

# 2-Day Design Thinking Fundamentals Training Course (Certificate)

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Hong Kong @ 2023

*design*thinkersacademy

Register



# Key Benefits

[Register](#)

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 2-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

**15**

hours  
Online live  
sessions

**1**

Challenge

**8**

techniques and  
tools

**75k**

Global Alumni

**95%**

Alumni  
recommend this  
course

Each session will feature one or more case studies, and industrial practices, giving you the opportunity to examine how Design Thinking has been successfully integrated into individuals, teams, and enterprises. Some of these examples are:

## Digital Transformations

Airbnb

Samsung

HSBC @HK

## Start a New Business

PillPack

Embrace

MinorMynas @HK

## Remote Workforce / WFH


DBS Bank

MURAL

# Discover the program

[Register](#)

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  
4 hours

Introduction,  
Stakeholder Map and  
Design Research

2 

► Define  
Framing the  
problem

Session 2  
3.5 hours

Personas, and  
Customer Journey  
Map

3 

► Develop  
Ideation &  
Prototyping

Session 3  
3.5 hours

Opportunity Areas,  
Ideation, Idea  
Priority Map

4 

► Deliver  
Testing &  
Pitching

Session 4  
4 hours

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
- Individuals who want to start their new business in today's uncertain market
- 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%*

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



# Public Class Schedule 2022

[Register](#)

## Hong Kong

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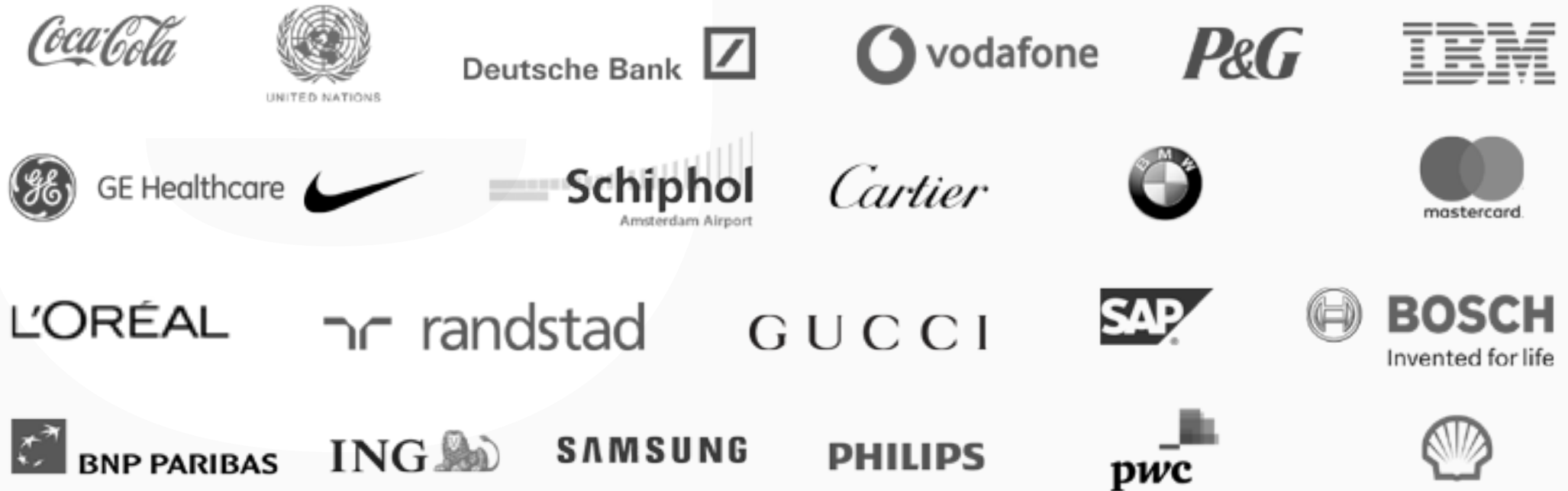
### Hong Kong

- 14 & 15 April
- 21 & 22 July
- 20 & 21 Oct



# 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

[Register](#)

## 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 decides to provide a world-class innovation model with localized practices in Hong Kong and China.

## 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.



# Tuition Fees

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The tuition fee includes use of all the physical and digital facilities during the course

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

1. Course Workbook
2. DT Tool Guide
3. DT Examples
4. DT Cases

## Early Bird Price

(One month before the first lesson of the class)

**HKD 6,500**

## List Price

**HKD 7,000**

**For ensuring interaction and learning effectiveness, during the 2-day learning journey, the maximum class size is 20**

### 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.

# Global Recognized Certificate and Badge

A blockchain-based digital certificate and a digital badge will be awarded to the participant who completes all training sessions and the following requirements throughout the course:

- Participate in all the activities and complete all exercises during the training workshop (No any assignment after the class)
- Show up with a full facial expression in front of the camera in all training sessions
- Temporary absence is accepted for not more than ONE aggregate hour throughout all training sessions

Remark: The graduates of this course are entitled to apply for DTA Advanced Design Thinking Course



# Questions? Just ask.

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**Hong Kong Office:**

**[hongkong@designthinkersacademy.com](mailto:hongkong@designthinkersacademy.com)**

**+852 2235 9027**

**[www.designthinkersacademy.com/hongkong](http://www.designthinkersacademy.com/hongkong)**

## **Global Head Office**

Nieuwe Leliestraat 13, 1015SH Amsterdam

[info@designthinkersacademy.com](mailto:info@designthinkersacademy.com)

+31 (0)20 471 00 70



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