

SID FOCUS SERIES

Strategic use of design in businesses for innovation and transformation

Date	:	Friday, 13 April 2018
Time	:	9.00 am to 11.00 am (Registration starts at 8.30 am)
Venue	:	FTSE Room, Level 9, Capital Tower, 168 Robinson Road
Cost	:	Member: S\$ 60 (Excl. GST) S\$ 64.20 (Incl. GST) Non Member: S\$ 90 (Excl. GST) S\$ 96.30 (Incl. GST)

SID Corporate Members may utilize their complimentary vouchers.

CPD	:	2 hours
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PROGRAMME OUTLINE

Design has become an important catalyst for innovation, economic competitiveness and better living, in a world where ideas matter more than ever. Organisation leaders are recognising that design is more than aesthetics – it is a strategic tool for innovation and organisational transformation. Good design is good strategy. Companies, communities and economies are using design thinking to raise productivity, unlock new opportunities for growth, and improve the quality of everyday life. At this Focus Series with DesignSingapore Council, a design expert, a business leader will convene to share their experiences and insights on the tools and methods of design thinking, how design is a key driver of innovation, and how new innovative outcomes has a transformative impact on corporations, creating game-changing possibilities for a better world; as well as the ensuing challenges in a complex organisation. You will also hear how Singapore is developing into an innovation-driven economy and a loveable city.

PROGRAMME

8.30 am	Registration and networking coffee / tea
9.00 am	Welcome speech by Ms Elsie Choo, Head, SID
9.05 am	The value of design and bringing a human lens to innovation Presentation by Pete Overy, Co-Managing Director, Agency
9.25 am	How to make design work in a complex organisation Presentation by Jin Kang Moller, Vice President, Group Customer Experience OCBC Bank
9.45am	Singapore by Design Presentation by Mark Wee, Executive Director (Designate), DesignSingapore Council, Ministry of Communications and Information

- 10.05 am **Panel Discussion:**
 Moderator: Andrew Pang, President, Design Business Chamber Singapore & Founder, Lavaworks
 Panellists: Pete Overy, Co-Managing Director of Agency
 Jin Kang Moller, Vice President, Group Customer Experience OCBC Bank
 Mark Wee, Executive Director (Designate), DesignSingapore Council, Ministry of Communications and Information
 Q&A
- 11.00 am End of programme

SPEAKERS & PANELLISTS



Mr Pete Overy
Co-Managing Director, Agency

As founder and design lead at Agency, Pete continues to work within a network of innovative global leaders, Pete has developed deep design expertise for addressing today's key business challenges. His capabilities and work intersect service design, organisational change and enabling organisations to successfully implement new innovative ideas. His background is a varied mix of entrepreneur, researcher, consultant, marketer, painter, and designer. There are few things he likes better than telling a good story, especially one that helps to frame new opportunities for business impact.

Pete believes understanding the human context is essential to uncovering what can be designed (objects, processes, strategies, models) to motivate positive behaviours and inspire people to act.



Ms Jin Kang Moller
Vice President, Group Customer Experience OCBC Bank

Jin is a design strategist and practitioner championing simplicity and beauty in financial services. She has a proven track record of business success of the private banking, retail banking, wealth management and insurance businesses through cultivating the human-centred design.

One of her recent work One Wealth app, a wealth management services designed to build confidence in making investment decisions, won her Gold Good Design Mark 2017. She is the driver behind the award-winning Millennials bank concept FRANK by OCBC since its inception.

She is the founder and the executive trainer of The Simplicity Bootcamp and Great Design Certification Program that aim to scale design capability across the organization. She advocates the power of design in business as a keynote speaker including TEDx and as a publisher of Designful.Co, a design blog written for leaders in the financial services.



Mr Mark Wee

**Executive Director (Designate), DesignSingapore Council,
Ministry of Communications and Information**

Mark is a pioneer in using design thinking to shape innovative human-centred experiences across products, services, and environments. He is also an award-winning designer and architect. He represented Singapore at the 11th Venice Biennale International Architecture Exhibition with work from UNION Experience, where he was a founding partner. From

2011 to 2016, he led the Experience Design studio, the strategic design and innovation practice that he started at ONG&ONG.

Mark has redefined user experience for clients such as the Housing Development Board, Singapore Airlines, the Singapore Stock Exchange, FRANK by OCBC, Sentosa, UOB, alongside many others across both private and public sectors.

Mark joined the DesignSingapore Council (Dsg) as Executive Director (Designate) on 1 March 2018. Before joining Dsg, Mark was the founder and principal of ANNEX A, a design, innovation and architectural consultancy that takes a design thinking approach to crafting human-centred experiences. He also serves as an adjunct lecturer at the National University of Singapore (NUS)'s Institute of System Science (ISS), teaching digital service design and innovation practice.

Mark is interested in the design and shaping of places to strengthen identity and community in the city, as well as the integration of the digital into the physical world for the re-imagination of city life. His book *Let's Experience Design!* is currently out and available in most major physical and online bookstores.



Mr Andrew Pang

**President, Design Business Chamber Singapore &
Founder, Lavaworks**

Andrew is the founder of leading business design consultancy - Lavaworks. For more than a decade (until 2017), he also managed Egg Creatives - an integrated design agency with presence in Singapore and China. Andrew is the current President of Design Business Chamber Singapore (DBCS).

A strong advocate of the local design industry, Andrew plays an active role in various capacities in a myriad of roles he takes on. Prior to taking over as President of Design Business Chamber Singapore (DBCS) in April 2017, Andrew was the Vice-President of the Chamber for four years. From 2007 to 2014, he was the Vice-Chairman of the Design Advisory Committee of the Singapore Furniture Industries Council (SFIC). During that time, he conceived and co-chaired SingaPlural – the anchor event of the Singapore Design Week. Andrew was also a representative at DesignSingapore's Industry Development Panel which looked into the development of Singapore's design industry. Passionate about nurturing young minds, he taught as an adjunct lecturer in the Nanyang Academy of Fine Arts. He also served as a member of the Board of Examiners for the Building and Construction Authority (BCA).

Well-regarded as an influential thought leader, Andrew has been invited as juror and speaker on both local and international platforms.

REGISTRATION

Please register online at www.sid.org.sg by **6 April 2018**.

Should you require assistance, contact us at:

The Secretariat
Tel: 6422 1188
Fax: 6422 1199

TERMS AND CONDITIONS FOR SID COURSES/EVENTS

SID's courses and events are subject to terms and conditions as set out below. The Institute reserves the right to changes these terms and conditions without notice.

COURSE/EVENT REGISTRATION

A participant is successfully enrolled for the course/event once an invoice is generated.

NO CANCELLATION

There will be strictly no cancellation once the participant is successfully enrolled for the course/event.

NO-SHOW

There will be strictly no refund of fees for no-show.

REQUEST FOR REPLACEMENT OR DEFERMENT

Replacement of a participant is subject to at least 5 working days prior notice in writing. In the case whereby a SID member participant is replaced by a non-member, a top-up fee will be levied. No refund will be made if a non-member participant is replaced by a member.

CANCELLATION OF COURSE/EVENT BY SID

SID will exercise all possible care to run the confirmed courses. However, in the event of unforeseen circumstances or low enrolment, SID reserves the right to cancel or defer the course/event, and/or to change venue, speaker, course date and fees. SID will make all reasonable efforts to notify participants of changes, should they happen.

If SID cancels a course, a full refund will be made to the participants.

CPD HOURS

CPD hours/attendance letter is subject to the participant arriving no later than 30 minutes after the programme starts or leaving no more than 30 minutes before the programme ends, and submitting the module Assessment Form only at the end of the event.

CAR PARK COUPONS

There will be no complimentary car park coupons.

PAYMENT POLICY AND OPTIONS

Course/Event fees are due upon registration, and payment should reach SID at least 7 working days before the course date. SID reserves the right to refuse admission if payment is not received in full before a course/event.

1. Online Payment

Log in to your account at www.sid.org.sg

Select invoice to pay at “My Open Invoices”.

2. Cheque Payment

Payable to: Singapore Institute of Directors (please quote invoice number behind the cheque)

Mail to: 168 Robinson Road, #09-06, Capital Tower, Singapore 068912

Attention to: Finance Department

3. Telegraphic Transfer

Bank Name: DBS Bank Limited

Branch: Raffles Place Branch

Bank Code: 7171

Beneficiary Name: Singapore Institute of Directors Account Number: 048-016620-2

Swift Code: dbsssgsg

Reference: Please quote invoice number

(Note: All bank charges are to be borne by the applicant)