

Design Thinking for Problem Solving and Strategic Innovation

Course Introduction

“If I had an hour to solve a problem, I’d spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.” Albert Einstein

Your ability to adapt design thinking will allow you to solve problems objectively and come up with strategic innovation that serves a pragmatic purpose. With design thinking you can bring about creative solutions to solve complex business problems.

In this workshop you will be introduced to design thinking and how you can adapt this to transform your way of solving problems and coming up with innovative strategies that are both workable and productive in nature.

Course Objectives

- How to apply design thinking for short-term and long-range planning
- Why every staff in the organization needs to be a good design thinker
- The 10 principles of design thinking and how to adapt this to your organization
- Using design thinking to address the nature of the problem
- Classifying problems as either being fuzzy or clear-cut and using design thinking to consider options
- Using design thinking to come up with practical innovation
- Learning to look at the big picture with design thinking
- How to create a design thinking culture within your organization

Course Outlines

- What is design thinking and what is it used for
- Adapting design thinking to analysis situation and avoiding aftershocks in bad decision making
- Applied design thinking in Strategic innovation
- How to change management paradigm into a design thinking mode.
- Introduction and application of the 10 design thinking principles
- How to use design thinking to think fast and furiously to arrive at a solution quickly
- Identifying barriers to quick problem solving and learning to overcome or work around them.
- Looking for a workable solution instead of a best solution
- Cutting to the chase and making a decision
- Identifying returns of investment in becoming a design thinker

Target Audience

For any working professional at all levels who would like to know more about design thinking.

Duration : 1 day, 9am to 5pm (7 hours)
Course Venue : SNEF CLC @ Tanglin / SNEF HQ Paya Lebar Square

Register online at SNEF website www.snef.org.sg
Click on ‘Training’ and Course Category ‘Business Management’

Methodology

This is a highly interactive workshop with mini lectures, role plays and vibrant group discussion.

Course Fees

Fees Type	Full Fees (inclusive 7% GST):
Member	\$321.00
Non-member	\$428.00

Trainer

Daniel Theyagu has been a corporate trainer and performance evaluator since 1989 and has conducted training for more than 500 organizations with his participants coming from more than 100 countries. He has designed and delivered high impact customize training program in areas of conflict resolution, negotiation skills, emotional intelligence, creative thinking, critical thinking, systems thinking, speed reading and memory enhancement..

Enquiries:

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