(DTB)
DESIGN THINKING BOOTCAMP
3-Day Course

This is an immersive, practice-driven course designed to help participants reimagine how complex, real-world work challenges can be solved collaboratively and effectively. Combining the human-centred mindset of **Design Thinking** with insights from **Behavioural Science** and the efficiency of **Lean Principles**, this programme equips participants to generate impactful, sustainable solutions across diverse domains, from backend operations and administrative processes to customer-facing services.

COURSE DELIVERABLES AND OUTCOMES:
• <u>DAY 1</u>: Lesson in basic concepts; Introduction to the enhanced design thinking framework; Recap on project topics; Research techniques (ask why); Identify key stakeholders; Draft research plan; Project consultation with the trainer
• <u>DAY 2</u>: Data analysis of research findings; Finalise challenge statements; Lesson on brainstorming and prototyping techniques; Brainstorm and prioritise ideas; Draft the prototyping plan; Project consultation with the trainer
• <u>DAY 3</u>: Analyse feedback on prototype; Make refinements and enhancements; Presentation tips; Project presentations; Planning for next steps; Project consultation with the trainer

DURATION: 3 days
FORMAT: In-person
PRICE: $9,600
MAX. CLASS SIZE: 20 pax

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