

# *Design thinking for Finance professionals*

## *One day workshop*



*Learn how to apply user-centered design in your business*

### *Learning methodology*

Experiential learning through active participation, feedback gathering and reflection.

### *Who should attend?*

Any corporate finance or financial services professional interested in exploring new ways of thinking that emphasise creativity, problem-solving, customer needs, co-creation and experimentation

### *Overview and benefits of attending*

Design Thinking is a human-centred approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success by making more desirable solutions for clients.

Corporate finance and financial services, disrupted by technology and endangered by the FinTech firms, are in unprecedented need of Design Thinkers able to anticipate customer preference shifts and innovate to respond to the ever-changing industry needs. This course will help to understand the importance of Design Thinking in finance, teach the frameworks, techniques and how to apply them in the daily practice.

Upon completion of the programme, participants will be able to:

- Understand how to Design Think to create better and more innovative solutions
- Translate data into actionable insights that help connect more deeply with customer needs
- Be comfortable to apply creativity and lead creative processes at work
- Solve wicked problems and reduce risk by rapidly testing and implementing solutions that create value for customers and stakeholders

# Workshop agenda

## Morning session

### *Fundamentals of Design Thinking in Financial Services*

- Introduction to the Design Thinking concept and its role in the industry
- Methods and frameworks to develop better empathy for users, customers and stakeholders
- Techniques to analyse and synthesise findings and re-frame the problem into an opportunity

## Afternoon session

### *Creating and implementing ideas*

- Generative techniques, confidence & practice to develop human-centred ideas
- Service or product prototyping with real user engagement
- Actionable feedback collection and analysis

### *Becoming a Design Thinker*

- Design Thinking and toolkit application in daily work

## About the workshop leader



**Christoffer Erichsen**  
CEO, Human Inc

Christoffer has over 20 years of experience in the fields of innovation, entrepreneurship and facilitation of change. He is an internationally sought-for keynote speaker.

As a senior process consultant, Chris has delivered large change management and innovation projects in Europe & South East Asia. He is widely recognised as one of Asia's leading finance trainers, with the client list including ING, CIMB, Alliance Bank, OCBC. He has conducted courses for numerous organisations and has presented this workshop successfully both regionally and internationally.

## What did past participants say?

*"I now have different ideas on how to get to know my team and connect with them, the confidence to lead my team, to bring out the best in them"*

- ING

*"We developed simple but impactful ideas on how to make the innovation centre more exciting"*

- DHL

*"Christoffer Erichsen was the trainer for our Design Thinking course and training was informative, well-presented and enjoyable"*

- Coca Cola, Malaysia and Singapore

## How to register

Please fill in the registration form attached below and send it to [academy.sg@sg.pwc.com](mailto:academy.sg@sg.pwc.com).

For more queries, please contact Ms. Siti or Ms. Maimunah at (65) 6236 3957/3.

A complete calendar of training courses can also be found on our website [www.pwc.com/sg/academy](http://www.pwc.com/sg/academy)

## Registration fee (includes 7% GST)

PwC Clients & Alumni: S\$585  
Public: S\$635

Group discount of 10% for 2 or more participants

# Registration Form

## ***Design thinking for Finance professionals***

Fees: PwC clients/alumni - S\$585 • Public - S\$635

Group discount of 10% for 2 or more participants

Please register the following person/s for the workshop on:

☐ 12 October 2017, 9am-5pm

1. Name: Mr/Ms/Mdm ..... Designation: .....

Email: ..... Contact No: .....

2. Name: Mr/Ms/Mdm ..... Designation: .....

Email: ..... Contact No: .....

### **Contact Person**

Name: Mr/Ms/Mdm ..... Designation: .....

Company: ..... Address: .....

Email: ..... Contact No.: ..... Fax: .....

Enclosed is cheque for S\$..... (Cheque no. ....) made payable to  
“PricewaterhouseCoopers Risk Services Pte Ltd” Kindly indicate the course reference “DTFP17” behind  
the cheque for ease of reference.

### **Registration and Payment**

Registrations can be done by telefax at (65) 6236 3300 but will only be confirmed upon receipt of payment and registration form. Please mail the registration form and payment to **8 Cross Street, Level 10 Mail Centre, PWC Building Singapore 048424 (Attn: Siti/Maimunah, M&C Dept)**. For registration and enquiries, please call Ms Siti or Maimunah at (65) 6236 3957/3 or email us at [academy.sg@sg.pwc.com](mailto:academy.sg@sg.pwc.com)

### **In-Company Training**

This workshop can be presented on-site at your organization as an in-house programme. For more information and enquiries, please contact Tony Moore at (65) 6236 3155 or email at [anthony.moore@sg.pwc.com](mailto:anthony.moore@sg.pwc.com).

### **Note:**

- Fees includes 7% GST, refreshment, lunch and seminar kit.
- The seminar will be conducted at a dedicated training room in the PWC Building or at a venue located near an MRT.
- Certificate of Attendance will be awarded on successful completion of the workshop.

### **Cancellation policy:**

- Full payment must be made prior to the seminar. Registration forms submitted without payment will not be accepted.
- Registered participants will be liable for the full fee even in the event of non-attendance.
- Upon receipt of registration, any request for cancellation or a replacement must be confirmed in writing at least **(7) working days** before the seminar and subject to PwC's Academy's approval.
- 10% administrative fee will be imposed for any cancellation or deferment received less than **(5) working days** before the seminar.
- PwC's reserves the right to amend, postpone or cancel or postpone the seminar due to unforeseen circumstances.

## **Tax deduction**

Companies can claim 400% tax deductions or 40% cash payout of total registration fees under the Productivity and Innovation Credit (PIC) Scheme. Terms and Conditions apply.

For more information, please visit the IRAS website at

<https://www.iras.gov.sg/irashome/Schemes/Businesses/Productivity-and-Innovation-Credit-Scheme/>