

Face-to-Face Format

 English



12 October 2021

[Register](#)

# 1-Day Design Thinking Fundamentals Course (Certificate)

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Join us in our Design Studio  
@ Hong Kong

*designthinkersacademy*



# Key Benefits

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This interactive course will equip you with the Design Thinking mindset, tools and skills to kick-start bold innovation. You will be working in a highly interactive learning journey, followed by group work on a human-centered challenge under guidance of our skilled facilitators. We strongly believe in learning-by-doing. After the course, you will be able to apply Design Thinking (DT) right away.



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## Focus on how to implement Design Thinking in your daily work

Knowing about Design Thinking is a good start, but the trick is how to successfully apply it in projects. Learning-by-doing and implementing DT in your work.



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## Live and guidance from our expert facilitators

Our expert facilitators will share their experience and tricks on how to implement Design Thinking in projects and provide feedback.



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## Learn to empathize and improve your strategy

The tools we will be using are fundamental in Design Thinking and we will teach you how to use empathy in designing new products and services for your users.



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## Develop your creativity & innovation mindset

Learn how to listen to your users, embed their insights, develop prototypes and work in small iterations. Dare to fail and pitch your story.



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## Boost co-creation and innovation while working remotely

Working online provides great opportunities to co-create. Use your experience to kick-off projects with global or remote teams in an online environment.

# At a glance

[Register](#)

During 1-day highly interactive learning journey, you will meet with your fellow participants and coaches. You will work in co-creation in small teams to learn from each other and incorporate the knowledge and skills of participants from diverse backgrounds and industries. We will teach you how to apply Design Thinking for product improvement, service innovations and business transformations

**8**

hours  
Online live  
sessions

**1**

Challenge

**8**

techniques and  
tools

**75k**

Global Alumni

**95%**

Alumni  
recommend this  
course

*Customer retention rate grew to double digits  
and retain over few billions of dollars of deposits  
and investments for the bank.....*

A Fortune 500 bank in Hong Kong

# Discover the program

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With a combination of four classroom sessions, and group assignments you will gain practical knowledge to apply Design Thinking (DT). The course consists of 4 sessions, focusing on the stages of DT: **Discover, Define, Develop, Deliver**.

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▶ **Pre-reading  
and Warm-  
Up Exercise**

**Getting started  
online**

Read significant DT articles and familiarize yourself with the online tools

1 

▶ **Discover  
Introduction &  
Research**

**Session 1  
3 hours**

Introduction, Stakeholder Map and Design Research

2 

▶ **Define  
Framing the  
problem**

**Session 2  
2 hours**

Personas, and Customer Journey Map

3 

▶ **Develop  
Ideation &  
Prototyping**

**Session 3  
2 hours**

Opportunity Areas, Ideation, Idea Priority Map

4 

▶ **Deliver  
Testing &  
Pitching**

**Session 4  
1 hour**

Service Scenarios, Pitch, Reflection & Personal Plan.

# Who is it for?

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This course is meant for

- Innovation teams who want to lead business transformation or improvement projects
- Business professionals who want to stretch their creative problem solving skills
- Management who want to strengthen the corporate innovation effectiveness or culture

*The satisfaction rate of the new services is almost 100%, and the passenger growth rate exceeded the industry average of 7.5%*

A major home-based airline in Hong Kong

*Self-developed branded products launched successfully, and the gross profit of these products increased over 10 times.*

One of the paper manufacturers in Hong Kong

*The personal influencing power of the involved agents rose to 90%, and their closing rate in the cold market shot up to 124%.*

One of the leading insurance company in Hong Kong



# Meet the Team

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Our training team will share their experience and tricks on how to implement Design Thinking in innovation projects and business transformations. That way you can start applying Design Thinking straight away in your daily working environment.

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## David Chung

Certified Facilitator

David is the Managing Partner of DesignThinkers Academy Hong Kong, specialized in the area of business transformation, innovation management, and design thinking.

He has more than 20 years of experience in consulting and training across different sectors, including public services, travel, retail, beauty and cosmetics, hospitality, and financial services.

He has managed over 35 business transformation projects in Hong Kong, China, and Asia, and has managed over 350 training classes of Design Thinking and business innovation. He was the Head of SGS Academy HK, Head of Enterprise Learning at Dun & Bradstreet Hong Kong.

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## Flora Chan

Certified Facilitator

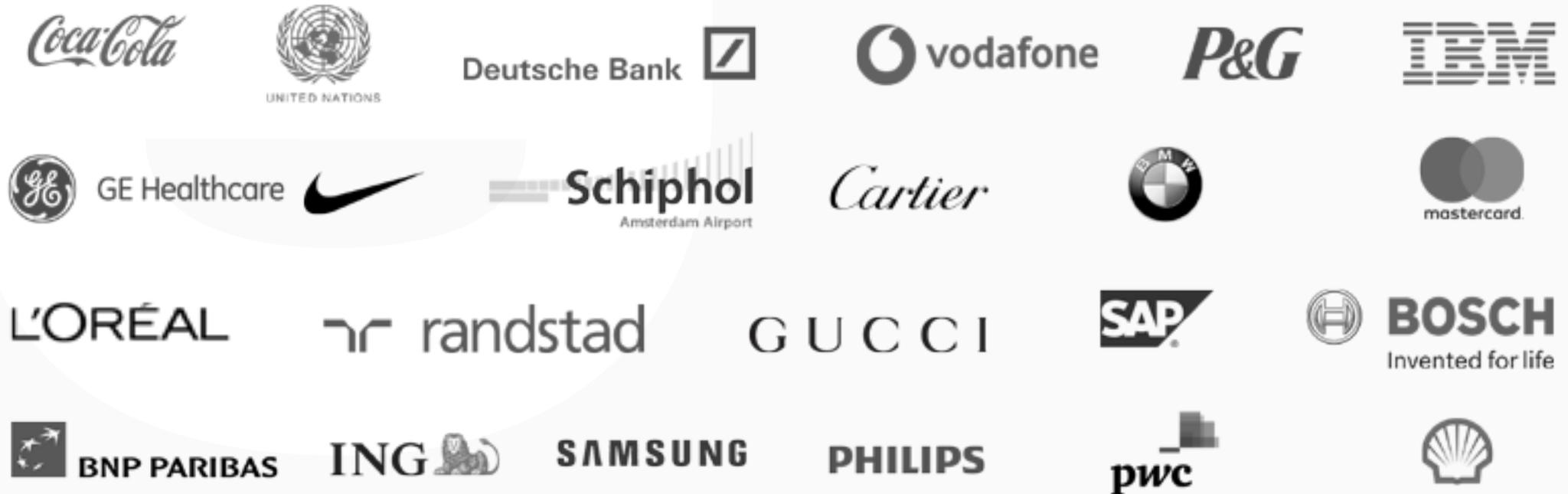
Flora is a Business Transformation Consultant, a DesignThinkers™ Certified Design Thinking Facilitator, and works tenaciously with the C-suite level of sponsors from corporate, non-governmental organizations, educational bodies, conglomerate, and financial institutions.

She is the former Head of Human Resources of United Overseas Bank Hong Kong for over a decade. She has more than 20 years' experience in Human Resources Management for banking and finance, insurance, and covering different geographical locations, i.e. Hong Kong, Taiwan, China, Singapore, Australia, New Zealand, and Canada. Flora also has exposed to the roles of Consultant on Employees Benefit, and Coaching.



# Clients @ Global

Register



## Clients @ Hong Kong and China

Since 2015, we managed over 350 classes of training workshops, seminars and talks of Design Thinking or Innovation Management for hundreds of enterprises in Hong Kong and China. Below is the clientele for your reference:

AIA, Airport Authority, Bank of China Hong Kong, Baptist Oi Kwan Social Service, BOC Credit Card (International), BOC Group Life Assurance, Century 21, CITIC Telecom CPC, CITIC Pacific, CLP Power, Dah Chong Hong Holdings, Education Bureau, HKSAR Government, Hang Lung Properties, Hong Kong Housing Authority, Hong Kong Science & Technology Park, Hong Yip Service Company, Konica Minolta, MSIG Insurance, MTR Corporation, OCBC Wing Hang Bank, Sino Group, Sun Hung Kai Properties, Sun Life Insurance, Vocational Training Council, World Link CPA

# Facts & Figures

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## Designthinkers Academy (DTA) and DTA Hong Kong

Designthinkers Academy is one of the leading Design Thinking training institutes in the world. DTA represents in 25 countries and has developed over 75,000 Design Thinkers for hundreds of top-notch companies.

DTA's mission is to empower teams & professionals to adopt human-centered design to kick-start bold innovation and drive positive change.

DTA Hong Kong partners with InnoEdge Consulting, decides to provide a world-class innovation model with localized practices in Hong Kong and China.

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## Business Values of Design Thinking Method

Organizations want to stay competitive and in order to do that, they need to reassess the way they are structured and function. Furthermore, it is important to build lasting relationships with your customers. Complicated problems like this need more attention than meets the eye.

Design Thinking delivers the innovative ideas and solutions needed to solve these problems. It is a human-centered mindset that closes the gap between organizations and people.

Design Thinking is an activity-based, iterative and continuous process with a strong emphasis on learning-by-doing, empathy and co-creation.

## Track Record in Hong Kong and China

We have co-created with HK enterprises to drive transformation and deliver business results for different industries since 2015:

- Passenger growth of an airline exceeded industry of 7.5%
- Retention rate of a bank grew to double digits
- Closing rate of an insurance company shot up to 124%
- Customer satisfaction rate of a retail chain grew to 30%

Since 2020, we were invited by HKU, HKGCC, VTC, & HKTDC to share the Practical Strategies with Action Plans to overcome the haze of COVID-19 by mean of Design Thinking.

# Tickets

Your ticket includes use of all the physical and digital facilities during the course

The course will be conducted by English and 4 sets of English learning materials will be provided for personal use

1. Course Workbook
2. DT Tool Guide
3. DT Casebook
4. DT Best Practices

**Early Bird Ticket**  
(on or before 28 Sept, 2021)

**HK\$4,200**

**Regular Ticket**

**HK\$4,800**

**For ensuring Social Distancing during the 1-day learning journey, the maximum class size is 16**

**Register**

Terms & Conditions:

- No refund and cancellation are allowed
- A participant is allowed to reschedule his/her attendance once within 6 months of class enrolled or transfer seat to another colleague of the same company once only.
- No video recording during any part of the class
- We reserve the right to replace the speaker and/or cancel or alter, content, timing, and venue, as well as to reject any enrollment for whatever reasons at any point in time.

# Certificate

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A certificate will be awarded to the participant who completes the course; including but not limited to the following requirements throughout the course:

- Participate in all the activities and exercises which are assigned by the training team.
- Temporary absence is accepted; for not more than ONE aggregate hour throughout the course.

We will use advanced digital whiteboards for all brainstorming exercises, and all participants must prepare a computer notebook (with mouse) during the class.



# Questions? Just ask.

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