



DATES

April 17 - 18, 2020
Friday - Saturday
9:00 am - 5:00 pm

PROGRAM FEE

Php 11,800.00 (Early Eagle Rate until Apr. 3)
Php 12,800.00 (Regular Rate)

HOW TO REGISTER Online

www.cce.ateneo.edu

Email

sales.cce@ateneo.edu

Call

+63(2)8830.2043

Schedules and prices may change without prior notice.

Design Thinking

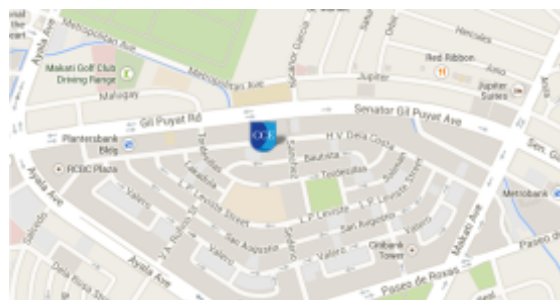
A New Way of Work

Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

Venue:

Ateneo de Manila University - Salcedo Campus
3/F Ateneo Professional Schools Bldg.,
130 H.V. Dela Costa St., Salcedo Village,
Makati City, Philippines



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December 11, 2019



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS



Institute for the Digital Enterprise

Design Thinking: A New Way of Work

April 17 - 18, 2020

CENTER FOR CONTINUING EDUCATION

Harvard University describes Design thinking articulately - "Inventors like Thomas Edison and Steve Jobs were quintessential innovators who used a problem-solving process called "design thinking" to revolutionize entire industries and establish an enviable competitive advantage for their companies. Focused on listening, user empathy, whole-brain thinking, collaboration, and experimentation, design thinking can be applied in any field—from architecture and design to healthcare and product development to urban planning and beyond."

Adopting Google Venture's unique iteration of the method, this is an intensive two-day program that includes the fundamentals of this approach while engaging in very participatory, immersive hands-on group work and open discussions. Through several design challenges, you will learn how to tap into the strengths of design thinking for new business models, new products, process innovation and greater value creation for your enterprise's future.

Design Thinking

A New Way of Work

objectives

After the course, you will:

1. Learn the foundation of design thinking;
2. Learn to design User personas to understand customers;
3. Drive decisions by combining design thinking and analytical thinking;
4. Build a framework for building environments for innovation and creativity;
5. Learn a concrete way to "break out of the box"; and
6. Develop a framework for collaboration.

who should attend

Any professional in any industry domain who are involved with problem solving and are looking for a new innovative and creative approach to finding solutions for new business models, new products, new processes and new solutions.

The program is particularly more powerful for members of a team in the same organization who would like to use the program to solve their company's design challenge.



resource person



MR. MARIO DOMINGO is the Founder of Neural Mechanics, a deep-learning solutions company headquartered in Singapore. He is responsible for helping client companies transform their businesses by focusing on their customers using deep-learning in enterprise architecture. He is also the Program Director for the Diploma in Applied Project Management at the Ateneo Center for Continuing Education.

Prior to this, he spent 10 years at Globe Telecom, Inc. where he led the business transformation, product design and creation, and the enterprise discipline in project management. He spent 19 years in programs and projects for defense, telecommunications, automotive, and information technology.

Mr. Domingo has a Bachelors degree in Business Administration, Major in Finance, and a Masters degree in Finance and Applied Economics from the University of Southern California, USA.

program content

- I. Design thinking overview
- II. Setting up a design sprint
- III. Mapping out the problem
- IV. Design storyboarding potential solutions
- V. Deciding on the product
- VI. The Prototype
- VII. Real Life Test

about CCE

AGSB's Center for Continuing Education (CCE) supplements the degree programs by addressing issue-specific industry concerns that require immediate, purposeful, and focused response. AteneoCCE is an industry resource and partner, doing advocacy on emerging critical issues and convening interested entities so that together, they can tackle a common concern. Conscious of its vital role in society, the Center continuously improves its products and services in a creative, innovative and trend-setting way to address the changing needs of clients. Successful Ateneo CCE participants may earn elective units in AGSB MBA Programs.

Institute for the Digital Enterprise

The **Institute for the Digital Enterprise** offers digital transformation programs that will enhance the participants' knowledge, skills, and competencies to keep them abreast of continuously evolving digital trends.