



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Design Thinking and Business Innovation Online Program

Solve Customer Pain Points
Through Critical and Creative Thinking

Program starts June 2022



Design Thinking and Business Model Innovation Online Program

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Through Critical and Creative Thinking

OVERVIEW

Design thinking is a proven and repeatable human-centered approach to new product design and development. It is considered an essential skill needed by professionals involved in product marketing and business development in the 21st century. This level of clarity in thinking is critical since new products' failure rate has been claimed to range from 40% to 80%. This current reality means that customers do not want close to half of the new product launches.

Design thinking allows you to use tools and principles to figure out your customers' needs and test and validate your assumptions rigorously before spending a lot of time and money in R&D and product and business development. It combines critical and creative thinking that facilitates information and ideas to be organized, decisions to be made, improved problem situations, and knowledge. It is a mindset focused on finding solutions that are fit for customer problems and pain points.

The business model canvas, created by Alexander Osterwalder, is a great tool and methodology to help business leaders understand their business model in a simple and well-thought-out manner. Using the business model canvas will generate insights about the profile of customers and segments you serve, what value propositions are offered to them, through which channels, and how your company generate profit based on the organizations cost structure and revenue generation model.

The course will guide you through the three phases of Design Thinking: Inspire, Ideate, and Implement with theory and practical exercises. Participants will learn how to implement Design Thinking in developing new products or services to solve customer problems and build something someone wants. They will learn how to apply design thinking in the product-market fit phase in the company's new product development processes, including customer needs analysis, quick market research, and rapid prototyping. This will then be followed by organizing insights using the business model canvas.

PROGRAM OBJECTIVES

- Learn how to use practical design thinking methods and tools and the business model canvas in every stage of your new product or business development phase
- Understand the phases of Design Thinking: Inspire, Ideate, Implement
- Use a framework that is meaningful to understand the customer experience journey.
- Develop an appreciation for empathy as the underlying principle of successful product development
- Learn the importance of prototyping and iteration as a means of validating assumptions

PROGRAM SCHEDULE

June 23, 28, 30, July 5, 7 2022 (AM)
8:30-12NN TTH

(GMT+08) on all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE

PHP 25,000.00 or USD 500.00*

*Based on USD 1 = PHP 50. The prevailing exchange rate at the date of payment may apply.

Let us know if you are interested to avail of early bird/group discount or discuss payment terms.

Post-Graduate Stackable Certificate:
Strategic Management = 1 Unit

YOUR PROGRAM FACULTY



Rafael L. Camus
Clinical Professor, Strategy
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>





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WHAT YOU WILL LEARN

- Design Thinking Framework
- Define the Challenge
- Market Research
- Develop Empathy and Form Insight
- Brainstorm Ideas and Solutions
- Rapid Prototyping

KEY BENEFITS

- Participants will learn to improve the product, business, and marketing development process by implementing Design Thinking principles and how to minimize risk through rapid prototyping.
- Product management professionals can achieve better empathy for customer needs and pain points.
- Adopt new attitudes about new product development and customer problem solving

WHO SHOULD ATTEND

The program is recommended to participants involved in marketing, business development, product development, brand management, and enabling functions that can benefit from learning the principles and applications of design thinking in their way of thinking to support the customers.



FOR INQUIRIES:

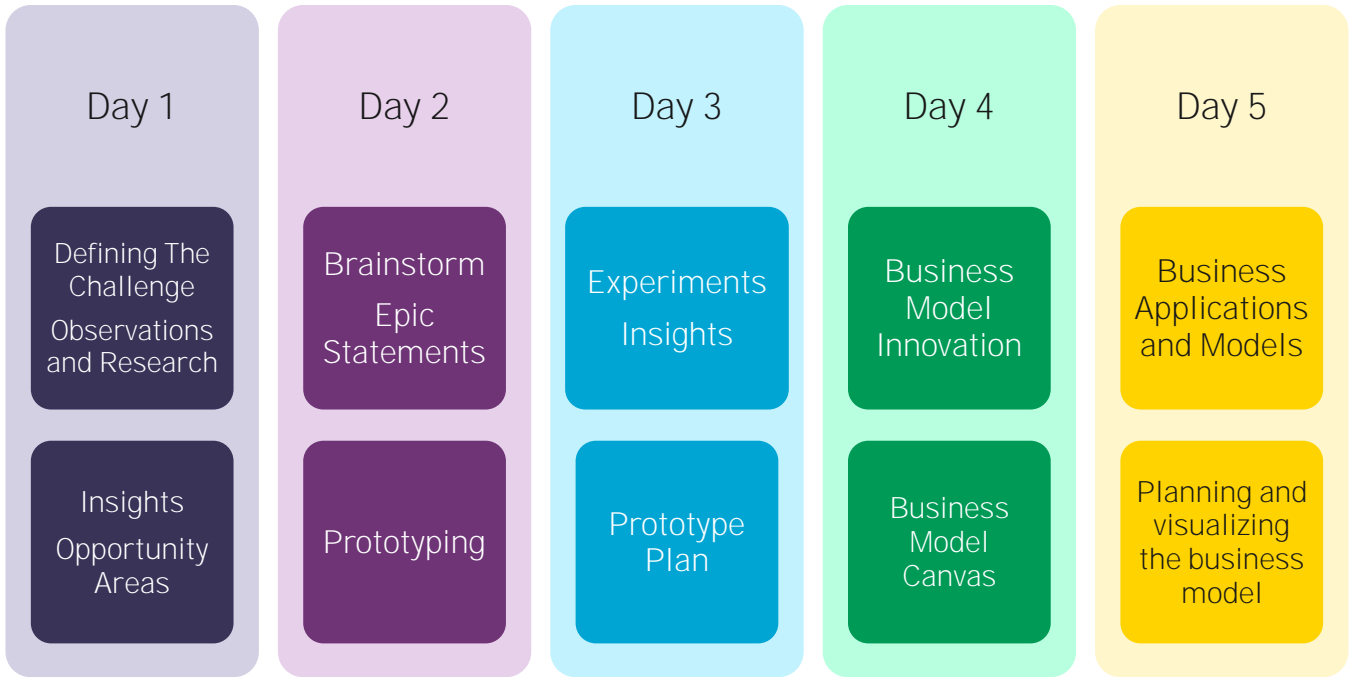
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Eugenio Lopez Foundation Building, Joseph R. McMicking Campus
123 Paseo de Roxas, Makati City Philippines 1229

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Learning Content

The 5-half day program will be discussing the following topics.





Your Program Faculty



Rafael L. Camus
Clinical Professor, Strategy
Asian Institute of Management

Rico has 14 years of management experience in Sales and Marketing, covering various products and industries, including consumer pharmaceuticals and mobile telecommunications. He moved over to the media industry in 2003, with ABS CBN Corp., as convergence became a buzzword and retired there after 17 years in different divisions and responsibilities. His most recent responsibility as Innovation Officer involves consulting with the operating business units and building a culture of innovation. He holds an MBA, with a concentration in Marketing and a minor in Decision Sciences, from the Wharton School of the University of Pennsylvania.



Alberto G. Mateo, Jr.
Clinical Professor and Head, School of Executive Education and Lifelong Learning
Asian Institute of Management

Professor Alberto G. Mateo, Jr. is a seasoned business leader, educator, and certified coach. He earned his coaching certification from the NeuroLeadership Institute and is currently a practicing executive coach. Professor Mateo brings with him thirty-four years of progressive experience in the fields of general management, finance, human resources, and management education with multinational sales organizations and academic institutions.

He is currently the Head of the School of Executive Education and Lifelong Learning at the Asian Institute of Management. Before joining AIM, he was the President and Managing Director of HP Inc. and Pfizer, Inc. in the Philippines.





Earning a SEELL Post-Graduate Certificate and Diploma

SEELL offers Post-Graduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Post-Graduate Certificate in an area of their choice, and ultimately, a Post-Graduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants One (1) unit which can be credited to the following:

- Post-Graduate Certificate in Innovation and Management
- Post-Graduate Certificate in Entrepreneurship
- Post-Graduate Certificate in Leadership and Management

*Post-Graduate Certificates require five (5) units earned within two (2) years.

Participants will also earn One (1) unit which can be credited to the Post-Graduate Diploma in Management.

*The Post-Graduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Post-Graduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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