



DESIGN Thinking FOR ENHANCING STRATEGY FORMULATION

Tackle workplace challenges with clarity, confidence and a people-first approach.



3-Day Course



Eligible for Funding & Subsidies





391A Orchard Road #25-02A
Ngee Ann City Tower A Singapore 238873



FIND OUT MORE FROM OUR PROGRAMME LEAD

Contact Details
Admissions & Engagements

 **Ms Serene Su**
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Mode of Training: Classroom
Course Duration: 21 hours
Course Code: TGS-2024049580
Course Funding Period: 07 Oct 2024 – 06 Oct 2026

WHAT IS DESIGN THINKING?

Design Thinking is about empathy – understanding your stakeholders deeply and using their needs as a compass for your decisions.

It offers a structured yet flexible framework that encourages creativity, collaboration and iterative testing. With these principles, organisations can innovate faster and more effectively, meeting the needs of their stakeholders at the same time.

WHY ATTEND?



Introduction to Design Thinking and its relevance to Business Strategy

Integrate core concepts and the value of human-centered into business planning.



Stakeholder's Needs Interpretation and Insights

Learn practical tools and methods to understand stakeholders and uncover clear next steps.



Identifying & Framing Problems/Opportunities

Use creative and visual techniques to identify key questions and define the right challenges through critical thinking.



Generating Ideas

Generate innovative solutions using proven design thinking methodologies rather than restrictive frameworks.



Testing and Implementation of Ideas

Turn ideas into physical or digital models for feedback and ensure viability of solutions.

Ebenezer Heng | *Corporate Trainer & Workplace Learning Consultant*

Expertise: Design Thinking implementation, workforce optimization and impactful corporate training development.

Background: 13 years of professional experience partnering with NACE on workplace learning consultations and delivering tailored corporate solutions.

Corporate Clients: Trusted by major organisations like SIA, Ritz-Carlton, NEA, Marriott Group and the FHA Conference.

Academic Experience: Faculty educator teaching Design Thinking at Temasek Polytechnic, Nanyang Polytechnic and the University of West London.

Community Impact: Designer of specialized workshops for the People's Association and NECDC's Heart Bakers.

COURSE OUTLINE

DAY 1

- Introduction to Design Thinking and its relevance to Business Strategy
- Stakeholder's Needs Interpretation and Insights
- Identifying & Framing Problems/Opportunities

DAY 2

- Identifying & Framing Problems/Opportunities
- Generating Ideas
- Testing and Implementation of Ideas

DAY 3

- Testing and Implementation of Ideas
- Assessments:
- Presentation with Q&A
- Written Test

WHO SHOULD ATTEND

This course is suitable for frontline, professionals and leaders at all levels who are:



Seeking to Innovate

If you want to drive innovation within your team or organization.



Enhancing Problem-Solving Skills

If you are looking to improve your ability to solve complex business problems.



Eager to Lead Change

If you aspire to lead strategic initiatives that require a fresh, user-centred perspective.

ENTRY REQUIREMENTS

- Able to understand and speak English at a proficiency level equivalent to the Employment Skills System Workplace Literacy (WPL) Level 4.
- Applicants should ideally possess at least a GCE 'N' Level qualification or its equivalent. However, those with relevant work experience may also be considered on a case-by-case basis.



CERTIFICATE

- Candidates who demonstrate competency in the course assessment and achieve at least 75% attendance will receive a Statement of Attainment awarded by SkillsFuture Singapore (SSG).
- **12 CPE points** will be awarded to SNB registered nurses over 3 days

COURSE FEES

	Individual & Non-SME Sponsored	SME Sponsored
Full Course Fee (For those not eligible for subsidy)	\$900 \$981 (with GST)	
For 21 years old and above <ul style="list-style-type: none"> • Singapore Citizens • Permanent Residents 	\$450 \$531 (with GST)	\$270 \$351 (with GST)
For 40 years old and above <ul style="list-style-type: none"> • Singapore Citizens 	\$270 \$351 (with GST)	

SUBSIDIES

SkillsFuture Credits

Enjoy up to 70% funding for this course, with grants available for individuals and companies.

SkillsFuture Enterprise Credits

For company sponsored applicants, course fees after subsidies can be further offset by Skillsfuture Enterprise Credit (SFEC).

Post-Secondary Education Account (PSEA)

PSEA eligible for Singapore citizen aged 30 & below.

NTUC UTAP (Up To 50%)

NTUC members enjoy 50% unfunded course fee support for up to \$250 each year when you sign up for courses supported under UTAP. NTUC members aged 40 and above can enjoy higher funding support up to \$500 per individual each year, capped at 50% of unfunded course fee.

