

A practical programme that involves a 3-day workshop and two half-day consultancy sessions. Participants and their organisation will benefit from a practical (specific to their respective business) innovative and personally developed initiative/business/project which will have measurable positive outcomes.

# Business Design Thinking Masterclass for a LEAN & Innovative Enterprise

Implement initiatives that have helped many progressive companies such as Wang by NTUC FoodFare, Khoo Teck Puat Hospital, Frank by OCBC, and many other large and small businesses thrive in this disruptive age. This course is IDEAL for progressive:

- φ Business Leaders φ Board Members φ Business Owners φ Entrepreneurs φ C-suites
- φ Executives φ Directors φ Managing Partners φ Management φ Start-Ups φ SMEs

**Special Course Fee Funding for all Singaporean & SPR leaders!**

SMEs get EXTRA funding! SMEs SAVE \$2,565! 90% funding benefit!

*Due to heavy funding only 2 participants per company will be funded.*

1. Attend this Masterclass to formulate new or improved business opportunities.
2. Designed to help businesses initiate, explore opportunities and ideas to improve or benefit the business, and open possibilities for Government grants and schemes.
3. It HAS ALREADY helped organizations and their management team to uncover NEW opportunities, reduce wastages or simply to do better at whatever they already do.

### Workshop outline:

- Design Thinking for business and its relevance to growing business in Singapore.
- Showcasing the Design Thinking Empathy Toolkit through business and education cases.
- Empathy activities; Field exercise to apply the Empathy Toolkit, Photo interview to elicit customer stories, and Converting stories to "deep" customer insights to identify unmet needs.
- Identifying an innovation opportunity at work
- Need finding activity based on data collected from each respective company.
- Identifying & Crafting the Project, type of Photo Journaling tools, and gathering insights.
- Showcasing the Design Thinking Creative Toolkit through business and education cases.
- Ideation activity: Seeing possibilities and creating WILD ideas from your passion and life experiences.
- Conceptualisation: clustering and connecting ideas
- Introducing the Curious People Capability Prototyping Toolkit.
- Measuring quick wins: establishing productivity measurements and setting SMART goals

### Reserve these 3 Dates:

- 3, 9 and 17 April 2020  
(9am to 5pm for all 3 days)  
Venue: Hotel JEN Tanglin Singapore

- Please click [here](#) to register for April 2020 class

*Join us, and be an Innovative Leader!*

*Includes 2 consultancy sessions with the trainer/consultant for your personal innovation business/project plan as part of programme.*

The workshop is developed based on the Business Design Thinking methodology created and popularized by Roger Martin; it is the only form of Design Thinking in the world that is specially adapted for business to help organisations create solutions for challenges and growth. The trainers are professionally certified as specialists by the Rotman School of Management at the University of Toronto. Further to being certified, the trainers have adapted and localized the Design Thinking methodology to benefit numerous businesses in Singapore. They have worked with many local and foreign business, enabling them to develop and find new opportunities, including the ability to achieve LEAN and productive agendas when businesses embark on their journey in Business Design Thinking on a commercial level. Applicable for all Industries and business models (B2B, B2C, C2B, C2C, B2B2C), MNCs, SMEs, NGOs, etc.

Concept & Methodology

Design Thinking Empathy Toolkit

Design Thinking Ideation Toolkit

Conceptualise & Create a WOW experience

Implement & Measure quick wins

*Includes: 2 half-day consultancy sessions for your personal innovation business/project plan, 3 days workshop at a hotel with Buffet Lunch and networking, 2 Tea-breaks, and complimentary parking.*

**Fee for SME (SG/SPR): \$285**  
**Fee non-SME(SG/SPR): \$855**  
**Fee without funding: \$2,850**  
**Fees are before GST**

### Funding Eligibility

In order to enjoy funding, participants need to fulfill the following requirements:

1. Singapore Citizens or Permanent Resident (PR) of Singapore
2. Attend 100% course attendance
3. For up to 2 participants per company, at least 1 business design thinking project report has to be implemented with outcomes achieved before submission.
4. Participant has not enjoyed WSG's funding for same course as before.
5. For company sponsored participant, training is fully sponsored by companies which are registered or incorporated in Singapore