

Design Thinking for HR Professionals

15th – 16th November 2021

E-Learning Course

Major Benefits of Attending

- **ACQUIRE** a deep understanding of the Design Thinking principles, process and tools.
- **APPLY** the Design Thinking methodology and tools to generate breakthrough ideas and co-create an improved customer experience journey.
- **IMPROVE** personal effectiveness by becoming a more empathetic service provider.
- **LEARN** Design Thinking and experience the effects.
- **WORK** with people who have implemented Design Thinking and Innovation projects

Course Methodology

This 2-day e-Learning Course will be conducted via ZOOM - Webinar / Video Conferencing. Delegates are required to have a working Webcam and Headset with Microphone. For a smooth conferencing, delegates should have an Internet Speed of at least 8Mbps Download and 1.5Mbps Upload Speed.

Why you Should Attend?

In today's increasing complexity of digital technology and modern business, customers are increasingly choosing products and services based on the quality of the experiences they have with them. To help meet these challenges, an approach known as "Design Thinking" is playing a greater role in finding meaningful pathways - it is increasingly common in Lean Six Sigma processes and in organizational innovation initiatives.

Organizations embarking on digital transformation should start with a Design Thinking workshop. Industry practitioners of Design Thinking include Apple, Google, AirBnB, IDEO, Samsung, Nike, Procter & Gamble, SAP, Singapore Airlines and DBS Bank.

Design thinking is a human-centered, iterative problem-solving process of discovery, ideation, and experimentation that employs various design-based techniques to gain insight and yield innovative solutions for virtually any type of organizational or business challenge. This method combines both analytical and creative approaches to generate solutions.

Design Thinking demands a consequent feedback-loop between solution creators and the targeted users. Ideas and solutions are being made visible as early as possible in form of simple prototypes. This eases dialog and learning. Potential users can test solutions long before market introduction. By that Design Thinking produces practical user centered innovations

Who Should Attend?

This workshop is suitable for all departments from cross-industries. This training is particularly recommended for...

- ✓ HR Managers
- ✓ HR Directors
- ✓ Top Management
- ✓ Senior Managers
- ✓ Senior Executives

Organized by:



For more details, contact hello@fdb.sg