Design Thinking Accelerating Innovation and Creativity

Programme Overview

The business world continues to change rapidly. Changes in geopolitical systems, greater participation of the Connected Generation into the mainstream economy, and technological changes at unprecedented speed—present both challenges and opportunities for businesses. To ensure businesses/corporation (small-large scale) survive and remain sustainable, creative and innovative thinking competencies are imperative. ***Design Thinking (Harvard Business School, 2015), "is a competency that industry leaders and corporations should have".***

Programme Objective

This two (2) day workshop is entitled, "***Design Thinking – Accelerating Innovation and Creativity***" will allow participants to:

Thinking like a designer can transform the way companies develop products/services, strategies, and processes.

If companies can bring together what is most desirable from a human point of view with what is technologically feasible and also economically viable, they can transform their businesses.

This also gives opportunities to people who are not trained as designers to utilize creative tools to tackle a range of challenges.

Programme Outcome

Converse using the Design Technology lingo

Think critically in working on and solving real world problems—in our case this will develop and implement workable ideas to work towards problem solution based on a given problem

Develop creative ideas in a short time using Design Thinking tools – translating into possible outcomes

Foster a Design Technology leadership culture in the organisation

Target Audience

This is a workshop designed for everyone: industry leaders, entrepreneurs, chief executives officers, chief operating officers, and anyone who has a hand in making the organisation succeed.

Methodology

The workshop will combine several techniques based on DT principles, including among others, use of the following ideas and tools:

- DT Conversations
- Empathy field trips (internal and external) – interviews with key stakeholders in a given problem domain
- Prototyping – developing quick sketches/mock-up models
- Quick pitching - of how the prototype can solve a given problem
- Facilitator led presentations
- Group work/dynamics
- Energy Booster Sessions

Duration

2 days

Programme Content

DAY 1

Time	DT Process (brief explanation)	Approach/Activity	Deliverable
0900	Introduction and Rapport Building	Goals, Expectations, Ground rules, Team dynamics	Teaming and setting the overall tone and theme of workshop
0915	DT Intro (Process, Jargons, Core Concepts) – to offer participants quick introduction to the DT process and methodology used over the 2 days	Facilitator led brief presentation	Design Challenge Revealed
1000	Coffee Break	Networking	NA
1015	**DT PROCESS 1: EMPATHY** [Groups required to interview end-users based on the Design Challenge and Use Case]	Empathy Interviews - Guided via sample role play and Empathy Interview Toolkit **Notes:** **Each group will interview stakeholders (2 Internal and 2 external) impacted by the Learning market place to be Developed]** **With 4 groups in mind, 16 end-users need to be identified for this segment of the workshop**	Empathy interviews end with participants obtaining end user point of view for the learning market place to be developed Deliverable: Empathy Interview Points
1115	**DT PROCESS 2: DEFINE** [Groups required to develop end user POV – or point of view based-on contradictions/surprises/observations) gathered during the interview process]	Teams discuss and refine POV Facilitator provides feedback for teams to refine listening to their interview findings	By 12 noon, teams will have their POV to be shared with others Once approved by the facilitator, teams present their POVs to each other Deliverable:

			1. Point of View Statement
			2. Positioning of the use case (TBD)
1230	**LUNCH BREAK**	Networking	NA
1415	Post Lunch Energizer	Simple Game led by facilitator	Energy boost
1430	**DT PROCESS 3: IDEATION – Part 1** [Groups will be led to the ideation process by taking the leap from POV to tangible features for the learning market place]	Ideation Warm Up (10 mins) Ideation Example – *Oh My Vege* (20 minutes) Actual ideation pertaining to the learning platform Goal is to get teams to be as creative as possible without limiting themselves to any constraints	No specific deliverable for this segment. Teams warm up for idea generation
1545	**Tea Break**	Networking	NA
1600	**DT PROCESS 3: IDEATION – Part 2** [Ranking of Ideas into Q, B, Ds]	Groups rank the platform features and/or functions into Quick Wins, Breakthroughs and Delightful	Rank the potential features into possible phases or time-box of system implementation Deliverable: Ideas ranked for the platform
1630	Recap and debrief	Summary	Summary
1700	End Day 1		

DAY 2

Time	DT Process	Activity	Deliverable
0900	Energizer	Oh My Tower Debrief	Team dynamic session
0930	**DT PROCESS 4: PROTOTYPING** [Facilitator explains this DT process using example and guided presentation]	Brief introduction to prototyping	NA
1000	Coffee Break	Networking	NA
1030	**DT PROCESS 4: PROTOTYPING** [Teams are given time to develop prototype of the LMP – they need to get down to specific functions/features and user groups impacted by a particular feature]	Teams work on LMP Features worksheet and then move on to sketches/mock ups/screen shots etc. of their proposed system Given time to present their ideas (at 1200) to each other using storytelling and props/scene/actor tools to the 16 people that were interviewed during the empathy stage.	Deliverable: 1. LMP Features worksheet 2. Prototype of system 3. Storytelling of what they have developed based on props/scene/actor
1230	**LUNCH BREAK**		
1400	Post Lunch Energizer	Facilitator gets people energized	Energy boost
1415	**DT PROCESS 5: TESTING** [Facilitator prepares teams to pitch their ideas to end-users]	Revisit prototype and give some time (30 minutes) to refine ideas based on what they have learned from each other	
1500	**PITCHING SESSION** [Teams are required to pitch their respective concept of a LMP to identified end users]	Teams present their ideas to each other and also independent end users who are brought in. Notes: Each team has 10 minutes	Deliverable: End user scoresheet

	End users come up with a ranking or rating of the ideas presented using a score sheet		
1545	**Coffee Break**	Networking	NA
1615	Recap of workshop by facilitator and announcement of winning team Presentation of DT Bootcamp certificate		Certificate to be prepared
1630	Closing remarks by PSMB		
1700	Workshop ends		