>
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<td>S$63.00</td>
<td>S$63.00</td>
<td>S$63.00</td>
<td>S$63.00</td>
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<tr>
<td><strong>Total Nett Programme Fee Payable, Incl. GST</strong></td>
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<td>S$963.00</td>
<td>S$963.00</td>
<td>S$963.00</td>
<td>S$963.00</td>
<td>S$963.00</td>
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<tr>
<td>Less Additional Funding if Eligible Under Various Scheme</td>
<td>–</td>
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<td>(S$600.00)</td>
<td>(S$750.00)</td>
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<td>S$213.00</td>
<td>S$963.00</td>
<td>S$363.00</td>
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\(^1\) All self-sponsored Singaporeans aged 25 and above can use their S$500 SkillsFuture Credit to pay for the programme. Visit [http://www.skillsfuture.sg/](http://www.skillsfuture.sg/) credit to select the programme.

\(^2\) Mid-Career Enhanced Subsidy - Singaporeans aged 40 and above may enjoy subsidies up to 90% of the programme fee.

\(^3\) Workfare Training Support (WTS) - Singaporeans aged 35 and above for persons With disabilities and earn not more than S$2,000 per month, may enjoy subsidies up to 95% of the programme fee.

\(^4\) Enhanced Training Support for SMEs (ETSS) - SME-sponsored employees (Singaporean Citizens and PRs) may enjoy subsidies up to 90% of the programme fee. For more information, visit [http://www.ssg.gov.sg/programmes-and-initiatives/training/enhanced-training-support-for-smes.html](http://www.ssg.gov.sg/programmes-and-initiatives/training/enhanced-training-support-for-smes.html)

\(^5\) Eligible organisations (excluding government entities) may apply for the absentee payroll funding via SkillsConnect at [www.skillsconnect.gov.sg](http://www.skillsconnect.gov.sg) for Singaporean/permanent resident participants attending the programme during working hours. The absentee payroll funding is computed at 80% of hourly basic salary capped at $4.50 per hour or $7.50 per hour for SME or 95% of hourly basic salary for WTS. For more information, visit [https://www.skillsconnect.gov.sg/sop/portal/e-Services/For%20Employers/AbsenteePayroll.jsp](https://www.skillsconnect.gov.sg/sop/portal/e-Services/For%20Employers/AbsenteePayroll.jsp)