Your Expert Trainer

Alvin Yong
Founder and CEO
Alcrest

Methodologies:

Clear explanation of theories coupled with hands-on exercises for a firm grasp of Design Thinking through:

- Practical Examples
- Case Studies
- Team-based Activities

Fortune's 2018 Business by Design List

Apple, Dyson, Google, Samsung, Amazon, Microsoft, IBM, Airbnb, Snap, Meitu, Instagram, Tesla, Ford, Audi, Starbucks, Ikea, PepsiCo, Capital One, Nike, Philips

Design Thinking Masterclass:
Creative Problem Solving for Sustainable Innovation and Growth

1st – 2nd November 2018 | Singapore

Biography of Alvin Yong, *MSc, FCCA, UK*

Alvin Yong is a UK-registered Fellow Chartered and Certified Accountant (FCCA). He obtained his Master of Science in Professional Accountancy (Merit) in 2017 from the University of London.

Alvin started his career with KPMG Singapore as an auditor in 1999, where he was involved in the audit, due diligence and tax of multinational corporations in various industries, including shipping and logistics, industrial manufacturing, medical and healthcare, construction consultancy and investment holdings.

With strong business acumen, Alvin went on to co-found several companies and has been an entrepreneur for more than 12 years. His companies have served clients across the globe, from US, Europe, Middle East, Africa, Asia to Australia. He wears both the analytical and creative hats in leading his ventures forward. His current passion is providing consulting services to corporates and startups to identify growth opportunities as well as to innovate in products, services, customer experience and business models. He enjoys facilitating ideation sessions where innovative solutions are discovered and subsequently tested through quick prototyping. He also conducts data literacy training - understanding the stories that data tells about the business, thus enabling informed, data-driven decisions.

Why Design Thinking?

Today, organizations face change on an unprecedented scale, driven by rapid advances in technology, intensifying pace of globalization, and quickly changing customer demands. Products and services often become obsolete overnight, and competition includes startups and companies in adjacent industries. Customer is better informed, harder to please and less inclined to be loyal to a supplier. Businesses need to differentiate themselves properly and deliver a great overall customer experience.

Consequently, business leaders need to look at challenges in new ways and move beyond old patterns toward solutions. Design Thinking opens opportunities for finding ingenious solutions to complex challenges by delivering new insights and radically expanding on ideas that frame both our understanding of a problem and its possible solutions.

Design Thinking is an iterative problem-solving process of discovery, ideation, and experimentation that employs design-based techniques to gain insight and yield innovative solutions for virtually any type of organizational or business challenge. Design Thinking is a transformational force that helps organizations build innovative products, services and experiences that connect and resonate with customers. Design Thinking promotes systems thinking and takes a holistic approach putting the experience of human beings (users) at the center. Design Thinking is now an essential skill for business leaders to drive fast-paced transformation.

In this immersive two-day session, attendees work collaboratively to learn and apply the essential tools of Design Thinking, rapid prototyping, and lean experimentation. You will learn the Design Thinking methodology to accelerate innovation in your organization. Additionally, you will learn how to use design sprint techniques that foster rapid experimentation and direct feedback from customers and employees.

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Key Takeaways

By the end of the course, participants will:
- Unlock your full creative potential when experimenting with new innovative ideas and solutions within your organization
- Learn Design Thinking process and become familiar with the design thinker's toolkit
- Look at problems with a user-centric mindset to uncover innovation opportunities
- Think differently to come out with alternative solutions
- Adopt experimental attitude to iteratively discover what is truly useful, feasible and viable
- Align various stakeholders and leaders towards a single purpose
- Learn to visualize data collected to create new strategies in problem-solving
- Speak a common language when designing customer-centered solutions
- Acquire the mindset and managerial levers needed to develop a design-driven organizational culture, that fosters successful innovation
- Master the skills needed to sustain creative-thinking capabilities

Who Should Attend

- Senior executives who want to strengthen their ability to lead innovation and enhance their organization's innovation capability
- Team leaders and managers seeking to develop and integrate cutting-edge creative practices into their business processes and corporate culture
- Executives seeking to learn new problem-solving approaches to innovation, building upon creativity research, design thinking and lean startup principles

Testimonials

"Alvin is very people person. Sound knowledge in his area of expertise. He carried out the program well." **CEO**

"It's an eye opener." **Director Corporate Services**

"Alvin was well prepared, knowledgeable and easy to follow. Level of detail was where it needed to be and the documentation was very thorough. The course went quickly which was always a good sign." **VP**

"Fantastic trainer in terms of knowledge and skills. Extremely friendly, helpful and patient." **Manager**

"Very experienced and good trainer." **Manager**

"Good understanding and knowledge of the subject. Attentive and responsive to participants' queries. Presented the subject very clearly." **Learning & Development Specialist**

Customisation:
The programme will be further customised to fit your priorities through the pre-course questionnaire (PCQ).

Internal Training:
This programme is available as an internal training.
Email us to find out more at: alvin.yong@olygen.com

Estimated Time Schedule

Time	Session
0830 – 0900	Registration
0900 – 1030	First Morning Half
1030 – 1045	Morning Break
1045 – 1230	Second Morning Half
1230 – 1330	Lunch
1330 – 1500	First Afternoon Half
1500 – 1515	Afternoon Break
1515 – 1700	Second Afternoon Half

Program Agenda

Introduction to Design Thinking
- What is Design Thinking
- Why it is extremely important

Underlying principles of Design Thinking
- Deep-dive into the key principles of Design Thinking:
  - » Human Centeredness
  - » Problem Seeking
  - » Collaboration
  - » Action Orientation

The Design Thinking Stages
- Learn the five-stage Design Thinking model proposed by the Hasso-Plattner Institute of Design at Stanford (d.school):
  1. Empathize
  2. Define
  3. Ideate
  4. Prototype
  5. Test
- Case stories where these stages made a significant difference to the evolution of the product/service

Stage 1: Empathize
- Techniques to understand behavior of consumers
- Learn novel ways to uncover insights behind what users need and desire
- Deriving insights, segmentation and techniques to create Persona and Empathy of Users
- Current scenarios to identify pain points
- Current journeys of personas and prioritization of focus areas
- Understand the problem from a human perspective, critical to finding meaningful purpose behind any innovation
  - » Problem finding – identify the problem before solving the problem to achieve a better outcome
  - » Make sense of and learn about the problem
  - » Determine if the initially identified problem is really a problem

Stage 2: Define
- Identify and review the real world problem statement
- Techniques to identify and write the right problem statement
- Reframe the problem to represent human needs beyond the technological or business needs

Stage 3: Ideate
- What is ideation?
- Storyboarding
- Building Customer Journeys - allows for a broader canvas and a holistic view and allows for comparison between what is and what should be
- Ideation and Storyboarding tools and techniques
- Understand why searching for novelty and usefulness is the essence of creativity
- Unpack the creativity phenomenon and learn strategies to enable creative ideating

Stage 4: Prototype
- A picture is worth a thousand words, a prototype is worth a thousand pictures

- Solve disagreements – prototyping is a powerful tool eliminating ambiguity, assist in ideation, and reduce miscommunication
- Start a conversation – prototype can be a way to have a different kind of conversation with users
- Fail quickly and cheaply – creating quick prototypes allows testing a number of ideas without investing a lot of time and money
- Manage solution building process – identifying a variable to explore encourages you to break a large problem down into smaller, testable chunks

Stage 5: Test
- Learn to design, evaluate and execute iterations, moving preliminary ideas to truly desirable, feasible and viable states
- Discuss the benefits and challenges of iterating in a 'quick and dirty', yet valid, manner
- Evaluate finished objects with their users and collect input for improvement
  - » Refine prototypes and solutions – testing informs the next iterations of prototypes
  - » To learn more about user – testing is another opportunity to build empathy through observation and engagement often yielding unexpected insights
  - » To test and refine POV – sometimes testing reveals: Did we not get the solution right, but also that we have failed to frame the problem correctly

Implementation
- Storytelling
  - » Identify key stakeholders, their needs, and your prototype
  - » Explore different mediums for telling your story and versions in order to engage others
  - » Storytelling Spine
  - » Storytelling with a Prototype
- Pilot (Experiment): A longer term test of your prototype and a critical step before going live or to market
  - » Have a methodology – must be fast and cheap
  - » Learn and iterate
  - » Communication is key
  - » Measure before, during and after
  - » Ensure feedback loops – check points
  - » Validate approach (go and no go)
- Business Model Canvas

Tools of Design Thinking
- Stakeholder Maps, Empathy Maps, Journey Maps, User Personas, Mind Maps

Design Thinking and Agile and Lean/Six-Sigma
- Design Thinking and Agile and Lean/Six-Sigma
- Lean startup and customer validation

Closing
- Consolidation of the workshop
- Action plans after the workshop

REGISTRATION

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Singapore • 1-2 November 2018	☐ **SGD 1,999**

*Fees include course documentation, luncheon and refreshments. Delegates are responsible for their own accommodation.

*Add 7% GST for Singapore-based organisations

Organisation	: _____
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Email	: _____	Email	: _____
Diet Preference	: None/Vegetarian/Halal/Others:	Diet Preference	: None/Vegetarian/Halal/Others:

Name	: Mr/Ms/Mrs: _____
Job Title	: _____
Mobile Number	: _____
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BANK TRANSFER
Olygen Pte. Ltd.
United Overseas Bank Limited Singapore
Bank Address: 80 Raffles Place UOB Plaza Singapore 048624
SGD Account No: 374-304-795-6
Swift Code: UOVBSGSG

TERMS & CONDITIONS

Payment Terms: Payment is required within 7 days of invoice date. Olygen reserves the right to refuse admission IF payment is not received before the event date. Transfer: Transfer is allowed upon written notification. Cancellation: Registration carries a 50% cancellation liability, not with standing, full fee is payable when cancellation is less than two (2) weeks before the event. Cancellation has to be done in writing. If Olygen decides to cancel or postpone this event, it is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The fee will not be refunded, but credited to a future event. No Show: No show does not constitute transfer or cancellation and the full fee is payable. Changes: Olygen reserves the right to change event dates, venue, speakers, or omit event features, or merge the event with another event, as it deems necessary without penalty, refunds or alternative offers. Tax: Registration fees exclude tax. For clients outside Singapore, the sum payable is as the listed fees, exclusive of tax. To this sum shall be added any other local tax or withholding tax from client's country of origin, if any. Marketing: Olygen may use your company's logo or business name or otherwise refer to your company in our website, any marketing, promotional or advertising material as a client of our services. Governing law: This Agreement shall be governed and construed in accordance with the law of Singapore and the parties submit to the exclusive jurisdiction of the Singapore Courts in Singapore. Indemnity: Should for any reason outside the control of Olygen, the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, Olygen shall endeavour to reschedule but the client hereby indemnifies and holds Olygen harmless from and against any and all costs, damages and expenses, including attorney's fees, which are incurred by the client.