



# INNOVATION & DESIGN & THINKING

## Creative Problem-Solving Methodology

**16 August 2022 | 10:00 am – 03:00 pm**

### Overview

With the current disruption in the business world, due to technological innovation and COVID-19, knowing how to innovate is crucial for an organisation's survival.

**Design Thinking provides a solution-based approach to solving problems and has become extremely popular as an approach for innovation and work improvement.**

In this interactive 1-day virtual workshop, learn how you can solve workplace challenges, generate creative ideas, and apply key tools and frameworks involved in Design Thinking. This is an interactive workshop with activities, breakout rooms and collaboration opportunities. Maximum benefit will be attained by participants discussing and working on practical examples that can be applied in their workplaces, through solving work-related challenges.

**Taught by winner of The Future of Work award, Mark Stuart, CSP**, will share his knowledge, based on his work accelerators, government agencies, and MNCs. Participants will learn how to solve problems and challenges through the application of the design thinking framework, and learn how to drive innovation and creativity at work

### Who Should Attend

This workshop would benefit anyone in **Corporate, Start up, or Government roles** that are involved in **Innovation, Creativity, Customer Experience**, or just looking to implement improvements across their organisations. **The workshop is designed for professionals across industries to join and benefit from the tools and techniques they'll learn.**



Facilitator:

**MARK STUART, CSP**

- **Certified in Innovation of Products & Services: Design Thinking by MIT**

### Learning Objectives

- **Create** awareness of the main features, principles and methodologies of Design Thinking as an approach for innovation and work improvement
- **Generate** awareness of the benefits that Design Thinking will bring to your organization
- **Understand** the key procedures or tools involved in Design Thinking, with hands-on learning experience, for innovative application and for identifying new opportunities
- **Apply** Design Thinking & its methodologies to your current challenges

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### Learning Objectives

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- Generate awareness of the benefits that Design Thinking will bring to their organisation
- Understand the key procedures or tools involved in Design Thinking, with hands-on learning experience, for innovative application and for identifying new opportunities.
- Apply Design Thinking and its methodologies to participants' work processes to bring benefits to their industry

***Participants will learn about the need for Innovation and Design Thinking. They will learn about the Design Thinking framework, and how to implement it in a work setting. They will also learn about organisations which have implemented Design Thinking or Innovation in their respective industry and brainstorm ideas on how to conquer challenges at work.***

### Course Outline

#### Icebreaker Activity

An ice-breaker to begin the workshop

#### Innovation & Creativity

- Innovation versus invention versus creativity
- Innovation across Asia – what's holding us back?
- How to encourage creativity from every employee

#### Intro to Design Thinking

- Common problems faced trying to implement design thinking
- Case studies of successful design thinking implementation
- Three Innovation Challenges: Viability, Desirability, Feasibility

#### Learning & Applying the Design Thinking Framework: Empathise

- Who are your end clients? What are their needs?
- Framing your design challenge
- Ethnographic research in design thinking:
  - Observations
  - Interviews
  - Creating empathy maps
- Personas
- User journey maps

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### Course Outline

#### Learning & Applying the Design Thinking Framework: Define

- Defining specific user requirements
- Creating an effective problem statement

#### Learning & Applying the Design Thinking Framework: Ideate

- Brainstorm and ideate ideas to solve the identified problem
- Rapid brainstorming exercises:
  - Analogous thinking
  - Crazy 8s
  - Brainwriting

#### Learning & Applying the Design Thinking Framework: Prototype

- Build/sketch out the selected ideas in more detail
- Different techniques and tools for prototyping
- Completing the Solution Sheet and thinking about the commercial side of ideas

#### Learning & Applying the Design Thinking Framework: Test

- Establish how you can test these ideas on your client base
- Collating the feedback and what to do next with it

#### Teams to Present Ideas

Teams to present how their ideas meet the Challenge Statement

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### ABOUT COURSE DIRECTOR

#### Mark Stuart, CSP

- Winner – Future of Work Award
- Certified in Innovation & Design Thinking by MIT
- Certified Speaking Professional Member of Asia Professional Speakers – Singapore (top 15% of global speakers)
- Adjunct Lecturer (Innovation) – Building & Construction Authority of Singapore Academy
- Certified Scrum Master, CSM (Agile Certification)
- Adjunct Trainer (Innovation) – Aventis Learning Group
- Lecturer – PWC Academy Sri Lanka
- Educator – Duke Corporate Education
- *Group Representative - British Chamber of Commerce Singapore, Entrepreneur & Small Business Committee*

Mark is a sought-after international keynote speaker and corporate trainer of award-winning training company Anagram Group, and works with over 350+ MNCs, government agencies, and universities in Innovation, Leadership and Soft Skills.

Mark is a Certified Speaking Professional (CSP) – one of only 15% of speakers globally with this qualification - the speaking profession's highest earned designation, based on revenue, bookings and performance. Mark is one of a handful of speakers/trainers in Singapore with this accreditation.

Mark is also a Keynote Speaker at conferences, speaking on Innovation, the Future of Work, and Leadership In The Digital Age. Mark is Co-Founder of Anagram Group which was presented the 'Future of Work' award at the 19th Annual Business Awards from the British High Commissioner to Singapore, Scott Wightman and Mr. Chan Chun Sing, Singapore's Minister of Trade & Industry. Prior to training, Mark had 15 years of international management and investment banking experience in the UK, Australia and Asia for Morgan Stanley, Schrodgers, Goldman Sachs, Abbey National and Salomon Brothers. In these roles, he was a Global and Regional department director, and managed teams from Singapore, China, India and Japan. Mark designs and delivers Anagram's soft-skills, leadership, management, and new graduate training courses for banks and MNCs. He is also an Executive Coach for business leaders. Mark has led large award-winning international teams across 3 continents. This exposure has allowed him to see first-hand what works and what doesn't in a multicultural workplace. His experience leading rapid growth and extensive change gave him invaluable experience in building teams and increasing employee engagement.

Mark's training methods are highly interactive and focus on strategies and personal goals that can be implemented in the workplace immediately, delivering instant return on investment. Mark graduated from the University of Surrey with a Bachelor of Science in Business Economics and Computing. In his free time, he enjoys sailing, travelling and current affairs.

He is also a CSP member of the prestigious Asia Professional Speakers – Singapore and the Singapore Human Resources Institute.

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### TESTIMONIALS ABOUT OUR RECENT PROGRAMS

*Excellent training conducted by SIMFOTIX Professional Development. The whole day was full of fun and learning in Advanced MS Excel.*

**Department of Economic Development, Dubai**

*SIMFOTIX trainer bears a persuasive approach in training. The company is professional in the arrangements of training till the end to make it a memorable experience. The in-house session and the follow-up is excellent Approach.*

**The Executive Council of Dubai**

*SIMFOTIX in-house training on MS Excel was well organized and our team learned a lot of new things. We consider this as value and meeting our objectives.*

**HR Team, Emirates Islamic Bank**

*My team was positive and happy with the deliverables of MS Excel training, and they think the session increased their knowledge and efficiency.*

**Ministry of Human Resources & Emiratization**

*Simfotix In-House training is well organized and our team learned lot of new things. We consider this as a value addition and meeting our objectives.*

**Road & Transport Authority Dubai (RTA)**

*Simulation Board Game training is one of the great training course and materials. Super helpful for connectivity and engagement among our departments to upscale productivity. Thank you!*

**Ghobash Group**

*Our team attended MS Excel Training with Simfotix and it was never so much learning before in this course. All skill levels on the course fully catered for with a very patient approach, it's worth attending.*

**HR Team, DU Telecomm**

*Easy way of transferring knowledge makes the learning more digestible. Great work Simfotix for the in-house session.*

**Emirates NBD Bank**

### REGISTRATION DETAILS

**Regular Fee: USD 390** Per Participant (Exclusive of VAT)

**Team Offer:** Pay for 2 and register 3rd for free

For registration(s) send us your Name, Designation, Organization, and Mobile Number to [register@simfotix.com](mailto:register@simfotix.com)

For More Information please contact: Qazi Waqas Ahmed  
Mobile: +971 56 309 0819; Email: [waqas@simfotix.com](mailto:waqas@simfotix.com)