

# Building Design Thinking Capabilities at Workplace

*How can organization create great employee and customer experiences that empower creativity, collaboration, and innovation?*

*Design Thinking is an approach that works.*



Design Thinking is a people-oriented, prototype-driven powerful process of problem-solving for innovation. From that insight emerges a process for innovation that encompasses concept development, applied creativity, prototyping, and experimentation. When design thinking approaches are applied to business, the success rate for innovation improves substantially.

Ditch the old school problem-solving approaches and embark into a new territory when engaging in the workplace.

Master the creative and innovative approach to enhancing the customer experience by fostering meaningful relationships and steering

away from conventional practices. How about curating 'Storytelling for Influence'?

## COURSE OBJECTIVES

This workshop is an action learning experience that will help the participants learn how to unravel challenges and co-create innovative solutions towards an improved results for the organization.

- ▶ Acquire an understanding of the Design Thinking principles, process and application tools
- ▶ Discover new ways to breakthrough new ideas and co-create effective methods of connecting with team members, customers and internal stakeholders
- ▶ Build an appetite and develop a sense of appreciation for the mindset needed to unlock creativity and drive innovation across the organization
- ▶ Make Design Thinking a Game-Changer at your organization

## TARGET PARTICIPANTS

This workshop should be attended by

- ▶ CEO's
- ▶ Directors
- ▶ General Managers
- ▶ Managers
- ▶ Supervisors

## COURSE AGENDA

### **DESIGN THINKING**

***Innovate & Inculcate a design thinking mindset to increase customer experience, drive business value and prepare for the future of work***

Organization of all types from small & medium to large multinationals use Design Thinking to innovate and a fresh approach to Problem Solving. The emphasis here is the Human-Centered Design and empathy driven solutions. Promoted widely by design firms like IDEO and Stanford University's D School. Design Thinking is now on the must-know tools of all major companies. The course looks at different aspects of radical thinking and can be seen as a new approach to deal with Growth, Innovation and Problem Solving.



**DAY 1 - DECEMBER 18, 2018**

**INTRODUCTION**

- What is Design Thinking?
- Why embrace Design Thinking?
- Applying Design Thinking to redefine customer & employee experience

**STAGES OF DESIGN THINKING**

- Empathize
- Define
- Ideate
- Prototype
- Test
- Scale

**DEFINE & UNDERSTAND THE PROBLEM**

- Sounds familiar
- From a process developer and maintainer to a customer experience architect

**CASE STUDY**

**DAY 2 - DECEMBER 19, 2018**

**ACHIEVING CULTURE TRANSFORMATION THROUGH DESIGN THINKING**

**EMPHATIZE WITH DESIGN THINKING**

**IDEA GENERATION AND SCENARIO MAPPING**

**PROTOTYPING THE DESIGN (SERVICE, PRODUCT, SYSTEM)**

**TEST-REVIEW & REVISE**

**CASE STUDY**

Delivered in English



**ABOUT TRAINER**



Asha Menon

Accomplished creative professional with a proven track record in all aspects of People Management which includes the end-to-end HR processes ranging from concept through execution; a high spirit team player and collaborator; a forward thinker who brings a broad perspective to brand, culture and employee engagement. A curator in the space of Thought Leadership Development.

Asha Menon is a bachelor of Laws (Hons) graduate from the University of London and founder of AMTalent Partners, a HR Consultancy firm. With 17 years corporate strategic HR experience, including as Regional HR Director of REA Group, Asia. Asha has had experience of overseeing of over 1200 people.

Asha received certification in HR Auditing by the Open University Malaysia and is a qualified HR Auditor. She has been in the esteemed panel of the jury for the Asia Recruitment Awards 2015 & 2016 and the HR Excellence Awards 2016 organized by the Human Resources Online Singapore.

In the 2018 Asha was recognized as one of "Malaysia's Most Talented HR Leaders", and in the 2017 was included in the "Top 100 Most Influential Global Human Resources Leaders" by the World HRD Congress.

With a passion to inspire and influence young women to live a bold and meaningful life, Asha currently volunteers as a Mentor/Coach in Leanin, Malaysia's Women in Leadership Program.

**INVESTMENT**

**IDR 5,000,000** (Five Million Rupiah)

**TRANSFER PAYMENT:**

Bank Mandiri Warung Buncit Branch, Jakarta  
Acc. no.: 127-000-410-5605  
For PT ANUGERAH MULIA CITRA



**ADVANCED MANAGEMENT CENTRE (AMC)**

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