



@ASK Training
Attitude | Skills | Knowledge



**Singapore
Institute of
Management**

Design Thinking Approach

Course Date:
07-08 March 2023

Course Duration:
2 days, 9.00am - 5.30pm

Course Fee:
\$1,100.00
(\$1,188.00 Inc. GST) per participant

Course Venue:
SIM Management House
41 Namly Avenue, Singapore 267616

Course Conducted by SIM



Course Overview

Organisations with a strong culture of innovation understand the challenges of developing new ideas, solutions, and products while also managing the successful implementation of these innovations.

Innovation requires finding original insight, skilfully translating them into testable prototypes, and carefully combining and refining the prototypes into a successful solution or product.

Business Outcome

The objective of the programme is to introduce participants to different innovation strategies that have been successful through the application of a design thinking approach.

This involves identifying fresh customer insights, finding the right problem to solve, and analysing consumption behaviors.

Learning Outcome

- Gain leading edge knowledge on leading innovation
- Develop insights on how to leverage and align key stakeholders to innovate
- Be equipped with practical tools and skills for the implementation of Design Thinking within organisations

Course Outline

- Understanding the need for Innovation
- Finding the right insights for Innovation & Developing innovative solutions
- Selective innovative solutions for further development
- Effective communication of innovative solutions to key stakeholders
- Problem identification and ideation

Who Should Attend

Level 4 - Managers

Level 5 - Senior Managers & Directors



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8 Jurong Town Hall Road
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Course Fees & Schedule

Full Course Fee: \$1100 + \$88 (gst) = \$1188 (Inclusive of gst)

Company Sponsored

- Absentee Payroll applicable for both SMEs & Non-SMEs
 - For course commencement from Jan 2022, absentee payroll funding is \$4.50 per hour capped at \$100,000 per enterprise per calendar year

Self-Sponsored

- Skillsfuture Credit eligible for Singapore Citizens aged 25 and above.
- Singaporean aged 17 to 30 may use PSEA (Post-Secondary Education Account) for fee payment.
- You may use U-tap to defray 50% of the unfunded course fee, capped at \$250/year.

Company Sponsored			Self-Sponsored	
SME	Non-SME		All Singapore Citizens and PRs aged ≥ 21 Years (50% of course fees)	Singapore Citizens Aged ≥ 40 Years (70% of course fees)
Singaporean & PR (70% of course fees)	Singaporean & PR (50% of course fees)	Singaporean aged ≥ 40 (70% of course fees)		
\$330 + \$88(gst) =\$418	\$550 + \$88(gst) = \$638	\$330 + \$88(gst) =\$418	\$550 + \$88(gst) = \$638	\$330 + \$88(gst) =\$418