

Design

Thinking

*“Innovate and transform
your products, services and
customer experience”*



Foreword

"What do some of the most globally recognised and iconic companies like Nike, Apple, IBM, Netflix and Airbnb have in common? Well, these companies all apply "Design Thinking" principles to create innovative products, services and experiences for their customers.

Design Thinking, in its simplest form, is a human-centered problem-solving methodology which seeks to understand, discover and delight the needs of the end-user. By leveraging on Design Thinking, we will be able to identify new, alternative, and creative strategies and solutions that benefit the user - which subsequently drives business growth for the proponents of Design Thinking.

In a digitally powered new world and global economy, Design Thinking is a proven method and skill that will enable you to be at the forefront of change and a catalyst for innovation.

Need more convincing? The new PwC Experience Centre in Singapore – a cutting-edge facility that will help us design better human-centric solutions for our clients across industries is anchored upon Design Thinking methodology.

We hope that you will gain valuable knowledge, skills, behaviour and insights from this workshop conducted by PwC's Academy Singapore (in partnership with our training partner, Human Inc) that will help you take your business to another level."

Digital Innovation Office
PwC Singapore

Objectives of this workshop

Learn how you can transform your business by (re)imagining, co-creating and prototyping new products, services, experiences, strategies, and business models that are build on deep insights from human needs.

Workshop agenda

No.	Details
1	Introduction
2	Rapid Artist
3	Discovering Design Thinking through individual challenges
4	Mindset, process and tools of Design Thinking
5	Introduction to Design Research
6	User research practice
7	Selecting and understanding target users
8	Using personas for Design
9	Identifying biggest pain-points and rephrase design challenge
10	Generating ideas to solve our challenges
11	Prototyping solutions
12	Learning reflection & check-out

Who should attend this workshop

Heads of Business, Product Managers, Customer/Client Experience (CX) Managers, UI/UX Designers, Marketing Managers, Client Relationship Managers, and professionals responsible for innovation and service improvement in the Singapore Financial Services sector

Fee:

S\$1050 per participant (excluding GST)



For more details for this workshops, please visit PwC's Academy website at <https://www.pwc.com/sg/en/academy.html>



For workshop registration(s) or enquiries, please email us at academy.sg@sg.pwc.com



To subscribe to our weekly e-newsletter, please email us at academy.sg@sg.pwc.com



Your workshop leaders



Christoffer Erichsen

PwC's Academy Associate Trainer
CEO & Founding Partner, Human Inc

Overview and professional focus

- Chris has 20+ years experience as an entrepreneurial change leader, innovation and design thinking consultant, process facilitator, learning experience & course designer/ trainer, systemic & narrative coach and business advisor.

Competence profile

- Designed and delivered (design thinking, business model innovation, lean startup for enterprise, agile projects, creative leadership) trainings and workshops for enterprises and multinationals in a wide range of verticals such as Finance, Logistics, Airlines, Telco, Tech, Energy.
- Design Thinking, Lean & Agile, Facilitation and Audience Engagement, Hosting Change Processes



Mike Cannon

PwC's Associate Trainer
Principal, Design, Human Inc

Overview and professional focus

- Mike helps organisations create innovative work cultures through the training & integration of Design Thinking methodologies. With a background in aerospace education, and a wealth of general management experience, Mike has worked for more than 20 years in education and innovation-related fields in the US, Europe, and Southeast Asia.

Competence profile

- Experience in the private (including Finance, Banking and Media industries), public and non-profit sectors
- Design Thinking & Lean, Facilitation and Audience Engagement, Programme Design

How to register

Email us at sg_academy_mailbox@pwc.com to find out more.

What past participants say about the trainers and their workshops

“The program was relevant and, best of all, applicable. The participants enjoyed the manner in which the information was delivered and the friendly, open feel about the program. The activities were challenging and complemented the innovation content well. The program has resulted in increased self-awareness and an ability to assist others to be innovative. Thanks a million for a fantastic program.”

CIO, Fortune 500 Tech company

“We had engaged them to conduct the Design Thinking and Agile programmes for our Consumer Banking Division. Christopher had taken the effort to understand our needs and was able to customise these two programmes for our company. The participants found the programmes engaging and insightful. He had used appropriate training techniques and methodologies to keep the participants engaged.”

Head of Regional L&D, multi-national bank

“Christoffer puts participants' learning as priority, ensuring high energy and engagement levels throughout while adapting and contextualizing content using various delivery methods catered to needs of the group. He values translating classroom learning into application and changing participant's outlook into improving their ways of working”

CEO, a social enterprise