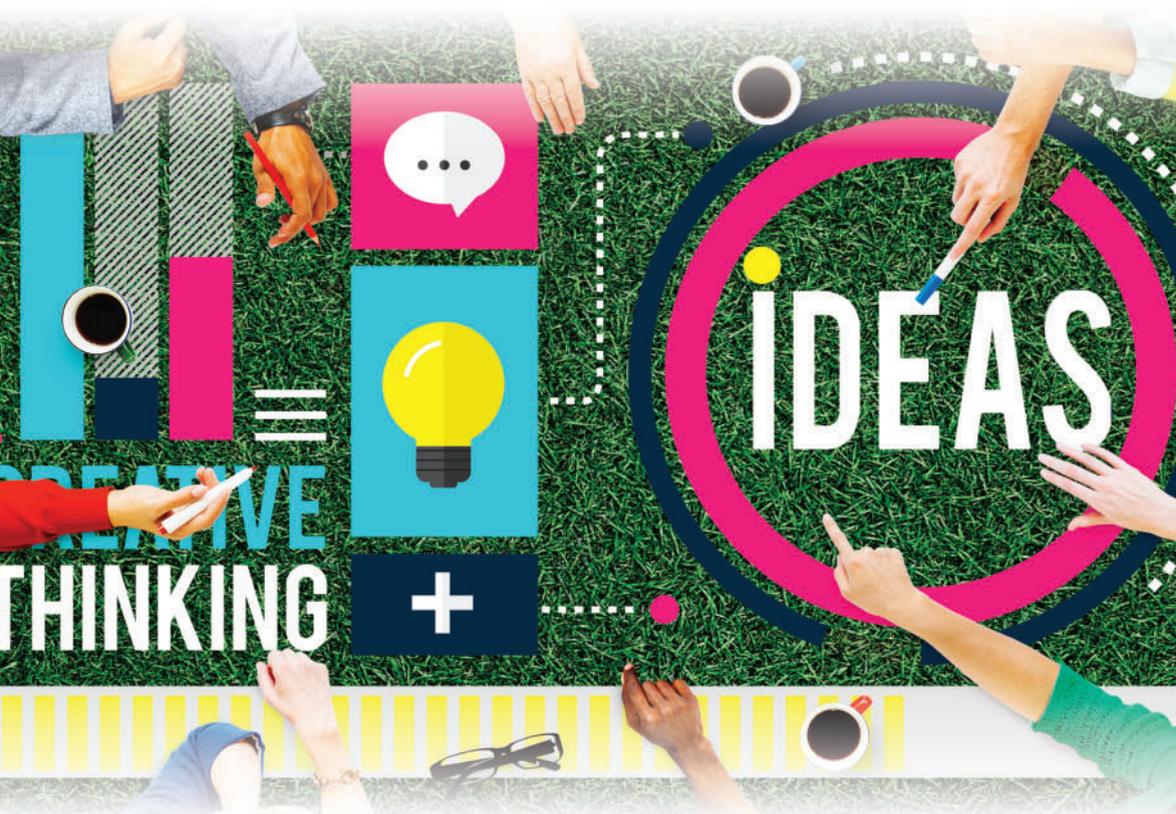


Design Thinking & Innovation: A New Perspective

Thursday, 5 December 2019

9:00 am - 5:00 pm



WORKSHOP ON DESIGN THINKING & INNOVATION: A NEW PERSPECTIVE

INTRODUCTION

Design Thinking is a process that creates strategies and opportunities for companies to become more agile and innovative by taking a different, more holistic approach. It helps organizations cut through complexity and understand products and services the way customers do. It offers a unique opportunity to use integrative thinking.

Design Thinking combines elements of creativity and innovation with marketing and leadership. Essentially a system, it requires “innovation competency” by the users for good results. It should not be thought of as something that will by itself make an organization more innovative. If you give a race car to an inexperienced driver, chances are they’ll crash it. Merely explaining how the car functions isn’t enough. This is what this workshop does; it blends Design and Innovative Thinking into **DESINO THINKING**. It uniquely combines selected elements of creativity, innovation, marketing, problem restructure and essential thinking into one uniquely powerful, comprehensive workshop.

OBJECTIVES

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

- Understand design thinking and the types of problems it helps solve
- Develop a mindset which seeks to understand problems from the user’s perspective
- Learn how to reframe problems and situations based on the synthesis of perspectives
- Apply essential thinking to professional and personal issues and to decision-making
- Use ideation – the rapid generation and refinement of solutions

DESIGNED FOR

Executives, decision makers, entrepreneurs, and business professionals

CONTENTS

- Design Thinking concepts and origins
- Relationship between Design Thinking and Innovation
- Desino Thinking
- Understanding and restructuring the problem/situation
- Simplification exercises, holistic thinking
- Assumptions as they apply to design thinking
- Problem solving, exercises
- Understanding the social-psychological aspects of user experiences
- Balancing contradictions
- Brainstorming and idea generation
- Suspended judgment
- Developing a collaborative style of work for teams
- Integrating design thinking into your professional and personal life
- Summary and follow up

[Register Now](#)

WORKSHOP LEADER

Professor Arthur Gogatz was born and raised in New York City. His background and education is a blend of the fine and performing arts and business. He is a former New York advertising photographer, art director, account executive, creative director, and vice president. Arthur has thirty five years of university teaching experience with 85% of that at the Graduate level (MBA). He also has twenty five years of consulting and coaching experience. Arthur has taught in 23 different countries worldwide and lectured at 37 different institutions. He has visited over 100 countries and speaks several languages fluently. He has lived in North America, South America, Europe and Asia and has flown more than 2 million miles in the air. He has written three books on innovation. The most widely read, *Business Creativity, Breaking the Invisible Barriers*, published by Palgrave/Macmillan has been translated into Russian and Chinese.

DATE & TIME

Thursday, 5 December 2019

9:00 am – 5:00 pm

FEE (Inclusive of tea/coffee breaks)

HKMA Member: HK\$3,000

Non-member: HK\$3,200

Early bird discount: 10% discount (for payment received 2 weeks before course commencement date)

VENUE

The Hong Kong Management Association
1-6/Fs First Commercial Building
33-35 Leighton Road
Causeway Bay HONG KONG

LANGUAGE MEDIUM

English

ENQUIRIES

For course details:

Ms Diana Li: 2774 8552

Email: dianali@hkma.org.hk

Fax: 2365 1000

General Enquiry & Enrolment: 2774 8500 or 2774 8501

<http://www.hkma.org.hk/seminar>



***“Good design thinkers first
and foremost are good at
innovative thinking.”***

***Pierre Olivier
Marketing Consultant, Paris***

ABOUT THE INSTITUTE OF ADVANCED MANAGEMENT DEVELOPMENT

The AMD was established by the HKMA in 2015 to offer world-class management programmes for senior executive development and top-notch management consulting services with a view to making significant contribution to advancing management talent in Hong Kong and this region. AMD has become a global centre of excellence that provides a platform for renowned scholars and management experts from around the world to interact with our fellows and members, as well as senior executives from business and public sectors. In the process, state of the art knowledge and innovative ideas that are relevant to the economic development of Hong Kong and the Region are imparted and generated.

Register Now

Enrolment Form

Design Thinking & Innovation: A New Perspective

5 December 2019 SG-47614-2019-2-FC

FEE: HKMA Member: HK\$3,000

Non-member: HK\$3,200

Early bird discount: 10% discount (for payment received 2 weeks before course commencement date)

Name (Mr / Ms): _____ HKMA Membership No.: _____

(Surname) (Other Names)

HKID Card No. (Optional, for verification of the applicant's identity): _____ Date of Birth (YY/MM/DD): _____

Position: _____

Job Function (e.g. Accounting), please specify: _____

Nature of Business (e.g. Retail), please specify: _____

Company: _____

Address of Company: _____

Telephone No. (Office): _____ (Residence): _____ (Mobile): _____

Email: _____ Education Level: _____

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Name and Title of Nominator (Mr / Ms): _____

Nominator Email / Address: _____

Sponsorship Company-sponsored Self-sponsored

Where did you **FIRST** learn about this programme?

Email Promotion from HKMA

HKMA Website

Direct Mail by Post

Others (please specify): _____

Note for application

- This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to: Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8500/2774-8501** (Customer Service Department) during normal office hours or fax **2365-1000**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Customer Services Department on 2774-8500/2774-8501 or Ms Diana Li on 2774-8552. Website: www.hkma.org.hk
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

Personal Data Collection Statement

1. The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, course research and statistical matters.
2. The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.
3. Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

If you do not wish to receive information as stated in point 2 of this statement, please indicate your objection by ticking the box. You may at any time send your written requests to the Association.

Notes

1. I understand that all handout materials obtained in class are strictly for my own educational purposes.
2. I have understood all the "Notes for Application" listed in Application Form.

Applicant's Signature: _____ Date: _____