



# Design Thinking In Action – Asia

## AGENDA & FORMAT

### THE PROTOTYPE

We plan to have four general sessions based on themes arising from our empathy research. Saturday is designed to provide an overview of Design Thinking with Asia specific case studies. Sunday is designed for advanced Design Thinkers who are keen to shape the future of this effort.

- Session 1 / Saturday AM**     **At Work** : Design thinking value generation in business
- Session 2 / Saturday PM**     **Make it Stick** : Making design thinking a norm in culture and practice
- Session 3 / Sunday AM**     **Education** : What works, what doesn't, in startups, corporate, schools
- Session 4 / Sunday PM**     **The Future** : The role of design thinking in Asia's future, our community

### SATURDAY

- 09:00 Registration + Small bites
- 09:30 Welcome + Introductions
- 10:00 **Session 1 : At Work**
- 12:00 Get Lunch
- 12:30 Lunch Unconferences
- 14:00 **Session 2 : Make it Stick**
- 16:00 Break
- 16:30 Synthesize / Debrief
- 17:00 Optional : Drinks at LKF

### SUNDAY

- 09:00 Registration + Small bites
- 09:30 Kickoff + Saturday Highlights
- 10:00 **Session 3 : Education**
- 12:00 Get Lunch
- 12:30 Lunch Unconferences
- 14:00 **Session 4 : The Future**
- 16:00 Break
- 16:30 Synthesize / Debrief
- 17:00 End of Day + Optional Meetups

### WORKSHOP FORMATS

#### TALKS

Our speakers bring tremendous experience and insight with them. They are keen to share this with you and the community. Their talks will be 12 minutes long with ample time for questions and discussion.

#### WORLD CAFE

The [world cafe method](#) will be the foundation for our small group discussions. We will rotate through, in groups, three key questions pertaining to the session theme, followed by a report out by our table hosts.

#### UNCONFERENCE

Have a topic that you want to explore with a small group? At registration each morning, propose a topic on the unconference board! We will have two sessions (40 minutes each), during lunch times, for participant initiated discussions.

Strategic Partners:





**SESSION 1 : DESIGN THINKING AT WORK / Saturday, September 17, 2016 : 10 am - 12 pm**

**Entrepreneurship + Design Thinking**

Michelle Cheng, CEO  
naked Discovery, Shanghai

How does a startup entrepreneur use design thinking to imagine, develop and define a product and new business? naked Discovery applied design thinking to develop a creative learning and experiential family destination, bringing together parents and children in new and engaging ways.

**Transforming an Industry**

Richard Kelly, Chief Catalyst  
Fung Group, Hong Kong / Shanghai

Even a 100 year old company can transform and take the lead in innovating. Li and Fung, a global supply chain management firm, grows its movement to build creative capacity across 46,000 staff and millions of partners, with novel leadership programs and an omni-channel retail lab.

**Taking Off : Lessons Learned**

Stephen Wong, CEO  
Asia Miles, Hong Kong

With nascent design thinking muscles, Stephen returned to Hong Kong after graduate work at Stanford to lead Asia Miles, into becoming Asia's leading lifestyle and rewards program. Boldly installing Design Thinking as the keystone of his long-term strategy, Asia Miles has grown several orders of magnitude in the last five years.

**World Cafe**

Facilitators : Kia Yin + Jennifer Lee

In small groups, we will rotate through three discussion topics. Table hosts will report out headlines afterwards.

**SESSION 2 : MAKE IT STICK, CHANGE NORMS / Saturday, September 17, 2016 : 2 - 4 pm**

**Design Sprints as a Culture**

Kai Haley, Sprint Master  
Google, United States

Google has adopted design sprints as a critical tool for innovating, collaborating and early user validation. 300+ Sprint Masters now run design sprints for their product areas and external groups through the Sprint Master Academy, an effort established over 3 years ago and run as a 20% project.

**Growing Design Thinking Teams**

Kaba Su, Design Lead, Yahoo Taiwan  
Joe Hsia, Design Director, KKBox Taiwan

Having discovered the power of design thinking methods to solve for business challenges, companies are racing to recruit and develop talent. This talk will dive into two juxtaposed examples of building this creative capacity at a startup and in a large established firm.

**Implementing Design Thinking in Asia**

Elaine Ann  
Founder / CEO, Kaizor Innovation

With over 14 years of experience helping Western multinationals such as Google, Airbnb, Dropbox, Intel, Siemens, Motorola, P&G strategize their products/services for the China market and training Asian corporates such as OSIM, Changhong, Hong Kong Post Office on implementing Design Thinking/Human-Centered Innovation, Kaizor will share the challenges and discoveries when implementing Western methodologies in Asia. Cultural, business and market speed differences and how we reinvented innovation methodologies suitable for the Asian market will be discussed.

**World Cafe**

Facilitators : Kia Yin + Jennifer Lee

In small groups, we will rotate through three discussion topics. Table hosts will report out headlines afterwards.

Strategic Partners:





**SESSION 3 : DESIGN THINKING EDUCATION** / Sunday, September 18, 2016 : 10 am - 12 pm

**Reflections on Teaching Approach**  
Emily Ma, Lecturer in Management  
Stanford School of Engineering, USA

In the last decade, the Stanford d.school has worked with thousands of undergraduate, graduate and executive students. In experimenting with teaching approaches, the teaching team has redefined the role of the teacher, the space we work in, and the learning experience for students.

**Schools, Students and Scale**  
May Lee, Dean  
School of Entrepreneurship + Mgmt  
Shanghai Tech, Shanghai

What is the role of design thinking education in a technical school and how can we, with limited resources, scale a design thinking program to thousands of students? ShanghaiTech University was recently established to explore innovative solutions specific to China's future, from energy to health.

**Yin and Yang, Soft and Hard Skills**  
Albert Chen, Chief Enabling Officer  
PEBBO, Taiwan

While the process of design thinking is straightforward, there are soft skills and proper mindsets that drastically increase the success of a design thinker in applying design thinking in the real world. What does this mean for the educator and practitioner community, especially in Asian culture context?

**World Cafe**  
Facilitators : Kia Yin + Jennifer Lee

In small groups, we will rotate through three discussion topics. Table hosts will report out headlines afterwards.

**SESSION 4 : THE FUTURE OF DESIGN THINKING IN ASIA** / Sunday, September 17, 2016 : 2 - 4 pm

**The Making of Nation**  
Tan Yeok Nguan + Kelvin Tan  
DesignSingapore Council, Singapore

How does DesignSingapore Council drive innovation by design in Singapore? How might Design Thinking seed the notion of empathy among our young and instill collaboration in our community and also transform Singapore to not just a liveable city, but also a loveable city?

**Process Mashups Panel**  
Moderator : Stephen Wong

Like an organ transplant operation, integrating design thinking into an organization's existing culture and business process requires thoughtfulness and skillful will. How does design thinking work with other innovation frameworks such as the agile methodology?

**The Meaning of Community**  
Individual Exercise  
Facilitator : Emily Ma

Before we dive into small group discussions, let's take 20 minutes to reflect on what design thinking in Asia means to us as individuals. What would we want the future to look like? What do we need in order to move in that direction? What are obstacles we see in the way?

**World Cafe**  
Facilitators : Kia Yin + Jennifer Lee

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