

Current Topic

Business Transformation through Design Thinking

Target Audience	: Aspiring, new and current directors, C-suite and senior management of listed companies, and industry professionals.
Date	: 23 August 2019
Time	: 9.00 am to 11.00 am
Venue	: Capital Tower, Level 9, Right Brain 168 Robinson Road, Singapore 068912
Cost	: SID Member : S\$90 (excl. GST); S\$96.30 (incl. GST) Non SID Member : S\$120 (excl. GST); S\$128.40 (incl. GST)
CPD	: 2 hours

Lacking confidence and knowledge to invest in design for your business? Not sure what impact design could bring? In this session, the DesignSingapore Council, and speakers from Mckinsey Design and United Overseas Bank will share their experiences and insights on how design tools and process could be applied to reimagine and transform businesses, as well as shape company culture for the better. You will also hear how design outcomes are more than just “intuition” but can be measured and harnessed to make informed strategic business decisions.

Course Objectives

1. Understand the benefits of using Design for Innovation and Growth
2. Learn about the business value of design and how the impact of design is measured (ROI of design)
3. Gain insights from an industry leader on how to build design into your organisations

Programme

8.30 am	Registration / Breakfast provided
9.00 am	Introduction by SID
9.05 am	Opening by DesignSingapore Council
9.20 am	Business Value of Design + Industry Case Study
9.50 am	Using Design to Pioneer UOB's Digital Banking Buiness: TMRW
10.20 am	Questions and Answers
11.00 am	End of Programme

Speakers



Mr Mark Wee
Executive Director, DesignSingapore Council,

Mark leads the DesignSingapore Council (Dsg) in driving and implementing national policies on design to make Singapore an innovation-driven economy and a loveable city, by design.

Before joining Dsg, Mark led the Experience Design practice at ONG&ONG, the design group's innovation and strategy arm, alongside founding his own award-winning architectural practice.

Mark is a design thinking pioneer in Singapore, having designed award-winning innovative experiences for the public and private sector. He has redefined user experiences for clients such as the Housing & Development Board, Singapore Airlines, the Singapore Stock Exchange, FRANK by OCBC, and Sentosa, alongside many others.



Matt Durack
Expert Associate Partner, McKinsey Design, Singapore

Prior to joining McKinsey in 2016, Matt spent 7 years with LUNAR San Francisco and 3 years with Invetech (a Danaher operating company). He has 20 years of experience in innovation, design and development across global leading companies including Illumina, BD, HP and Abbott and deep experience in design thinking and healthcare technology. He is also an expert innovation facilitator and design capability builder.

Matt graduated with degrees in Biochemistry and Design and has a Postgraduate certificate in Biodesign from Stanford.



Stuart Smith
**Executive Director, Head of Regional Engagement Platforms,
United Overseas Bank**

Stuart works in the fields of digital transformation, innovation and design, and has over 20 years of experience spanning major private, public, and startup organisations around the world. He has delivered projects across numerous sectors, including an executive education and consulting programme in Digital Design & Innovation.

Registration

Please register online at www.sid.org.sg by **20 August 2019**.

Course Enquiries

Email : events@sid.org.sg
Tel : (+65) 6422 1188
Fax : (+65) 6422 1199

Upon successfully enrolling for the course, you are deemed to have read and accepted SID's Terms and Conditions stated overleaf.

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

Where a participant cannot attend a course, he/she may request for a replacement, provided that:

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 & CERTIFICATE OF ATTENDANCE

Entitlement of CPD hours / Certificate of Attendance 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 Evaluation Form only at the end of the event.

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, #11-03, Capital Tower, Singapore 068912
Attention to: Finance Department
3. Telegraphic Transfer
Bank Name: DBS Bank Limited
Branch: 048
Bank Code: 7171
Bank Account No: 048-016620-2
Swift Code: dbsssgsg
Beneficiary Name: Singapore Institute of Directors
Reference: *(Please quote invoice number)*

Note:

1. All bank charges are to be borne by the applicant.
2. Please quote invoice number when making payment.
3. For queries on billing, please call SID Accounts Department (T: 6422 1182).