

# DESIGN THINKING FOR HR

Complex business problems resolved with a powerful solution-based approach



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**SINGAPORE**  
5-6 MARCH 2019

**KUALA LUMPUR**  
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## LEARN HOW TO

1. Understand the concepts of problem-based and solution-based thinking
2. Discover what Design Thinking involves and how it can help you and your organisation
3. Explore design methods used during the Design Thinking process to create user profiles and personas
4. Adopt the four principles of Design Thinking and implement these principles successfully
5. Tailor the Design Thinking Process Framework to your organisation
6. Utilise Design Thinking for innovation and leadership, and connect this concept to the HR function
7. Approach Design Thinking from various ways and practise its key elements through hands-on exercises
8. Apply the Design Thinking process to solve an actual business problem

HR Masterclass Series is brought to you by Human Resources

[www.hr-masterclass.net](http://www.hr-masterclass.net)

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## ABOUT YOUR COURSE TRAINER



### Francis Goh, PhD

**CEO, HehSed Consulting based in Singapore**

- Former CEO of Mercer Singapore and Fujitsu Singapore
- Specialist in Digital Human Capital Development, Corporate Strategy and Innovation, and currently Mentor and Senior Career Fellow at the Nanyang Business School MBA programme, Nanyang Technological University (NTU), Singapore
- Drove numerous key HR initiatives and strategies during this time as CEO of Mercer as part of the organisation's Digital Transformation journey
- Developed a new people strategy advisory and implemented new programmes in areas such as employee engagement, breakthrough people models and innovation as CEO of Mercer and Fujitsu
- Over 20 years of experience in the technology and energy industries, as well as working knowledge in Oil & Gas, Financial Services, Telecommunications, Manufacturing, and Government

## PAST TESTIMONIALS OF THE COURSE TRAINER

"Francis brings inspiring insights about the future impact of the digital enterprise with practical advice and development programs to enable that future state. It has been a pleasure working with him on different engagements."

- *CEO Southeast Asia, Aon Hewitt*

"Selling careers to our candidates and selling problem-solving ideas to our internal customers were made much easier with Francis' help. He is decisive and possesses superior listening skills. I have personally benefited from hearing Francis' perspectives and principles. It has been a pleasure working with Francis and his team."

- *Head of HR, Defence Science Organisation (DSO) Laboratories Singapore*

"Francis was very willing to share and impart his knowledge, and gave us some very good information."

- *Vice President, Human Capital Management, Parkway Hospitals*

## COMPANIES THAT HAVE BENEFITED FROM FRANCIS' EXPERTISE

- ACRA Singapore
- Canon
- CPF Board Singapore
- Certis Cisco
- DBS Bank
- Employees Provident Fund Malaysia
- Far East Organization
- IMDA Singapore
- Jones Lang LaSalle
- Khazanah Nasional Berhad
- Malaysian Communications & Multimedia Commission
- National Healthcare Group
- NTUC Learning Hub Singapore
- Parkway Hospitals
- PETRONAS
- Pfizer
- Samsung
- SAP
- Shell
- Singapore Press Holdings
- Singapore University of Technology and Design
- Sony Electronics

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## WHY YOU SHOULD ATTEND

*“Companies that integrate design thinking into corporate strategy can outperform industry peers on the S&P 500 by as much as 211%.”*

- *Design Management Institute, 2016*

Thinking like a “designer” can significantly elevate your business performance by changing the way your organisation develops products, services and processes.

Design Thinking is a recent solution-based approach used in Business and IT to achieve better project results. However, in recent years, it has been proven to create new solutions for any application, especially on human-centred designs. Therefore, the application for HR executives has been highly adopted.

It is extremely useful in tackling complex problems that are ill-defined or unknown, by understanding the human needs involved, by re-framing the problem in human-centric ways, by creating many ideas in brainstorming sessions, and by adopting a hands-on approach in prototyping and testing.

Led by an HR digitalisation, business strategy and leadership expert from Singapore, Francis Goh, this two-day workshop introduces a powerful solution-based methodology aiming to benefit customer-centric organisations, which are willing to innovate in a very conscious way. Francis will also share real-world case studies and strategies to maximise the benefit of his knowledge and experience.

Through highly interactive discussions and activity, delegates will learn about how companies approach Design Thinking and the organisation elements associated with the approach. Hands-on exercises which aim to cement newly-acquired knowledge and skills on the key elements of Design Thinking will be assigned during the course.

## WHO SHOULD ATTEND

- Senior Business Leaders
- Chief Human Resource Officers (CHROs)
- Directors, Vice Presidents and Department Heads in charge of:
  - HR Business Partners
  - Talent Acquisition
  - Recruitment
  - Customer Insights
  - Learning & Development
  - Change Management
  - Talent Management
  - Performance Management
  - Other departments in the HR function

All other professionals/business stakeholders involved in Design Thinking and Business Strategy

# COURSE OUTLINE - DAY 1

TIME	
8.45am	<b>Registration</b>
9.00am	<b>1. What is Design Thinking – The right tool for the job</b> <ul style="list-style-type: none"><li>• Understanding problem-based vs. solution-based thinking</li><li>• Solving problems by analysis vs. Solving problems by synthesis</li><li>• Introduction to Agile, Lean, Kanban and Waterfall</li></ul>
10.30am	<b>Break</b>
10.45am	<b>2. Attributes of solution-based thinking for human-centred design</b> <ul style="list-style-type: none"><li>• Reflecting on four principles for the successful implementation of design thinking</li><li>• Exploring design methods to be used during the Design Thinking process</li><li>• Creating user profiles and personas</li></ul>
12.30pm	<b>Lunch</b>
1:30pm	<b>3. Design Thinking Process (Framework)</b> <ul style="list-style-type: none"><li>• Empathise: collecting insights on customer thoughts and feelings by proactively observing what they do and how they interact with their environment</li><li>• Define: unpacking and synthesising empathy findings into compelling needs and insights, and scoping a specific and meaningful challenge</li><li>• Ideate: brainstorming and exploring a wide solution space to address the challenge</li><li>• Prototype: starting an iterative and feedback-based conversation with users by developing a rough and rapid solution</li><li>• Test: Refining a final solution once a prototype proved to be right</li></ul>
3.00pm	<b>Break</b>
3.15pm	<b>4. Design Thinking for Innovation and Leadership</b> <ul style="list-style-type: none"><li>• Practical ways that Design Thinking can strengthen the impact of leaders</li><li>• Leadership issues from Design Thinking</li><li>• Applying Design Thinking to HR people and functions</li></ul>
5.00pm	<b>End</b>

## COURSE OUTLINE - DAY 2

TIME	
8.45am	<b>Registration</b>
9.00am	<b>5. Case Studies for HR Practitioners</b> <ul style="list-style-type: none"><li>• Learning organisational approaches of Design Thinking by IDEO</li><li>• Building discussion around selected cases</li></ul>
10.30am	<b>Break</b>
10.45am	<b>6. Group Activities and Exercises</b> <ul style="list-style-type: none"><li>• Practicing key elements of Design Thinking through in-class exercises</li><li>• Mastering process skills from data collection to insight generation and ideation stages, including persona and customer journey mapping</li></ul>
12.30pm	<b>Lunch</b>
1:30pm	<b>7. Live Use Cases and Applications</b> <ul style="list-style-type: none"><li>• Each team will be divided based on the functional group</li><li>• Opportunity for members to apply the Design Thinking process on an actual real issue/problem</li></ul>
3:00pm	<b>Break</b>
3.15pm	<b>8. Live Use Cases and Applications (Continued)</b> <ul style="list-style-type: none"><li>• Presentation on the outcome of the project</li></ul>
5.00pm	<b>End</b>

DESIGN THINKING FOR HR		
Location	Singapore	Kuala Lumpur
Dates	5-6 March 2019	29-30 January 2019
Price Per Person	<p>Early Bird: <b>SGD 2,000</b> (on or before 21 January)</p> <p>Early Bird: <b>SGD 2,300</b> (on or before 4 February)</p> <p>Regular Price: <b>SGD 2,800</b> (after 4 February)</p> <p>*Excluding GST</p>	<p>Pre-Early Bird: <b>USD 1,100</b> (on or before 7 January)</p> <p>Early Bird: <b>USD 1,500</b> (on or before 14 January)</p> <p>Regular Price: <b>USD 1,900</b> (after 14 January)</p>
Group Discount	10% off for Group Registrations of 3 delegates or more	
Contact Person for Registration and Group Discounts	<p>[ Singapore ] <b>Renamel Torres</b> Project Manager Tel: +65 6423 0329 Email: <a href="mailto:renamelt@humanresourcesonline.net">renamelt@humanresourcesonline.net</a></p>	<p>[ Kuala Lumpur ] <b>Hemalatha Siranjeevi</b> Project Manager Tel: +65 6423 0329 Email: <a href="mailto:hemalathas@humanresourcesonline.net">hemalathas@humanresourcesonline.net</a></p>
Rebates under Government Schemes	<p><b>Malaysia</b> – Under the Human Resources Development Fund (HRDF), registered employers can claim rebates for trainings conducted by an overseas trainer/ training provider. For more information, please visit <a href="http://www.lighthousemedia.com.sg/HRMY_HRDF.pdf">http://www.lighthousemedia.com.sg/HRMY_HRDF.pdf</a></p>	
Amendment / Cancellation Policy	<ol style="list-style-type: none"> <li>1. All bookings are final.</li> <li>2. Should you be unable to attend, a substitute delegate is welcome at no extra charge.</li> <li>3. HR Masterclass Series cannot provide any refunds for cancellations.</li> <li>4. HR Masterclass Series reserves the rights to alter the programme without notice, including the substitution, amendment or cancellation of trainers and/or topics.</li> <li>5. HR Masterclass Series is not responsible for any loss or damage as a result of a substitution, alteration, postponement or cancellation of the event.</li> </ol>	



## ABOUT HR MASTERCLASS SERIES

As the training division of *Human Resources*, HR Masterclass Series takes a proactive role in organising a regional series of public and in-house training courses across Asia. Together with our conferences and awards shows, these courses form part of a complete suite of events specifically tailored for senior HR professionals.

Courses are conducted in a personalised and interactive workshop setting with practical case studies and exercises from our expert trainer. Delegates will take away global best practices, fresh ideas and customised solutions for implementation back in their organisations.

**HR Masterclass Series is committed to being a trusted learning partner of HR practitioners throughout Asia.**

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- ABB
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- Aviva
- Bank Negara Malaysia
- BASF South East Asia
- Canon
- CapitaLand
- Dell
- DHL
- Discovery Networks
- DSO National Laboratories Singapore
- Energy Market Authority, Singapore
- Federal Express
- Gamuda
- Genting Malaysia
- Great Eastern Life Assurance
- Grey Group
- Hilton Hotels & Resorts
- Housing and Development Board Singapore
- Infineon Technologies
- Intel
- JTC Corporation
- Khazanah Nasional Berhad
- Levi Strauss Asia Pacific
- Malaysia Airlines
- Malaysia Airports Holdings
- Malaysian Communications and Multimedia Commission
- Marina Bay Sands Singapore
- MasterCard
- Maxis Group
- NetApp
- NCS
- PETRONAS
- Pos Malaysia
- Prudential
- S P Setia
- SAP
- Sime Darby
- Singapore National Eye Centre
- Singapore Press Holdings
- SMRT Corporation
- ST Logistics
- StarHub
- Siemens
- Telekom Malaysia
- Tenaga Nasional Berhad
- The Walt Disney Company
- United Overseas Bank (UOB)
- United Parcel Service
- Volvo
- Wartsila
- WorleyParsons
- Yale-NUS College
- Zurich Insurance

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