



DATES

October 24 - 25 2019
Thursday - Friday
9:00 am - 5:00 pm

PROGRAM FEE

Php 11,800.00 (Early Eagle Rate until Oct. 10)
Php 12,800.00 (Regular Rate)

HOW TO REGISTER Online

www.cce.ateneo.edu

Email

sales.cce@ateneo.edu

Call

+63(2)830.2041

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 Graduate School of Business - Cebu Campus
- GF Cebu Holdings Center, Cebu Business Park, Cebu City



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August 19, 2019



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS



Institute for the Digital Enterprise

Design Thinking: A New Way of Work

October 24 - 25, 2019

 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. CHARLES CHAN is the General Manager of Neural Mechanics handling the company's diverse set of Artificial Intelligence and Machine Learning based products.

He started his professional career in Globe Telecom as a Business Management Associate and eventually moved on to become a Senior Product Manager handling Value Added Services and Convergent Services for Globe Broadband. He then transferred to Singapore to work for Procter and Gamble as a Regional Assistant Brand Manager handling multi-million dollar brands such as Pantene shampoos and Joy Dishwashing. He has also experience working for smaller, struggling brands including Braun beauty and grooming, and Fairy Dishwasher Tablets.

Mr. Chan earned his Bachelor's degree in Marketing from the University of the Philippines – Iloilo Campus.

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

complementary programs in cebu campus

The Business Process Improvement Toolbox

November 5 - 6, 2019

This course will include the basics of process mapping at different levels of the organization and will highlight the importance of managing and improving processes to achieve department and company goal, anchored on the voice of the customer (internal and external).

Logistics: The Management of Flow

November 19 - 20, 2019

This two-day session will discuss the essential elements in the practice of Logistics, the Warehouse and Distribution management functions.

Basics of Corporate Governance

December 4, 2019

This two-day session will discuss the essential elements in the practice of Logistics, the Warehouse and Distribution management functions.