

# UNLEASHING INNOVATION THROUGH *design thinking*

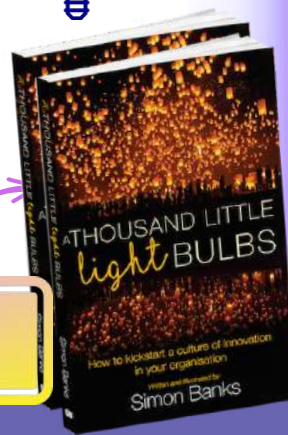
Kuala Lumpur, 12 & 13 December 2023

**INTERNATIONAL KEYNOTE SPEAKER, AUTHOR & PODCASTER**

## Simon Banks

Author of "A Thousand Little Lightbulbs: How to kickstart a culture of Innovation in your Organisation"  
(Michael Hanrahan Publishing, 2017)

Complimentary e-book  
for each attendee!



## RAVE REVIEWS

"I would like to thank you for your role as facilitator at the Department of Transport and Main Roads DG Customer Led Innovation Challenge. Your role was integral to making the day a success and was greatly appreciated by myself and all the participants."

Neil Scales, **Director General, QLD Department of Main Roads.**

"The keynote was awesome. Your presentation style rocks. You have made the most of doing talks remotely, your drawing and visuals are such a clever adaptation to this new environment. I really enjoyed spending time with you."

Peter Seaman, **Head of Continuous Improvement and Innovation, nib Health Funds.**

"From the outset of our engagement with Simon, it was very clear how he could help our team to better solve business problems by avoiding tunnel vision thinking and improving the ROI of our most valuable resources, our people. His design thinking approach has helped accelerate our team development journey and has already started to produce great outcomes by making sure that the team focus on ready-to-use outcomes which are equitable, enjoyable and most importantly useful. Guaranteed, I would love to work with Simon again."

Nigel Nisbett, **Director of Professional Services for Asia Pacific & Japan, Boomi.**

"Simon facilitated our inaugural innovation event in Melbourne, where over a dozen teams participated. He brought great energy to the session, engaged the teams very well, coached us along the way, and made the event fun. Simon is a great presenter and facilitator and I would recommend him for other organisations looking to run innovation sessions, hackathons, or similar events"

Kristian Kish, **Head of Insights, eNett**



## KEY BENEFITS

- Develop a **creative problem-solving innovation framework** that can be applied across the organisation.
- Build the **mindset, behaviors and confidence** to be more creative and innovative in problem solving and designing solutions that delight and create value.
- Develop multiple frameworks for ideation and divergent thinking to **develop novel solutions to complex problems.**
- The art of problem definition, and how to **reframe problems** to make them human-centered.
- Understand how to create **rapid prototypes** and early-stage concepts to test with users and find out what they really value.
- Understand the **importance of empathizing** with customers and the value of engaging with real people when innovating, rather than rushing straight to a solution.
- Develop a deep curiosity to **enable everyone to look for efficiencies and areas for transformation and innovation**, big or small.
- Take a creative energy and confidence** back to the organisation to drive change (and just quietly, enjoy yourself in the process).

# ACTIVITY:



Both days are full of hands-on practical activities that build design thinking and innovation mindsets and behaviors. Design Thinking should really be called **Design Doing** and as such, the learning approach of 70/20/10 will support the doing of innovation.

- 70% of learning comes from hands on work (the doing of Design Thinking)
- 20% of learning comes through collaboration and from peers in the room.
- 10% comes from the front of the room (my good self).

With that in mind, day one will explore the world of empathy, solving the right problem and the concept of ideation and non-linear thinking.

## Session 1

### INTRODUCTION TO DESIGN THINKING

Understanding what innovation is, how to be human centered when innovating and how design thinking can help us achieve that.

- Why Innovation and Human Centered Design is more important than ever.
- Introduction to a design led way of thinking:
  - All problems are solvable, and the people who have the problems are the ones who have the answers.
  - You can't come up with new ideas if you just exist in your own life or walk in your own shoes.
  - It's about **iterating, testing, tinkering, risk, experimenting, failing, and embracing ambiguity throughout the process.**
- Innovation handbrakes and how to avoid them.
- The language of Innovation
  - How do we drive ideas forward?
  - What do we need to cut out?
- Developing creative confidence
- Understanding the real-world problems, by solving them.

**Activity:** Working in pairs throughout the session.

## Session 2

### EMPATHY: GETTING A PHD IN YOUR CUSTOMERS PROBLEMS

Empathy fuels innovation by unveiling genuine user needs, steering designs toward impactful solutions that resonate deeply with people and solve the right problem.

- How to spend time in other people's shoes to understand their point of view.
- Understanding extreme users' scenarios
- Empathy Case studies: Creating empathy maps for customers and user to get different perspectives.

**Activity:** Creating Empathy Maps using provided templates.

- The importance of observation and being highly curious.
- Creating user journey maps

**Activity:** Creating User Journey Maps using provided templates.

- Reviewing the work
  - What did we learn from the empathy work?
  - What were we curious about?
  - What surprised us?

### WHY YOU SHOULD ATTEND

In today's rapidly evolving world, where technology is driving rapid change, design thinking offers a transformative experience that equips individuals with invaluable skills and perspectives for tackling complex challenges in innovative ways and most importantly, design solutions that people truly value.

The programme will enable you to cultivate collaboration and interdisciplinary thinking. The course structure encourages participants from diverse backgrounds to collaborate on projects. This dynamic mix of perspectives enriches the ideation process, sparking unconventional ideas that might not arise in a more traditional setting.

You will learn to appreciate the power of cross-functional teams and how to effectively harness collective intelligence to drive innovation whilst building the ability to empathize with users, comprehend their needs, and design solutions that truly resonate. Design thinking instills empathy as a core principle, enabling you to go beyond assumptions and involve end-users in the design process. This leads to the creation of products and services that genuinely address real-life problems.

## Session 3

### DON'T BE AN ANSWER LOOKING FOR A PROBLEM

Defining the problem sets the direction and scope for creative solutions, ensuring efforts are focused on addressing the root cause rather than just symptoms or the 'perceived problem'. Based on the "empathy work" are we solving the right problem?



**Activity:**

- Using the 'five whys?' problem solving framework
- Using a Problem Tree Analysis Framework
  - Create design challenge statements and run it through a continuous checklist of:
    - Clear and concise with ultimate impact?
    - Can allow multiple solutions?
    - Does it have the right context?



**Activity:** How to frame questions "How might we...so that we can...?"

- Reviewing the work
  - What did we learn from the empathy work?
  - What were we curious about?
  - What surprised us?

## Session 4

### IDEATION: TAKING THINKING AS WIDE AS POSSIBLE

Ideation and non-linear thinking are at **the heart of innovation** and design thinking as it sparks a diverse range of creative concepts, driving the exploration of novel solutions and paving the way for transformative breakthroughs.

- Rules of engagement for divergent thinking
- Taking the team through a variety of different '**stretch your thinking approaches**' or creative levers they can pull to shift their thinking. These Include:



**Activity:** 99 Ideas

- Our brain loves the path of least resistance, so it goes to the easy places first. The first 30 ideas come from that comfortable place, so the thinking is pretty normal.
- The freshest thinking comes from ideas 70 - 100. Great thinking happens at the edge of our stretch zones, not in the middle.



**Activity:** Visual Ideation

- Using visuals to engage different neural networks.
- Wrapping the day up
  - What were we curious about?
  - What surprised us?

# DAY 2

Day two continues working through the design thinking framework. Participants will continue to explore ideation techniques, frameworks for choosing ideas, how to prototype and test ideas and develop an innovation action plan to take back to their organisation and to continue to use the skills they have developed.

## Session 5

### IDEATION – TAKING THINKING AS WIDE AS POSSIBLE



- Teams are introduced to and taken through a variety of different ‘**stretch your thinking approaches**’ or creative levers they can pull to shift their thinking. These include:
  - **Disruptive Revolution and Blindly Assumed Truths**
    - What are all the rules/constraints that we assume with this problem or idea?
    - Break all the rules, constraints and assumptions and see where it takes you.
  - **Creative Poaching**
    - What other industries are dealing with the same issue?
    - What can we take from them?
  - **Different Perspectives**
    - Re-express your issue using different words, from a child’s perspective, from the future, from your competitor’s and see where it takes you.
  - **Constraints thinking**
    - Use constraints to provide innovative ways of looking at a problem.



**Activity:** Teams will work in groups throughout the morning and will also collaborate with other groups to provide a diversity of thought.

## Session 7

### RAPID TESTING



It’s very easy to think you have a great idea then try to convince people how good it is without actually listening to feedback. Testing your idea and then rapidly iterating is where innovation and great customer solutions happen at speed and all of the design thinking process comes together and helps bridge the gap between assumptions and reality.

- Introduction to user testing.
- How to ask open ended questions that drive conversations.
- Exploring different methods of finding out what’s really important to the user.
- Understanding the importance of a storyteller and observer when testing ideas.
- After each rapid fire round ask:
  - What did we learn?
  - What will we do next?
- Teams will also understand:
  - How to interview and test with users.
  - How to avoid paralysis by analysis.
- The importance of testing early and often with stakeholders.
- How to embrace a more agile/rapid experiment way of working.

**Activity:** Teams will go through 3-4 rounds of rapid testing.

## Session 6

### THE DECISION-MAKING FRAMEWORK & RAPID PROTOTYPING



This session will narrow down the ideas using a decision matrix and introduce the teams to how to prototype the ideas to see what people really value.

- Deciphering all of the information/Converging ideas
  - Look for specific themes and specific insights.
  - What are the top 3 ideas you like?

**Activity: The Decision-Making Framework**

- What’s the most feasible/viable/desirable idea to pursue and prototype?
- A desirable solution, one that your customer really needs.
- A feasible solution, building on the strengths of your current operational capabilities.
- A viable solution, with a sustainable business model
- A socially responsible solution
- Rapid Prototyping and Testing: Ideas Do Not Live In A PowerPoint!
- Introduction to prototyping: A prototype is worth a thousand meetings. It creates something meaningful and tangible that engages all the senses.
- **Case studies** of companies using rapid prototyping
- Introduction to fail fast and rapid experimentation.
- Examples of prototypes and Minimum Viable Products
- How to create a prototype

**Activity:** Teams will create Rapid Prototypes to test

## Session 8

### BRINGING IT ALL TOGETHER



This session explores the key learnings from the two days and provides time to develop an Innovation Action Plan.

**Activity:**

- What did we learn?
- What are we curious about?
- What surprised?
- Where can we use this approach in our organisations?

**Individual Activity**

- Each team member creates a persona innovation action plan to take what they have learnt forward.

### WHO SHOULD ATTEND

This 2-day intensive course is designed to help team leaders and professionals who are seeking to drive positive change and solving complex challenges. Ultimately, the programme offers a **holistic learning journey that empowers individuals** to become **forward-thinking problem solvers**, adept at driving innovation and fostering meaningful, user-centered solutions.

**Design Thinking's principles can be adapted to suit the needs of Directors, Senior Managers, Head of Departments, Team Leads & Executives from:**

- Innovation
- Product Development
- Marketing
- Sales
- Engineering
- IT
- Project Management
- Operations



#### PROGRAMME SCHEDULE

0845	Registration & Coffee/Tea
0900	Workshop commences.
1015	Morning break (20 mins)
1230	Lunch (1 hour)
1500	Afternoon break (20 mins)
1700	End of day



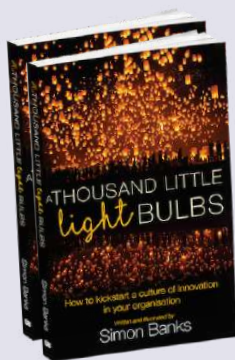
## MEET YOUR INNOVATION BOOSTER

# Simon Banks

Simon Banks is a **creativity, innovation, and design specialist**; international **keynote speaker**; author; podcaster and recovering professional artist.

He's delivered over **1400+ events** on four continents for industry-leading companies including: Google; EY; The Australian Federal Department of Industry, Innovation and Science, BAE Systems, Synchrotron and Volkswagen, to name a few.

Simon describes his geek out spot as the intersection of creativity and design, learning, people and passion. He uses his artist's curiosity combined with his 20-year corporate career to help build a more creative, innovative world. The aim is to help business thrive in the modern age through **cutting-edge reimagination, co-creation and radical collaboration to ignite results and keep innovation rolling.**



**A Thousand Little Lightbulbs:** How to kickstart a culture of Innovation in your Organisation. (Michael Hanrahan Publishing, 2017)

Drawing on the practical world of creativity and design, Simon's big point of difference is an active, hands-on approach for everyone present to ensure **learning is by doing**, not just a lecture.

His Big Why? To build a more creative world where **innovation and curiosity combine** so business thrives and people live well. Creativity is at the heart of everything Simon does. He has exhibited his art across the globe, lectured at the National Gallery of England and developed and delivered programs for institutions such as The Museum of Contemporary Art in Sydney, Vivid Festival (Sydney) and the Sydney Fringe Festival, and continues to have a foot firmly planted in both the creative and corporate worlds. (It's his secret special sauce for empowering people to think differently.)

He has written for Corporate Wellness Magazine, Kizzi Magazine, and MiX Asia and has been featured in both newspapers and radio in Australia. His Podcast The Occupational Philosophers (A not-so-serious business Podcast) is a top 10% global podcast and his book, A Thousand Little Lightbulbs: How to kickstart a culture of Innovation is in offices and on bookshelves all over the world.

## PARTIAL CLIENT LIST

### AUTOMOTIVE

Toyota  
Volkswagen

### DEFENSE

BAE Systems  
PTC Consultants  
Thales

### EDUCATION

The University of Newcastle  
University of Technology Sydney  
Western Sydney University  
Macquarie University  
Curtin University

### ENERGY

BHP Billiton  
Chevron  
SA Water  
Lumo Energy  
Endeavour Energy  
Essential Energy  
AGL

### PHARMACEUTICAL

Astra Zeneca  
Pfizer

### FINANCE/INSURANCE

Allianz  
Commonwealth Bank  
CPA Australia  
American Express  
CUA  
APRA  
Beyond Bank  
AVCAL  
ING  
meBank

### TELECOMMUNICATIONS

Vodafone  
Telstra

### FOOD

Dairy Australia  
McDonalds  
Noumi  
Metcash

### FEDERAL GOVERNMENT

Federal Department of Education & Training  
Federal Department of Industry Innovation & Science  
Federal Department of Defence  
Federal Department of Finance, Services & Innovation

### HEALTH/MEDICAL

Latrobe Community Health Service  
CSIA  
Feroscare  
IDRS  
Metro South Health QLD Govt  
Stryker  
iSelect  
Abbvie  
Cerebral Palsy Alliance

### INFRASTRUCTURE AND CONSTRUCTION

Schindler  
Port of Townsville  
Laing O'Rourke  
Economic Development Australia

### IT

Synchrotron  
eNett  
SAP  
Boomi  
Cyberark  
IBM

Registration Inquiries: ☎ : +603 2282 1688    📞 : +6011 1633 1600    ✉ boon@kexxel.com

## REGISTRATION FORM

Early Bird	Special Discount	Normal Rate
Register before 13th October 2023	Register Before 10th November 2023	Register After 10th November 2023
<input type="checkbox"/> RM7,995	<input type="checkbox"/> RM8,395	<input type="checkbox"/> RM8,795
<input type="checkbox"/> 3 + 2 Package (Buy 3, get 2 seats FREE!)		



\*Fee quoted does not include GST / VAT or withholding tax (if applicable). **HRD-Corp Claimable.**

**\*Get 2 FREE seats if you send 3 pax! (3+2 Package)**

<p><b>Company Name:</b> _____</p> <p><b>Delegate 1</b></p> <p>Name : .....</p> <p>Job Title : .....</p> <p>Email : .....</p> <p>Mobile : .....</p> <p>Direct Line : .....</p> <p><b>Delegate 2</b></p> <p>Name : .....</p> <p>Job Title : .....</p> <p>Email : .....</p> <p>Mobile : .....</p> <p>Direct Line : .....</p> <p><b>Delegate 3</b></p> <p>Name : .....</p> <p>Job Title : .....</p> <p>Email : .....</p> <p>Mobile : .....</p> <p>Direct Line : .....</p>	<p style="text-align: center; color: red;"><b>FREE Seats for 3+2 Package</b></p> <p style="text-align: center;"><b>All details must be provided at time of registration</b></p> <p><b>*Delegate 4</b></p> <p>Name : .....</p> <p>Job Title : .....</p> <p>Email : .....</p> <p>Mobile : .....</p> <p>Direct Line : .....</p> <p><b>*Delegate 5</b></p> <p>Name : .....</p> <p>Job Title : .....</p> <p>Email : .....</p> <p>Mobile : .....</p> <p>Direct Line : .....</p> <p style="text-align: center; margin-top: 20px;"><b>Email the completed form to boon@kexxel.com</b></p>
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**\*Signatory must be authorised to sign on behalf of contracting organisation. This booking is invalid without a signature.**

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#### TERMS & CONDITIONS

Payment must be received before the commencement of the event. After registration all payment must be executed within the terms herewith irrespective of attendees. Due to limited of event space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time. Fees is inclusive of programme materials and refreshments.

Substitutions: If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge provided you inform us AT LEAST 5 days before the course else you will be issued with a 50% Discount Training Voucher which entitles you (or a nominated colleague) to attend a public course arranged by Kexxel Group within the next 12 months.

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