



MARKETING
INSTITUTE OF
SINGAPORE

PERSONAL EFFECTIVENESS

Date:
28–29 Feb 2012
21–22 Jun 2012

Course Fees:
S\$680.00

MIS MEMBER:
20% OFF

For Course Enquiries
Web:
www.mis.org.sg/seminars
Email:
seminars@mis.org.sg
Tel:
6327 7586 / 583/ 582
Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

Design Thinking – A Creative Approach to Problem Solving

Why You Should Attend This Course:

Value creation has always been part and parcel of any businesses. Businesses need to engage every part of the production chain to help create new strategies, enter new markets, create new brands, create new applications for technology, find new ways of connecting with customers and/or to help find new partners. What is different today is the speed in which all such activities need to be executed. Equipping individuals within an organisation with the knowledge and skills necessary to participate effectively and efficiently in the value creation process is essential to maintaining competitiveness in the market place.

Individuals attending this course will acquire the ability of creative problem solving through design thinking. Using a set of tools derived from a fairy tale known to most, this course will provide you with the knowledge and skills to effectively participate in or lead innovation within the organisation as well as make a difference to your personal lives by availing creativity in a brand new way.

Learning Outcomes:

Acquire knowledge about the creative and innovative process and be able to:

- define the non-linear nature of the creative and innovative process
- list and describe the various elements/roles of the creative and innovative process
- state the difference between an idea and a solution

Gain skills and procedural knowledge to:

- adopt The Beanstalk Creative Actions™ process and methodology in problem solving*
- define the parameters of a given problem to generate, identify and document winning solutions
- adopt a card-facilitated brain-storming process for more effective management of group-thinking
- enhance ideas by simplifying, value-engineering, cost-cutting and automation

Course Outline:

Introduction

- fundamentals and framework of design thinking processes
- understand the characteristics of the creative process
- using principles of design thinking and techniques of The Beanstalk Creative Actions™ for effective problem solving
- harnessing and managing group creativity and thinking processes to enhance team performance

The Beanstalk Creative Actions™ 10 Steps Approach

- developing the right mind set, having the appropriate attitude, understanding and following the “rules of the game”
- scoping and defining the problem
- planning the problem-solving process and identifying appropriate tools for use at appropriate stages
- covering the “standard” solutions / going “wild” with ideas
- abstracting practical solutions from impossible ideas
- examine internal and external environment, identify changes and removing “sacred cows” from existing solutions that no longer work in the current environment
- examine the customers/stakeholder needs and understanding objections or obstacles and develop arguments or solutions to overcome them
- cost cutting and/or value-engineering – a critical step in any problem solving
- automation
- compiling a winning solution



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Who Can Benefit?

Any organisation who wishes to harness the power of design thinking and creative problem-solving to create value for the organisation, improve productivity, improve teamwork, create an open and gracious creative culture within the organisation by promoting thinking and innovative vibrancy.

Any individual who wishes to adopt a winning creative and open attitude, be able to lead and facilitate teams in the entire problem-solving process, look at issues instantly from multiple angles, turn criticisms into constructive feedback, always add value to discussions, constantly absorb new ideas and thoughts, influence others and build teams.

Trainer's Profile:

Christopher Long is a Ngee Ann Polytechnic adjunct lecturer, published writer and designer. He was external examiner to various polytechnic programmes, NUS senior adjunct lecturer, past VP of SILA and is member of the Advisory Committee ABE, Singapore Polytechnic. He was also a Public Service Commission, National Parks Board (Singapore) and Carl Duisberg Gesellschaft (Germany) scholar.

During his time in Germany, he acquired the “Synaplan” card-assisted facilitation skills from Dr Nereu Feix. Chris has throughout his career adopted the use of “Synaplan” in design teamwork, at multi-organisational workshops as well as during his landscape design teaching at Ngee An Polytechnic and NUS.

Chris is also a SILA registered landscape architect who not only created several prominent landmark projects such as the Istana Front Lawn, Singapore Botanic Gardens, Tanglin/Heritage Core etc. but went on to become the head of the National Parks Board design team leading them to achieve many important masterplans for Singapore including the Gardens by The Bay Preliminary Masterplan, the Southern Ridges Masterplan, the HortPark Masterplan and The Sungei Buloh Wetland Reserve Redevelopment Masterplan. He later moved on to the Research Branch of the National Parks Board where he proceeded to develop learning videos, a site integrated social networking application for park users, a patent-pending lifestyle garden product, as well as several training courses.

The Beanstalk Creative Actions™ process and methodology draws from his open facilitation skills built on the foundation of “Synaplan” as well as his design thinking ability cultivated through over 18 years of facilitating, designing and creating.

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Design Thinking – A Creative Approach to Problem Solving

28–29 Feb 2012 21–22 Jun 2012 (9.00am to 5.00pm)

S\$680 (subject to 7% GST)

Includes lunch & refreshments

*Approved for SDF funding

Please indicate if you wish to apply Yes No

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one) <input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____			

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to 20% discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to 5% discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

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