

How to Innovate?



About the workshop

Innovation is a word that in recent times has been overused. It can be found in a variety of settings from companies' mission statements to advertisements on billboards. This is understandable since innovation is the lifeblood of all organizations and has the potential to deliver stellar business results. But how do you actually innovate? How does your team or organization come up with innovative solutions, products or services? What are the tools that your organization can use in a team setting to become more innovative?

In order to achieve all of these things, one of the most powerful tools available is design thinking. GE uses it and calls it CENCOR, Mayo uses it and calls it SPARC, Intel uses it and calls it SIFT. P&G has even set up a place called the GYM where they send senior managers to learn about design thinking. Our program will provide you with a framework for innovation based on design thinking. Developed based on years of experience in applying design thinking to problems and opportunities in environments ranging from process improvement to development of new product and services, this program focuses on the practical and functional aspects of innovation tools as well as the methodology that can be used in a team environment.

"...design thinking—or innovation if you like—are the fresh, new variables that can bring advantage and fat profit margins to global corporations."

Bruce Nussbaum, assistant managing editor for BusinessWeek

"Andrew and Edwin have the passion for innovation and it shows through in their presentation. We were happy with the outcome of the class that helped our team to better apply innovation techniques for more results and better service for our customers."

~ Albert Wong, Chief Product Officer, JobStreet

"Andrew and Edwin made innovation easy and practical to understand coupled in engaging activities. A definite MUST for organizations today whom wish to gain competitive ground against others."

~ Kumar Ramasamy, Chief Technology Officer, Pentamaster

How to Innovate?

Lessons in Innovation For Teams

Who Should Attend

Managers, Team leaders & Team members of the following departments:-

Engineering | Design | Process & Product Improvement | Research & Development | Product Development | Service Development | Product Marketing

Program Overview

Day 1: Theory

Module 1: Innovation Basics

Module 2: Innovation Framework

Module 3: Gather

Module 4: Ideate

Module 5: Prototype

Day 2: Application

Module 6: Putting it all together

Program Details

Day 1 of the program will focus on the overall framework/process for innovation including details of the techniques used for the different phases of the framework. These techniques are grouped into 3 major categories:

Observation, a methodology with origins in the field of anthropology and ethnography, it is now a technique employed by major corporations around the world for new product/service development.

Ideation, where a number of creative thinking techniques are detailed and practiced.

Prototyping, where participants will learn a number of rapid prototyping methods that could be used to evaluate concepts and ideas.

Day 2 of the program will focus on applying the innovation framework taught in day 1 to come up with an innovative product or service based on a predetermine scenario.



Edwin Chung

Edwin Chung received his B.Sc. in Computer Science, B.E. with first class Honours, and Ph.D. in Electrical and Computer Systems Engineering from Monash University in 1987, 1989 and 1996 respectively.

He has published papers on asynchronous circuit design, defensive publication in IP.com and holds a patent in the field of telecommunication.

Since 1995, he has worked with Intel, Motorola and NEC, holding various roles ranging from an IC design engineer to a project leader for a 3G baseband chipset development.

He was previously an Innovation Manager with Intel Innovation Venter responsible for driving Systemic Innovation initiatives in the APAC region. A master trainer for the Intel SifT innovation process, he has trained numerous SifT trainers in the APAC region. He received the Intel Malaysia Information Technology IP Hall of Fame award in 2006 and was recognized as the top trainer (non-technical category) for Intel Malaysia in 2007.



Andrew Tan

Andrew Tan's focus area is in organizational or team orientation, structure, dynamics and culture. His most recent position was as the Asia Pacific Innovation Delivery Manager for Intel, which allowed him the opportunity to manage the operational aspects of innovation projects within Asia Pacific region.

In that position, he was called on to hire a team of diverse individuals and to embed an innovation culture within this team from the very beginning. He was also a trainer for Intel's systemic innovation workshop within the greater Asia region.