

DESIGN THINKING FOR BUSINESS INNOVATION

Onsite — 2 days

"A New Paradigm for Innovation and Creative Problem Solving"

The word "design" is often connoted for something artistic or aesthetic. But in a broader context, design is a way of thinking. This way of thinking will make people different in seeing and interacting with a situation. Design thinking is a way of thinking that combines analytical thinking with intuitive thinking that combines deductive and abductive thinking in response to reality.

Learning Objectives

Through this three-day program, program participants will be introduced to the steps in design thinking to find creative opportunities that have not been seen and to find innovative ideas and creative solutions to problems faced.

Learning Scope

Day 1

- Introduction to Design Thinking
- Exploring the Problem: Empathy & Define

Day 2

- How to Un-lock Creative Barrier
- Exploring the Solution: Ideate
- Exploring the Solution: Prototype and Testing

Learning Methods

- Lecturing
- Group Discussions
- Interactive Workshops

Participants

Company leaders, senior managers or entrepreneurs.

Consultant



RUBEN SARAGIH

Ruben has expertise in leadership, performance management, and business processes. He is a founder of Indonesia Happiness Club. Ruben has 20 years of career experience in a variety of large companies ranging from services, retail, distribution, and manufacturing which in the last 5 years at the level of directors.



GERHARD SITANGGANG

Gerhard is an expert in performance management and value innovation. Gerhard has conducted corporate training, project coaching and consultancies for business and strategic in the industry of automotive, healthcare, and resource-based industry. He has abundant experience in facilitating strategic planning, organizational behavior, culture development, and business models.



ALFRED ALBERT T.

Alfred has expertise in branding and strategic marketing. Alfred has exposure to several market-leading companies in the industry of Healthcare, Fast Moving Consumer Goods, and Media. His marketing expertise covers developing Strategic Planning, building Brand Equity, developing integrated Marketing programs, executing Marketing Research as well as developing people & organizations.

**Subject to availability*

Tuesday - Wednesday

08:30 - 16:00 WIB

18 - 19 February 2025

10 - 11 Juny 2025

2 - 3 September 2025

11 - 12 November 2025

Investment

IDR 7.600.000,-

Subject to 11% VAT.

Early Bird:

- *Investment fee deduction of 10% for payments made 5 (five) days prior to the program commencement*
- *For corporate partnership or deals, please contact our Business Partnership Officer +62 811-1991-1168 (Phone/Whatsapp)*