

# Innovation by Design Thinking and beyond

1 day Workshop on 29 Sept.



2018

Institute of Systematic Innovation, HK

Co-Organized by:  
The Institute of Systematic Innovation, HK  
&  
The HK Quality Management Association



HKQMA

Hong Kong Quality Management Association

香港品質管理協會

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## Introduction of the Workshop

Design Thinking Skill as one of the key 21<sup>st</sup> Century work competencies utilizing cross-disciplinary mind set to generate creative ideas. This is a problem-solving skill that involve a process of discovery, ideation and experimentation in order to yield innovative and yet practical solutions to problems in workplaces. Design Thinking is an approach to solving problems by understanding users' needs and developing insights into solving those needs in an innovative manner. This interactive workshop introduces the concepts, process and application of innovation through a mini case.

The Crouching Dragon Innovation Model developed by the Dr. Victor Lo will also be introduced, which is based on theory and tools from both Design Thinking and TRIZ. TRIZ is the Russian acronym for the "Theory of Inventive Problem Solving" which is a complementary approach to Design Thinking.

## Target Audience

This workshop is designed for Innovation Leaders; Managers; Engineers; Educators; Human Resources, Social Service, Medical and other professionals. We highly recommend organizations to send innovation teams to join this practical workshop.

## Certification

An "Institute of Systematic Innovation, Hong Kong -- Design Thinking Certificate" will be issued to participants upon successful passing a test at the end of the workshop. Alternatively, an "Attendance Certificate" for those optioned not to take the test.



## Content of the Workshop

- A. What is innovation?
- B. How do people usually solve problems?
- C. Psychological inertia
- D. What are design and thinking?
- E. Tools and process of Design Thinking
- F. Mini project exercise on Design Thinking
  - 1. Interview
  - 2. Dig deep
  - 3. Capture findings
  - 4. Define problem statement
  - 5. Sketch the problem
  - 6. Share solutions drawing
  - 7. Ideate based on feedback
  - 8. From drawing to prototype
  - 9. Share your prototype and get feedback
  - 10. Discuss and learn
- G. Brief introduction to another major innovation methodologies – TRIZ and its 40 Inventive principles
- H. Brief introduction to “Crouching Dragon Innovation Model (also known as Innovative Quality Improvement (IQI))”
- I. Discussion on Management issues in adopting innovation methods/tools

## Details

Workshop fee: \$1200

\*\$200 discount for members of ISI and/or HKQMA

\*\$100 discount for all members of the supporting organizations

\*\$200 discount for each participant in group of 2 or more enrolment

(Please note participants are eligible for one of the above discount types only)

Date: 29 September 2018

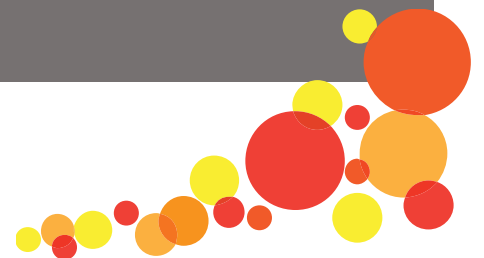
Time: 9:15 am to 5:15 pm

Venue: H6 Conet, Room E & F, 99 Queens Rd, Central, Hong Kong (中環中心)

## Enquiry

Ray Chen – 9732 5282 (for course detail)

Ann Sit – 2581 2210 (for enrolment and payment)



## Workshop facilitator

### Dr. Victor Lo (盧興猷)

*BSc, MSc, Eng.D, FHKIE, FHKQMA, MATRIZ Level 2.*

*The Founding Director and Chairman of Institute of Systematic Innovation, Hong Kong.  
The receiver the Gold-medal Award of the 5<sup>th</sup> Global Competition on Systematic Innovation  
2015 -- The Crouching Dragon Innovation Model.*



Dr. Lo is one of the well-sought speakers for Innovation in Hong Kong. He is the Founding Director and President of the Institute of Systematic Innovation, Hong Kong; Dr. Lo taught at the University of Hong Kong for thirty years, and is now the honorary lecturer of the IMSE department. Currently the Chairman and the Technical Experts of the Certification Advisory Committee, British Standards Institute, Hong Kong.

Dr. Lo focus on the study of the world's most popular innovation schools and methodologies since 2008. He consolidated innovation elements into a generic “Problem-Knowledge-Innovation-Realization” (問知創行) phases, named the Crouching Dragon Innovation Model. The model was successfully verified and refined with local companies for over six years. The Model received the “Gold Medal Award” in the 5<sup>th</sup> Global Competition on Systematic Innovation in July 2015, during the International Conference on Systematic Innovation.

Dr. Lo has provided Innovation training and consulting services to businesses, including ASM Pacific Hong Kong and China (the world's largest semiconductor equipment manufacturer); Towngas Company (150 year old, public utility); Union Hospital; Hong Kong Ferry; The Salvation Army; Institute of Vocational Education; The Education University of Hong Kong; MSc program, IMSE Department, The University of Hong Kong; The Hong Kong Telephone Company; and The EMBA program of Sydney Business School, University of Wollongong.

## The Hong Kong Quality Management Association

Being a non-profit-making organization that serves the community, the Association offers a comprehensive range of professional services, including professional consultancy, training, seminars, experience-sharing symposiums, and cultural exchanges to its members and relevant organizations. The Association also sources a wide array of quality and human resources-related books and publications, and they are available in the Office at Room 130, 1/F, Liven House, 61-63 King Yip Street, Kwun Tong, Kowloon. (Phone: 852- 2581 2210).

## The Institute of Systematic Innovation, HK

The Institute of Systematic Innovation, Hong Kong is a non-profit making organization under Session 88 of the Inland Revenue Ordinance. Our objective is to promote Innovation methodology to all, and fulfill our vision “Everybody innovates for better future” .

香港創新學會是依照“稅務條例”第 88 條設立的非牟利機構。我們的目標是向所有人推廣創新方法，實現我們的願景“人人都能創新，共創美好未來”。

