



**ABOUT DESIGN FACILITATORS**

- 1 Design Facilitators are teams of experts well-versed in both design and business management. They will be guiding enterprises using their proprietary methodologies to achieve the learning outcomes and objectives of Phase 1 of Design Engage Programme. Design Facilitators essentially play the initial role of empowering enterprises with the right thinking and understanding of design in business and also facilitate guidance for the enterprises in implementing design strategies into the organisation.
  
- 2 Currently, they are (more details below in Table 1):
  - a. Cross Creative (In collaboration with Singapore Polytechnic)
  - b. Designworks™, Rotman School of Management
  - c. Interdisciplinary Product Development Team (University of Illinois, Chicago)
  - d. New Business Development Academy (NBDA) Asia

Table 1: Details about the Design Facilitators

<b>Cross Creative (in collaboration with Singapore Polytechnic)</b>		
<b>ABOUT</b>	<b>PROGRAMME SYNOPSIS</b>	<b>THE FACILITATION TEAM</b>
<p>Paul Sykes of Cross Creative has collaborated with Jeffrey Ho Kiat of Singapore Polytechnic to deliver the <b>high-impact Strategic Design Integration (SDI) programme</b>, which is part of the Design Engage initiative.</p> <p>This powerful combination of strategic design experts, and design experience strategists form a strong alliance. Coupled with in-depth European and Singaporean business and design knowledge, the team has all the skills, knowledge and experience to create a meaningful, and positive transformational change to your business!</p>	<p>Companies will learn a new number of new methodologies, tools and techniques. From strategic business models, such as the transformational ‘VBC-PSE’ Vision-Brand-Culture, Product-Service-Environment framework to the practical applications of briefing and recruiting the right design professionals, right through to managing design and launching design projects. Over 20 unique frameworks, tools and methodologies are introduced, used and implemented.</p> <p>The programme offers a unique and powerful approach: it offers the dynamism of interactive</p>	<p>What better than a team of leading design thinkers from the UK and Singapore combined together!</p> <p>The team is led by Paul Sykes, who led the development and national implementation of the Designing Demand Programme whilst heading up the business team at the British Design Council. Alongside Paul is Jeffrey Ho Kiat, Director of Design at Singapore Polytechnic, Jeffrey has a strong track record and real passion for strategic design thinking.</p>

**Cross Creative (in collaboration with Singapore Polytechnic)**

<p><b>Website :</b>  <a href="http://www.crosscreative.sg">www.crosscreative.sg</a></p>	<p>workshops with four companies engaged together in learning and sharing ideas. It also offers the benefit of sessions held in private at the company premises, where sensitive design and innovation ideas can be discussed and developed in a confidential and secure environment. This can also benefit the whole company and create a transformational cultural change and mind shift across the whole enterprise.</p>	
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**Designworks™, Rotman School of Management**

<b>ABOUT</b>	<b>PROGRAMME SYNOPSIS</b>	<b>THE FACILITATION TEAM</b>
<p>Rotman Designworks is a Strategy Innovation Lab based out of the Rotman School of Management (University of Toronto). Designworks is focused on providing design-based innovation services and education to help practitioners identify new opportunities faster and more effectively.</p> <p>Designworks focuses on generating tangible business planning inputs: taking fresh insights into unmet consumer needs and transforming it into a set of strategic growth opportunities and frameworks for integration &amp; evaluation. We understand how design thinking can broaden possibilities for innovation and growth strategies that can strengthen competitive advantage.</p> <p><b>Website :</b>  <a href="http://www.rotmandesignworks.com">www.rotmandesignworks.com</a></p>	<p>The programme is a 3-day multi-disciplinary workshop anchored in the ‘3 gears of design’, presenting a full spectrum approach to the innovation design process by linking empathy &amp; deep user understanding (gear 1) to concept visualization (gear 2) to strategic business design (gear 3) completing the innovation cycle</p> <p>The workshop is a training vehicle for business teams that teaches them how to integrate design thinking into their core strategy development process; knowing <b>why</b> it is important to integrate design thinking into business strategy and <b>how</b> to accomplish that integration.</p>	<p><b>Heather Fraser</b>, Director of Designworks™ and Professor of Business Design at the Rotman School, which she joined in 2005 after over 25 years in industry; including Procter &amp; Gamble and her own advertising and design agency.</p> <p><b>Job Rutgers</b>, Professor of Interaction Design at the OCAD and Consultant at Designworks.</p> <p>Designworks’ team of Business Design specialists and design facilitators.</p>

Interdisciplinary Product Development Team		
<p><b>ABOUT</b></p> <p>The Interdisciplinary Product Development (IPD) Team of experts from design, business, and engineering specialises in teaching <b>design thinking, creativity, and interdisciplinary teamwork</b> in new product development. The team's unique approach has been honed since 2002 in the widely acclaimed IPD curriculum at the University of Illinois, Chicago. This program emphasises experiential learning as the most effective way to produce high-performing, creative, cross-functional product (and service) development teams.</p> <p><b>Website :</b>  <a href="http://www.ipd.uic.edu/IPD/">www.ipd.uic.edu/IPD/</a></p>	<p><b>PROGRAMME SYNOPSIS</b></p> <p>This course (3-Day Workshop) is a unique combination of approaches/theories/methods/concepts from design, business, and engineering that are combined and applied to design thinking within the interdisciplinary context of new product development.</p> <p>The participants in this course will learn :</p> <ul style="list-style-type: none"> <li>• How to think in a <b>designerly</b> way in order to design and develop attractive new product and service concepts</li> <li>• What are the core concepts of Interdisciplinary Product Development (IPD) and how to apply them successfully</li> <li>• How to function effectively as part of an interdisciplinary team developing new products or services</li> </ul>	<p><b>THE FACILITATION TEAM</b></p> <p>The <b>IPD Team</b> of Professor Stephen Melamed, Professor Albert L. Page, and Professor Michael J. Scott has over 80 combined years of product related design and innovation experience, with numerous individual academic and commercial accomplishments in the arena of new product development.</p> <p>They have collaborated closely since 2002 teaching IPD at UIC, cited by BusinessWeek in 2007 as one of the top 60 training curriculums in the world.</p>

New Business Development Academy (NBDA) Asia		
<p><b>ABOUT</b></p> <p><b>Know how NBDA-Asia's Design Approach is the One</b>  - Design is about asking relevant questions, identifying problems and finding the right answers to give a sustainable competitive advantage. At NBDA, we help you to define and implement benefit using our unique Design Master</p>	<p><b>PROGRAMME SYNOPSIS</b></p> <p>NBDA's methodology is based on the 5 steps of IDEA :</p> <p><b>1. design4ALL : inspiration :</b> to inspire design thinking, how design led innovation benefits you.</p> <p><b>2. design4YOU : impression :</b> to assess lucrative design opportunities for you.</p>	<p><b>THE FACILITATION TEAM</b></p> <p><b>Know NBDA-Asia's Professional Facilitators -</b> NBDA's Design Facilitators are experienced business and design practitioners from renowned local &amp; international companies. We understand the local context yet we challenge status quo, stimulating a new vision for</p>

## New Business Development Academy (NBDA) Asia

Class approach. With offices in Singapore and the Netherlands, we have a track record of SME's the rewards from investing in design are already being seen by companies who have been through NBDA's Master Classes.

**Website :**

[www.nbda-asia.com](http://www.nbda-asia.com)

**3. design4GROWTH :** Infuse design knowledge to you, enhancing design capabilities with the use of design tools.

**4. design4DISTINCTION :** Involve the right design strategy for the company, using NBDA's unique Design Master Class framework, identifying the right issues & priorities and formulating a dedicated design implementation roadmap.

**5. design4EXCELLENCE :** Implementation of the design roadmap, on request, NBDA will assist the management to bring design to life and implement the roadmap successfully.

you. Our unique combination has helped customers think out of the box, challenge paradigms and implement design innovation into the market.