

Professional Training Course on Design Thinking

Practices to move your team
towards successful relationships



WHY TAKE THIS COURSE?

What are the habits of successful, design-oriented companies like Apple and Samsung?

Re-orient yourself and your team towards process, experience and bias towards action. Practice 'seeing with new eyes' common, old problems such as customer complaints, employee motivation, or quality assurance. You will learn to embrace uncertainty, create opportunities and build testable solutions, toward an organisation that is adaptable, resilient and innovative.

COURSE OBJECTIVE:

This is an experiential, practice-based course on skills to:

- **Create:** bringing ideas to tangible forms to share and experiment
- **Empathise:** taking the points of view of others to learn and deepen understanding
- **Observe:** honing your ability to notice differences and find useful patterns
- **Ideate:** taking your observations into insights and ideas for solutions to a problem
- **Analyse:** making a habit of thinking beyond the obvious and looking for the root of the problem

The course material is specifically geared towards middle managers with team members who are facing challenges at their day-to-day work.

WHO IS THIS COURSE FOR?

- ✓ **Entrepreneurs**
- ✓ **Junior and senior managers**
- ✓ **People about to be promoted as managers**
- ✓ **Business owners**



The course will be conducted in English

COURSE SPECIFICS:

This is a 2 full-day training course where our seasoned facilitator will guide the participants through various activities and experiences, designed to help them not only learn the principles but internalise the practices. Each session will have a maximum class size of 15 students in order to ensure personalised experience.

DAY 1:

- Check in and “Seeing” each other
- Design Thinking Framework and how it’s relevant to your work
- The Art of Observation and Finding Insights
- **Ideation:** tricks from the pros that anyone can use

Day 2:

- Making to learn and thinking with hands
- Stress-testing your ideas
- Creating relevance
- Recap, reflections and making connections

ABOUT THE TRAINER:

Mr. Akira Morita

Master Facilitator of stories, conversations, and innovations

Akira Morita has 24 years working in the US, Europe, Japan and ASEAN, in the fields of business strategy and communications, marketing, development, media and community-based social innovations. For the last 17 years as a consultant, he’s helped clients large and small in all kinds of industries and markets grow, transition into new arenas, create new services and products, and tighten their strategies and goals. His focus has always been fostering conversations and collaborations that spark change, be it an honest talk about tough transitions, an open ideation sprints, or an expansive dialogue about what could be, among those familiar with each other or strangers across cultures and disciplines.

Akira Morita works with clients from Cambodia, the US, Europe and SE Asia: UNDP, USAID, CARE International, CAFOD, People In Need, Duke University, Digitas, yLabs, and Factory Phnom Penh are among those that he’s teamed up with in the recent years.

INTERESTED IN JOINING? PLEASE CONTACT:

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