Design Thinking for Building Innovation

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 the 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

DATE
22 – 24 November 2017

DURATION
3 Days; 9.00am to 5.30pm daily

VENUE
National University of Singapore

FEE
Singaporean & PR - S$2,895.00
International Participant - S$3,210.00

Registration will close 5 working days prior to programme commencement date

REGISTER NOW!
**Design Thinking for Building Innovation**

**Reinforcing Activities**
- Experiential learning activities
- Mobile learning with Gnowbe app
- Facilitated group discussions

**KEY BENEFITS**
At the end of the programme, you will be able to:
- 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

**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 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.

**NOTE**
- Fee for Singaporean & PR is after funding from e2i. Terms and Conditions apply. SkillsFuture Credit does not apply.
- NTUC members enjoy 50% of the unfunded programme fee support for up to $250 each year for programmes supported under *UTAP (Union Training Assistance Programme). Terms and Conditions apply. Please visit [http://skillsupgrade.ntuc.org.sg](http://skillsupgrade.ntuc.org.sg).