



Design Thinking Foundation Workshop



Our Training Partners

WE ARE...

Our Company Portals

 Agilizing







Paulino Kok

Principal Agile Coach



Certified Executive Coach & Agile Coach for executives, agile coaches, scrum masters & other key agile roles.

Authorized Trainer And Facilitator in SAFe, ICAgile, P2Agile, DoI, GInI, ITIL4, SDI2.0, M3.0

Seasoned technologist with 30+ years experiences in senior Asia Pacific regional **IT Leadership And Management** roles such as Enterprise Level Coach, Lean Agile Coaching Leader, Chief of Staff, Head of Strategic Initiatives, Services Management Director, PMO Director, Enterprise Architect, Business Analyst, Domain Technical Director in global IT division of multinational enterprise listed in DJ30 (Goldman Sachs, Nike) and NASDAQ

Entrepreneur Experience building startup companies with Lean Startup to start, run and grow the business.

Most recently serving as **Internal And External Lean Agile Coach And Trainer** supporting directly CxOs, Managing Directors, and senior executives to enable their agile transformation journey for enterprises in financial, banking, airline, hospitality, gaming, retail, property development, government authority



What Agilizing Do

We provide 2 days immersive learning to get certified as a competent and confident lean agile professionals with real world examples.

Lean Agile Learning Workshop



Corporate Training

We train and coach all levels of staffs to prepare them to be change agents, change catalysts, or supporting followers to expedite your lean agile transformation journey.

We will get you where you want to be in a lean-agile way based on market recognized Organizational Change Management methodologies and measurements

Lean Agile Transformation



Individual Coaching

Work with individual professionals to ensure they get continuous learning and development to move up on their career path.

Services



DISCUSSION



PRACTICE
ACTIVITY



SIMULATION



VIDEO



ACTION PLAN



BREAKOUT



CASE STUDY



TOOLS &
TECHNIQUES



REFERENCES



Workshop Interactivity

ALL IN ONE CLASS

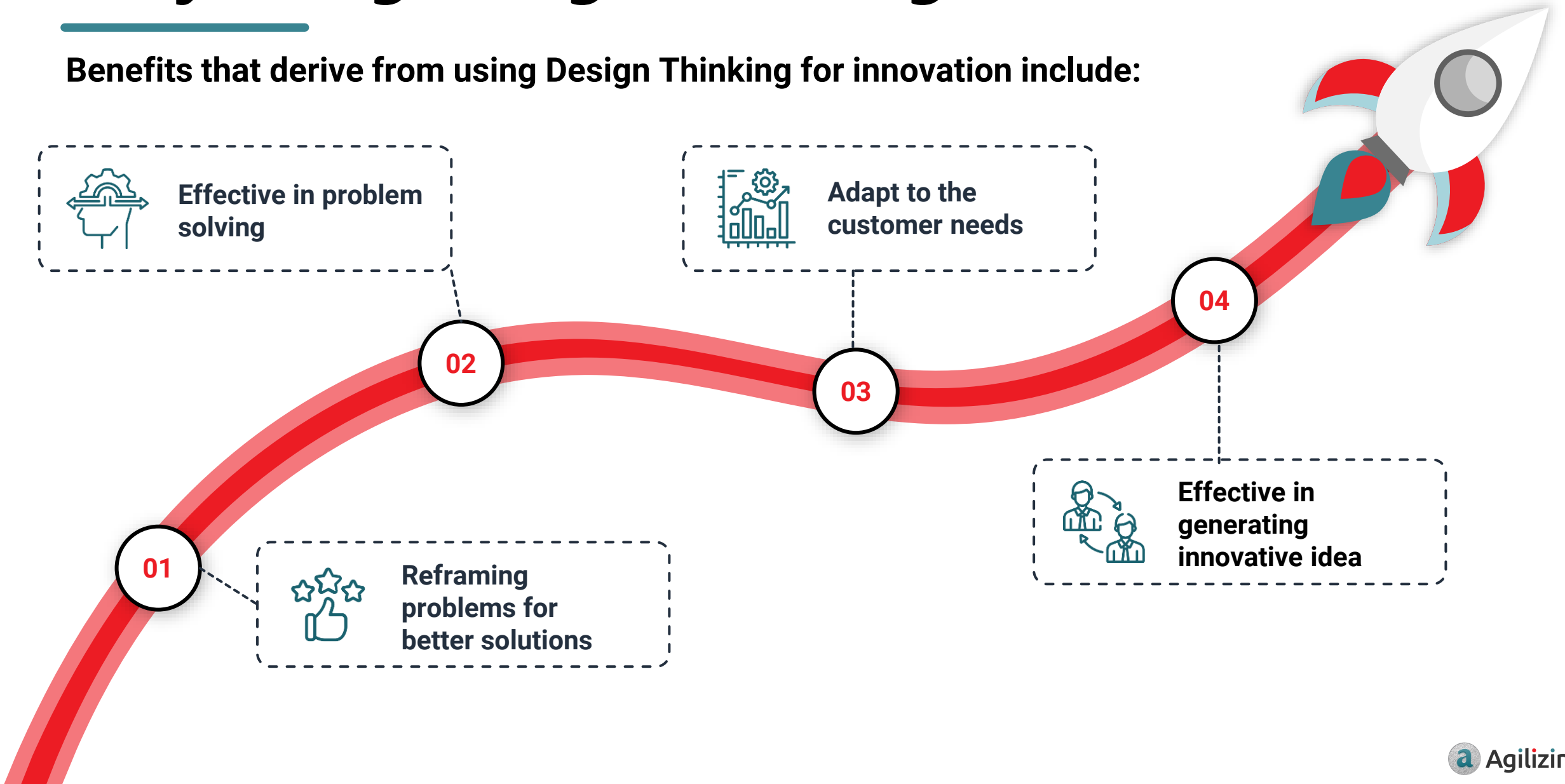


What is Design Thinking Foundation Workshop?

- This Design Thinking Foundation workshop is designed to introduce the fundamentals of Design Thinking, including Human Centered Design philosophy, the Design Thinking Process and Design Method, which are the keys to implement Design Thinking for innovation. We will explore the 5-steps of Design Thinking Process, how it guides us through from Problem Owning to Designing a winning Value Proposition. Participants will understand what are the design methods categories and what are the corresponding design methods. Lastly, we'll understand the integration of customer centricity and design thinking with the persona canvas, empathy map, customer journey, and user journey mapping.

Why Using Design Thinking?

Benefits that derive from using Design Thinking for innovation include:



Contents Of Our Workshop



1.1

INTRODUCTION TO DESIGN THINKING

1.2

HCD Philosophy

1.3

Reframing Problem

1.4

History of Good Design & Critical Design Theory

1.5

Design Thinking Process

1.6

POV & Design Principle

1.7

Introduction to Design Method

1.8

Design Thinker Role in Business

1.9

Design Method Examples

1.10

Summary on Design Methods

1.11

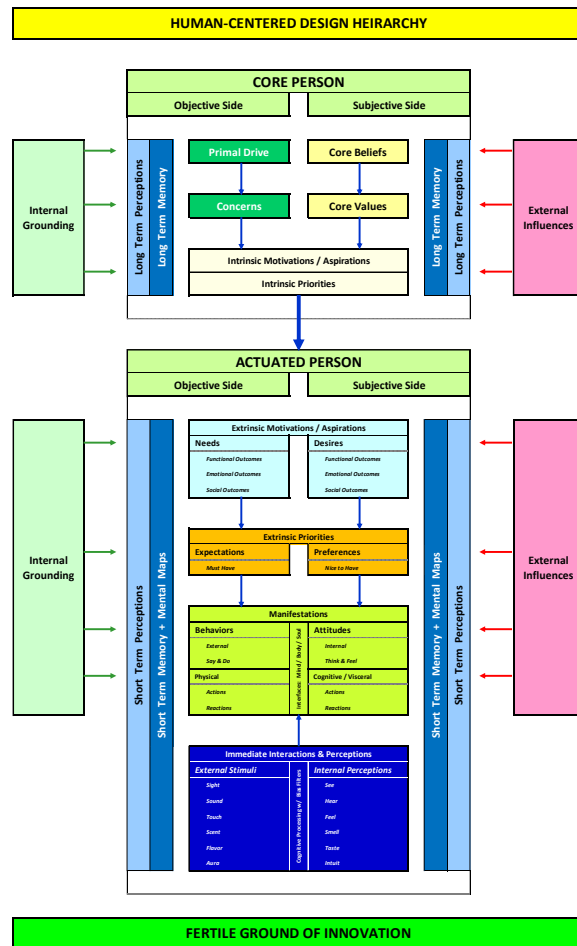
Prototyping in Design Thinking



2.1

INTEGRATION: CUSTOMER CENTRICITY & DESIGN THINKING

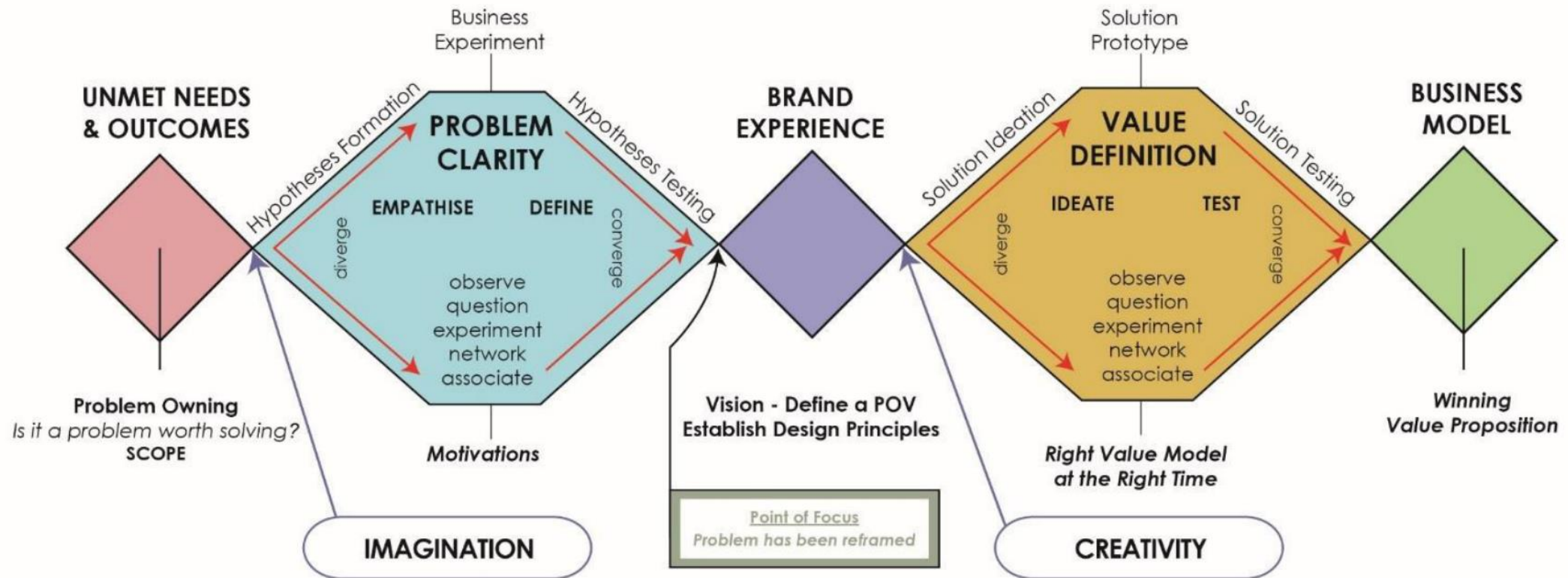
Human Centered Design



- Human-Centered Design (HCD) is a model that is based on human psychology and sociology, providing an insight into the structure of the human psyche and the hierarchy of human needs. This model explains the relationship between Human Needs, the Core Person, the Actuated Person, and the fertile ground of innovation. By exploring the concept of HCD, we can gain a deeper understanding of how individuals think and thus be able to create more effective solutions that meet their needs.

Design Thinking Process

Design thinking is a solution-based framework, so the focus is on coming up with as many ideas and potential solutions as possible.



* Diagram attribute to “Global Innovation Institute - Certified Design Thinking Professional® – CDTP®” Workshop

Reframing Problem

“

**If I had an hour to solve a problem,
I'd spend 55 minutes thinking about
the problem and 5 minutes thinking
about the solutions.**

”

~ Albert Einstein



Executing Design Thinking

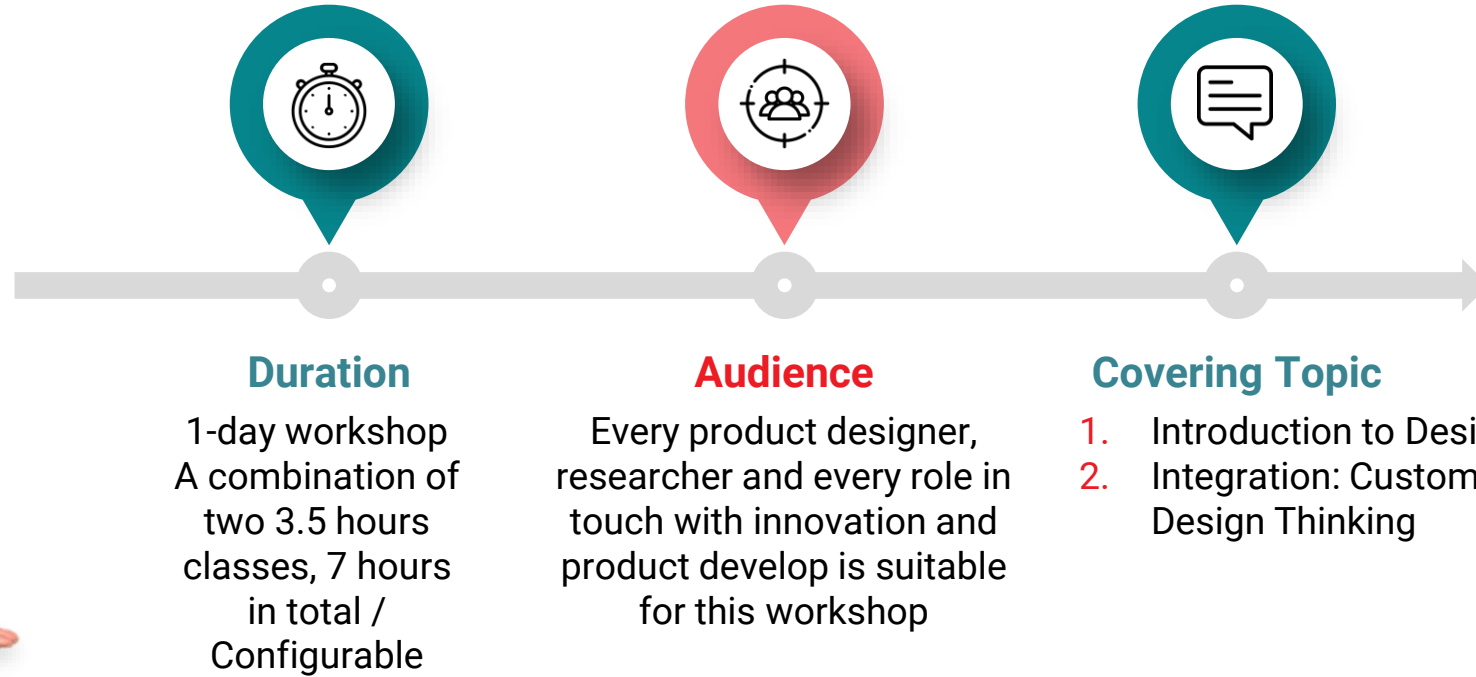
- In order to effectively execute Design Thinking, there needs to be an underlying philosophy of Human-Centered Design, a procedural flow of the Design Thinking Process, and a toolbox of supporting methods, which are the Design Methods. All three of these components are essential for successful implementation of Design Thinking.

What are the Design Methods?



- Design Methods are specially-developed tasks and techniques that enable teams to properly study problems and needs and then evaluate potential solutions.
- Without this toolbox of methods to support each task and activity, Design Thinking would be incomplete, and teams would be incapable of executing it.
- There are a large number of Design Methods in use today for carrying out Design Thinking.

Design Thinking Foundation Workshop Information



- The workshop can be tailor made according to different demand, a mix-and-match of sessions can be adjusted

Global Innovation Institute & Agilizing




Local Authorized Innovation Provider®

- Agilizing is the training partner of Global Innovation Institute.
- Learners are encouraged to gain the CDTP qualification as a Design Thinking Professional

GInI Providers Directory

The GInI Provider's Directory is a global directory of training centers who deliver the GInI exam-preparation training courses (for professional certification), as well as assessment centers who deliver the GInI business accreditation assessments – both under the authority of GInI.

✦ Name	✦ Type	✦ Country	✦ Web Site	✦ Email
Agilizing Limited	ATAP	 Hong Kong	http://www.agilizing.com	wendy.tang@agilizing.com



Contact Us

Find us and start immerse in
Agile environment



Ada.che@agilizing.com



(852) 9488 2765



www.agilizing.com



Room 1402, Iuki Tower, 5 O'Brien Rd,
Wan Chai, Hong Kong





THANK YOU