

biluF



# DESIGN THINKING TO DRIVE STRATEGIC INNOVATION

4 - 5 JUNE 2024

DEADLINE TO REGISTER

15 May 2024



# OVERVIEW

The design thinking process is user-centered and prototype-driven, suitable for either products or services landscape. As a participant in Design Thinking workshop, you will be part of a multidisciplinary team and work through a hands-on innovation challenge from start to finish. You will walk away from the workshop with a strong understanding of the key tenets of design thinking and be able to execute them within your organisation.

# OBJECTIVES

At the end of the programme, participants will be able to:

- Develop deep consumer insights;
- Reduce risk and accelerate learning through rapid prototyping of product or service introduction;
- Drive towards innovation, not just incremental growth;
- Empower employees to be innovative;
- Engage design thinking for holistic problem solving;
- Apply design thinking tools to unleash design thinking capabilities;
- Define problem space and map concepts in the problem-solving process using appropriate process models or strategies; and
- Relate design to strategic and innovative business practice and development.

# WHO IS THIS PROGRAMME FOR?

- All level of staffs from all department across industries.

## METHODOLOGY



- Face-to-Face training
- combination of lecture, with practical and hands-on approach such as role plays, case studies, presentation, commentary on other companies and industries.

## PROGRAMME DETAILS

DATE	TIME
4 - 5 June 2024	8:30 am - 12:00 pm 1:30 pm - 5:00 pm

\*\*\*Subject to change

Please refer to [www.bilif.com.bn](http://www.bilif.com.bn) for the latest updates\*\*\*



# PROGRAMME OUTLINE

MODULES	
Module 1	Case Discussion <ul style="list-style-type: none"><li>• Conclusion from this case</li><li>• Introduction to Design Thinking: What is it? Why do it?</li></ul>
Module 2	The 3 Key Dimensions of Design Thinking
Module 3	The Seven Stages of Design Thinking
Module 4	Business Design Tools <ul style="list-style-type: none"><li>• Values assessment, recalibrating mission &amp; vision, organising ourselves and experience analogy tool</li></ul>
Module 5	Define <ul style="list-style-type: none"><li>• What is it that we want to achieve</li><li>• Team problem selection</li></ul>
Module 6	Research the Problem
Module 7	Ideate <ul style="list-style-type: none"><li>• Idea solutions (WIIFM &amp; key needs, blue-sky, sort, select, refine the best ideas)</li><li>• What is your value proposition?</li></ul>
Module 8	Prototype <ul style="list-style-type: none"><li>• Create value proposition</li><li>• Prototyping &amp; validation</li></ul>
Module 9	Selection-Implement-Learn <ul style="list-style-type: none"><li>• Solution presentation</li></ul>
Module 10	Summary

# PROGRAMME LEADER

## MR ANDREW CHEAH

Mr. Andrew Cheah has been a trainer and management consultant since 1991, specialising in the areas of Strategic Thinking, Leadership Transformation, Lean, QC Tools, VSM, 8D Problem Solving, performance management, productivity improvement, behavioral change, and Critical & Creative Thinking. Andrew has trained clients from such diverse industries as banking, insurance, hospitality, sales and distribution, manufacturing, food, property development, government/public services, and higher education. Being tri-lingual (English, Mandarin, and Malay Languages), and has extensive regional exposure in Singapore, United Arab Emirates, Malaysia, Hong Kong, China, Thailand, Indonesia and Vietnam. In addition to training, Andrew has guided and provided consulting services to clients, leading to one of them winning the prestigious Malaysian National Productivity Award (1999) presented by the 2-time Malaysian Prime Minister, Tun Dr. Mahathir. The award is for productivity enhancement through many areas such as continuous improvement, cost, and waste reduction.

In addition to writing articles for the premier English newspaper in Singapore (the Straits Times), Andrew has been invited to speak at events such as International Conference on Best Practices, which was graced by senior officials from the Ministry of International Trade and Industry (MITI), sharing the stage with Professor Michael Gregory of the University of Cambridge, Mr Dieter Heyl (2007 Vice President of Mercedes Benz Malaysia), and Dr Marcus Chao, President of Lean China Enterprise Inc.

Andrew has an MBA degree qualification from the University of Portsmouth, UK. At the professional level, Andrew has a certificate in Blue Ocean Leadership Masterclass, as well as Leading Dimensions Profiling Trainer Certification (LDP certified). In addition to being a qualified ISO9000 assessor, his experience in international consultancy has also earned him a membership with the Association of Productivity Specialist (New York).

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■ 4 - 5 June 2024

To apply for the programme, please email your completed form to askSEED@bilif.com.bn by 15 May 2024.

CATEGORIES	STAKEHOLDERS	NON-STAKEHOLDERS
FEE	<input type="checkbox"/> \$ 2,500.00	<input type="checkbox"/> \$ 2,840.00

By completing and signing this form, you hereby agree to the terms and conditions below:

Full Name:  IC Number:   
Position:  Department:   
E-mail:  Phone:

Full Name:  IC Number:   
Position:  Department:   
E-mail:  Phone:

Full Name:  IC Number:   
Position:  Department:   
E-mail:  Phone:

#### APPROVING OFFICER

Name:  Email:   
Position:  Department:

Please email the invoice to:

\_\_\_\_\_  
Signature and Company's Stamp

#### Terms and conditions:

##### Cancellation Policy:

- All cancellation must be submitted to BILIF in writing either by letter or email.
- Any cancellation received 30 days or more prior to the training date will incur a cancellation fee of 10% of the programme fee.
- Cancellation received 8 - 14 days to the training date will incur a cancellation fee of 50% of the programme fee.
- Cancellation of registrations received 7 days or less from the date of training or if the delegate fails to attend the training, he/she will be considered as 'no show' and is subjected to 100% of the programme fee.
- BILIF welcomes and accepts replacement of participants up until a day before the training commences.

##### Other terms:

- Participants must complete all scheduled sessions and activities for them to receive the certificate of attendance/ completion.
- Payment must be made upon receipt of invoice issued by BILIF.
- BILIF reserves the right to amend, change or cancel the programme at any given time. We will immediately notify participants and organisations if any such changes are to be made.

# ABOUT BRUNEL INSTITUTE OF LEADERSHIP AND ISLAMIC FINANCE

Brunei Institute of Leadership & Islamic Finance (BILIF) was established in 2010 as the Centre of Excellence for the finance industry in Brunei Darussalam, providing high-quality learning solutions, including signature and collaborative events for human capacity development in the areas of Islamic finance and leadership. Under the purview of Brunei Darussalam Central Bank (BDCB), BILIF plays a fundamental role in Pillar 5 of Brunei Darussalam Financial Sector Blueprint 2016-2025 in raising financial industry standards especially in the areas of Islamic finance. All of our programmes are accredited by Brunei Darussalam National Accreditation Council as Value Added Qualifications. Appointed by BDCB, BILIF is the official licensing examination centre for Financial Planning Practitioners' Programme (FPPP) and Qualifying Examination for Insurance/Takaful Agents (QEFITA). BILIF is also the official examination centre for all examinations under Chartered Institute for Securities & Investment (CISI), UK; Chartered Bankers Institute(CBI), UK; International Compliance Association (ICA) and The Accounting and Auditing Organisation for Islamic Financial Institutions (AAOIFI), Bahrain.

Over the past 10 years, BILIF has forged strategic partnerships with local and international organisations enabling us to bring professional programmes, expertise and opportunities to shape future leaders, experts and innovators in the areas of Islamic finance and leadership. More recently, BILIF has also established partnerships with Bahrain Institute of Banking and Finance (BIBF) and The London Institute of Banking & Finance (LIBF), both with the objective of bringing more quality learning opportunities for our participants in the areas of banking and finance. BILIF has been honoured with multiple international awards and accolades: The "Best Emerging Islamic Finance Training Institution – Brunei 2021" from the International Finance Awards 2022, "Best Islamic Finance Education & Training Brunei 2021" from the Global Banking & Finance Awards®, "Global Good Governance (3G) Human Resource Development Award 2022" received at the 7th Annual 3G Awards Ceremony and GIFA Excellence Award (Islamic Finance Training & Education) in 2022; The GIFA Excellence Award (Islamic Finance Training and Education) 2021 at the 11th Global Islamic Finance Awards (GIFA), the Award for "Contribution to Organisation" at the Asia HRD Awards in 2021; and the GIFA Excellence Award (Islamic Finance Training and Education) in 2019.

**74**

Events

**687**

Programmes  
and Examinations

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+673 8271140 to learn more about our offerings*