

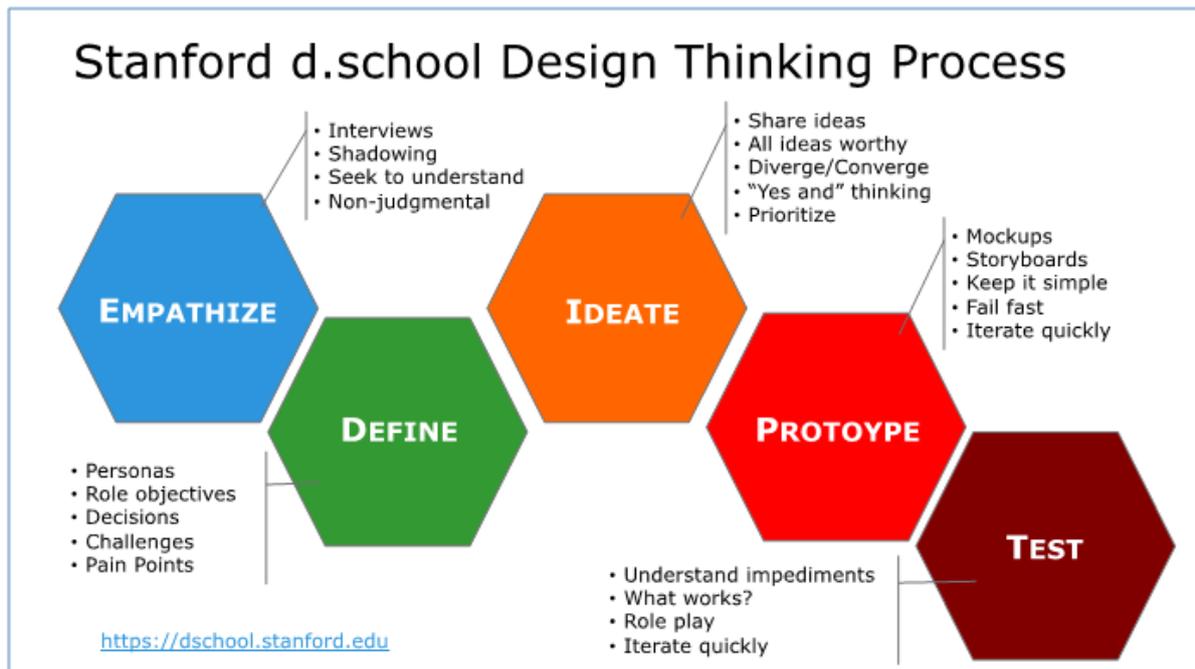
## HARNESSING THE POWER OF DESIGN THINKING IN INCREASING ENGAGEMENT AT WORK

DURATION: 2 DAYS

TIME SCHEDULE

Time: 9:00am to 5:00pm

Lunch Break: 1:00 to 2: 00 pm



### INTRODUCTION

Rather than teaching managers the tools to create and sustain a positive environment at work which most probably they would not use it anyway. Why not empower them and set them on a journey on explore and create their own engagement strategy for their team and the company.

Design thinking is a human centered approach to innovation that looks at innovation through the eyes of the people. It is rooted in an innovative and creative culture that seeks to combine empathy towards people with enthusiasm and curiosity for current and future trend as well as with entrepreneurial spirit to turn ideas into reality.

It involves methods and tools from the fields of design and ethnography as well as practical skills from the field of engineering and analytical and strategic skills of business. And with this we will be able to change mindset from problem focused to solution focused and more importantly action oriented.

In two days, you will gain an understanding of the principles of Design Thinking. You will learn about the process as well as methods and tools to analyze user needs, prototyping, and generating ideas. You will also get the chance to apply these methods in a small group of three to four people, guided by a professional Design Thinking coach throughout the day.

## **BENEFITS**

The workshop focuses on a tangible learning process. Using the Design Thinking process to solve a practical challenge, rather than learning various tools to create and sustain a positive environment in the workplace, why not create it yourself

Design Thinking Boot Camp: From Insights to Innovation will help you:

- Empathize with your team members to develop deep employee insights
- Improve your interview and observation techniques to better understand your team motivations
- Define and reframe a problem based on the emotional needs of your team
- Develop a just-try-it mentality through rapid prototyping and iteration
- Learn how to embrace diversity of opinion using a common process for design
- Empower others in your company to use design thinking to drive innovation

## **KEY CONTENT**

### MODULE 1: DESIGN THINKING INTRODUCTION

- Understanding Design Thinking Concept
- 5 Stages of Design Thinking

### MODULE 2: DESIGN THINKING STAGE 1: EMPATHY FIELDWORK

- Observation skills
- Questioning and listening skills
- Conduct interview

### MODULE 3: DESIGN THINKING STAGE 2: DEFINE THE ISSUE

- Reframing of the issue
- Create an empathy map
- Creating a complete problem statement

### MODULE 4: DESIGN THINKING STAGE 3: IDEATE

- Idea Generation techniques
- Group Brainstorming

### MODULE 5: DESIGN THINKING STAGE 4: BUILDING A PROTOTYPE

- Bringing ideas to life through prototypes
- Only recycle materials are available
- Create a DO mindset

### MODULE 6: DESIGN THINKING STAGE 5: TESTING

- Explore , Understand and Communicate with your prototype
- Focus on the “User” experience

### MODULE 7: DESIGN THINKING STAGE 6: PRESENTATION OF PRODUCT

- Making an impactful presentation

## **AUDIENCE**

This course suitable for Leaders, Heads, Managers, Supervisors, Senior Executives, and anyone wishing to gain insights on design thinking process and improving your creativity and thinking abilities.

## **METHODOLOGY**

The workshop is designed to deliver maximum result through learning by doing approach, group work, team presentation, fun and Insightful learning activities, self-reflection and translation into actual action plan that can be applied immediately at work.