

Agile Tour KL 2024

BETTER

Pre-Conference Class

Improve your company BAU with Human-Centric, Design Thinking Process

Would you like to have more happy customers?

Would you like to get frequent 5-star ratings on your products or services?

Would you like to be your target customer's preferred vendor of choice?

The best businesses in the world design their products and services with a human-centric design through a structured design thinking process. The more people within your organization practice Design Thinking, the more they will see from the customers perspective, and the more likely they will design products and services from the perspective of the customers.

Join us for a 1-day short course where we will not only expand your understanding of design thinking but also demonstrate its power as a problem-solving tool in your day-to-day business.

Let's start by looking into our BAU with design thinking and getting more happy customers together!

Sincerely,

Alyaa Abdul Jalil & Inda Mulyani



Pre-Conference Class

Oct 2nd, 2024

Connexion Conference &
Event Centre, Kuala Lumpur

MYR 699 For Conference Participants

MYR 899 General Tickets

* Price not inclusive of SST

Course overview

Design thinking is a powerful, user-centered approach to innovation that can significantly create competitive advantage to companies who effectively embedded it in their ways of working.

Design thinking is a problem-solving framework that emphasizes understanding the user's needs, challenging assumptions, and redefining problems to identify alternative strategies and solutions. It is iterative, collaborative, and focuses on creating solutions that are both innovative and practical.

This course will cover the core of design thinking with fun, business-oriented case studies. Beyond that, we will use additional scenarios from optimizing the BAU of a bank and an insurance company so that you will experience how to do business optimization in a real-life environment.

Who should attend

This course is tailored for business leaders and executives, product managers and agile practitioners who are seeking guidance on how to leverage Design Thinking practices in their ways of working.

The Design Thinking approach is relevant to anyone from any sectors or industries to learn on how to be innovative and responsive to customer needs.

Learning outcome

By the end of this course, participants will be able to:

- Gain the ability to apply theoretical concepts of Design Thinking in real-world scenarios, enhancing their understanding and retention of the material.
- Develop the ability to innovate and remain agile, gaining a competitive advantage by delivering unique and user-focussed solutions.
- Learn to approach problems creatively and iteratively, using techniques to explore innovative solutions and refine them based on feedback.

Course agenda

Morning Session (9.30 pm - 12.00 pm)

Opening 9 am - 9.30 am: Ice breaking

Session 1 : Empathy: Understanding users' needs

The class starts bringing values definition to where it comes from the users' point of view. Understanding the needs, wants, and limitations of the end-users. This involves immersing oneself in the user's environment to gain deep insights.

Session 2 : Define: What's the problems worth solving

The class continues to teach on how to clearly articulate the problem based on insights gathered during the empathy phase. This step involves synthesizing information to form a user-centered problem statement.

Session 3: Ideate: Generate ideas

This section helps you generate a wide range of ideas and solutions. This phase encourages creativity and out-of-the-box thinking, often through brainstorming sessions.

Lunch Break

Afternoon Session (2 pm - 4.30 pm)

Session 4: Prototyping and Testing

Building tangible representations of ideas. Prototypes can be anything from sketches to models, allowing teams to explore potential solutions. The next step involve engaging users with prototypes to gather feedback. This phase is crucial for refining solutions and ensuring they meet user needs effectively.

Session 5: Synthesizing Insights for Next Iteration

Often time, carving the next steps is what blocking practitioners to move forward. In this course, we will provide the guidance to synthesize the insights coming from the first cycle and derives the next steps.

Inda Mulyani

Senior Design Thinking and Agile Practitioners
Banking and Insurance Sectors

Inda is a seasoned Project Management Officer with a strong knowledge in Business Process Re-engineering, Lean Sigma and Operational Excellence. She has over 32 years experience in banking industry across various roles and assignments in Strategic Projects.

Starting 7 years ago, Inda has started to leverage Design Thinking and Agile in various area of banking and insurance industries. she applied the knowledge not only on delivering results in project deliveries but also in improving business processing.



Alyaa Abdul Jalil

Agile Transformation Leader
Product Management and Design Thinking

Alyaa is an accomplished Agile Coach, Product Management expert, and Scrum Master with over 13 years of experience working with cross-functional teams in the Pharmaceuticals, Oil and Gas, FMCG, and Manufacturing industries.

In the recent past five years, Alyaa has been instrumental in leading the Agile Transformation journey in two prominent Healthcare organizations. Her commitment to coaching, training, and mentoring teams, individuals, and leadership in Agile ways of working has motivated organizations to prioritize delivering value and improving flow and quality.

