

A practical programme that involves a 4-day workshop and three 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 TO TRANSFORM YOUR BUSINESS AND REDESIGN JOBS

Developed and popularized by Roger Martin, Professor Emeritus and former Dean of the Rotman School of Management; Business Design® is a way of thinking and working that applies human-centred design thinking principles to improving or transforming business activities with a focus on strategic action. It enables organisations to uncover the unarticulated unmet needs of customers or employees. When organisations focus on meeting those needs, they are able to rid themselves of unnecessary processes to produce or deliver products & services that the customers truly want; thereby providing the foundation to guide Job Redesign efforts. In a volatile post pandemic world, the ability to transform business and redesign jobs are two extremely important strategic actions that organisations ought to perform in order to ensure survival, recovery and the potential of growth. ([Read more on Business Design and Roger Martin...](#))

This course is IDEAL for progressive:

φ Business Leaders φ Directors φ Business Owners φ Entrepreneurs φ C-suites φ Executives φ Management φ Start-Ups φ SMEs

1. Appreciate and identify areas where Business Design® can be applied in their companies to identify an innovation opportunity at work for business transformation.
2. Apply our proprietary Empathy Tool to elicit “deep” customer/employee insights to identify unmet needs.
3. Apply our proprietary Ideation Tool to create wild ideas and convert them into WOW solution concepts to support business transformation.
4. Discover Key job roles that require redesign to support business transformation.
5. Determine suitable Job Redesign methods – Enlargement, Enrichment, Reconfiguration Simplification.
6. Design a feasible implementation SMART plan.

Workshop outline:

- Design Understanding Business Design and its impact on business transformation.
- Applying the Empathy Toolkit for unarticulated unmet needs.
- The divergent and convergent Ideation method.
- Conceptualising the solution for business transformation.
- Identifying Quick-wins.
- Discover Key job roles that require redesign to support business transformation
- Determine suitable Job Redesign methods – Enlargement, Enrichment, Reconfiguration Simplification.
- Strategise to implement with the SMART Planner.

*Reserve these 3 Dates:*

- 26 March, 9 April, 16 April and 23 April 2021  
(9am to 5pm for all 4 days)  
Venue: Hilton Hotel Singapore

- [Please click here](#) to register our upcoming 2021 class

*Join us and be a Design Thinking Leader!*

*Includes 3 consultancy sessions with the trainer/consultant for your innovation business/project plan as part of programme.*

This programme is developed and delivered by Ken Kwan and Alfred Tan, they are from the only design strategy agency in Singapore with the certified expertise in Business Design® by Rotman. They are among a handful in Singapore to be specially trained and certified by Rotman to practice, facilitate and teach Business Design® to SME's and government agencies on a commercial and educational level. They have since developed their unique proprietary Empathy toolkit with which they have helped more than 50 companies gain new insights into their business and achieved significant lean outcomes. They have been appointed by the Design Singapore Council on their panel of design strategy consultants to support SMEs who wish to transform and grow their business with design-centered principles. Ken is currently also lecturing on Customer Research at Curtin University and Alfred is teaching Design Thinking at Nanyang Technological University. They are both Professional Singapore Certified Management Consultants with expertise in: Service Excellence, Human Capital Development, and the Enhancement of Business Processes for Productivity.

**Course Fee Funding from WSG**  
for ALL  
Singaporean & SPR leaders!

SMEs get HIGHER funding from WSG! SMEs SAVE \$4,050!  
Up to 90% funding benefit!

*Due to limited amount of funding only 2 participants per company will be funded.*

*Includes: 3 half-day consultancy sessions for your innovation business/project plan, 4 days workshop at a hotel with Buffet Lunch and networking, 2 Tea-breaks, and complimentary parking.*

**Programme Fees:**

Course fee before subsidy: \$4,500  
Course fee for SME participant after WSG subsidy: \$450  
Course fee for non-SME participant after WSG subsidy: \$1,350  
(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