MASTERCLASS

DESIGN THINKING & AGILE STRATEGY

DATES: 24 – 26 SEPTEMBER 2018
VENUE: CROWNE PLAZA PORT MORESBY

DELIVERY TYPE: GROUP LIVE CLASS ROOM | DURATION: 3 DAYS | NON RESIDENTIAL

CONTACT US TODAY TO KNOW MORE
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marketing@bricsaevents.in
https://bricsaevents.com/
Course Timings
Registration will be at 0830 on Day One. Course will commence at 0900 and conclude at 1700 daily.
Two refreshments and one lunch will be served daily.

Welcome and Introductions
- Program Overview
- Setting Expectations
- Participants’ background, goals and challenges

Day One

Session One: VUCA Environment & Traditional Models
- Introduction to the concept of VUCA (volatile, uncertain, complex and ambiguous) socio-economic environments and what they mean for government, society and business.
- Overview of the current VUCA environment and issues — such as Brexit, US election of Donald Trump, major brand failures, the gig economy, #metoo, and the rise of artificial intelligence — that have defined it.
- Drivers of the current VUCA era: technology, speed and consumer empowerment.
- Assessment of traditional management models and their shortcomings. Specifically look at problem with traditional strategy, marketing, innovation and HR management models.
- Emergence of bridging management thinking and practices: disruptive innovation, scenarios, system thinking, blue oceans strategy, learning organizations.

Session Two: Introduction to Design Thinking and Agile Strategy
- Walk through the major design thinking methodology of empathize, define, ideation, prototyping and testing.
- Introduction to agile strategy. Trace roots in software development and its expansion to other management disciplines and organizational design.
- Walk through the agile methodology and key terminology.
- Show overlaps between design thinking and agile strategy and how the two methodologies complement one another.
- High level application of design thinking and agile strategy to strategy, marketing, innovation and HR.

Session Three: Major Case Study
- The case study will examine the application of design thinking in business today.
# Program agenda

## Day Two

### Session Four: Research & Weak Signals
- Assessment of current research methodologies using the Customer-Based Brand Equity Pyramid model. Look at failings in marketing and innovation research. Mini case study of BREXIT and US election and why traditional research got the outcomes wrong.
- Rise of customer centricity and implications for employee-centricity and organizational design.
- Introduction to ethnographic research. How it is being used and benefits to marketing, innovation and HR.
- Practical guide to conducting ethnographic research.
- Group ethnographic exercise.
- Introduction to weak signals. Contrast weak signals against trend forecasting, and the "late-to-market" problem with trend forecasting.
- Weak signals methodology and how to build it into organizational design.
- Bonus section: how to use sustainable and disruptive innovation to understand competitors' strategies and brand positioning.

### Session Five: Sensemaking and POV
- Introduction to sensemaking and how it has emerged as a key leadership skill set.
- Importance of sensemaking in the VUCA environment. Application to strategy, marketing, innovation and HR.
- Mini case study of big data versus sensemaking and the need for both.
- Understanding how consumers use sensemaking and implications for marketing and innovation.
- Practical guide to applying sensemaking.
- Introduction to the concept of Point of View (POV) and how to apply it to focus marketing and innovation strategy.

### Session Six: Ideation
- The importance of generating ideas that lead to implement rentable, robust and scalable strategies.
- Practical guide how to set up and facilitate ideation sessions.
- Evaluation of ideas to correspond with organizational objectives, resources and capability.
- Ideation group exercise

### Session Seven: Prototyping
- Prototyping and its application to marketing, innovation and HR.
- Low, medium and high-fidelity prototyping.
- Rapid prototyping.
- Product, digital and service prototyping.
- How to prototype a consumer or employee experience.
- Prototyping group exercise.
Program agenda

Day Three

Session Eight: Sprint

- Google’s famed five-day Sprint methodology.
- Understand how Sprint embraces agile strategy and design thinking.
- Detailed walk through of the methodology showing delegates everything they need to implement a Sprint session in their organization. Look at the people/job functions involved and how to get buy-in from senior management.
- Application of the Sprint methodology to marketing, innovation and HR. Mini case studies integrated throughout the session.
- Comparison between Google Sprint and IT-based Sprint.

Session Nine: Crafting Agile Strategies / Organisations

- Developing integrated marketing, innovation and HR strategies using design thinking and agile strategy methodologies.
- Holistic and seamless implementation across physical and digital environments.
- Organizational design to support agile strategies.
- Developing strategies for the gig economy.
- Changing roles and functions in marketing, innovation and HR.
- How strategy and tactics have become much closer in order to deal with the requirements of a fluid and complex environment.

Session Ten: Applying Design Thinking and Agile Strategy

- Practical discussion on how design thinking, and agile strategy can be applied in organizations.
- Low cost proof-of-concept initial steps.
- Resources that delegates can use.
- Future scenarios for agile strategy.

Review, conclusion and any remaining questions
We live and work in times of increasing complexity and fluid change. Traditional management methodologies and tools in strategy, marketing, innovation and HR are no longer as effective as before. In some cases, they are completely outdated and unable to cope with the demands of fast-changing socio-economic and business environments. Organizations that fail to adapt are quickly bypassed by more agile competitors. Design thinking and agile strategy are the answers being embraced by many organizations today to help them develop flexible and successful strategies; build responsive organizations that attract and retain the best talent; develop innovative products and services; and devise marketing campaigns that resonate with today’s informed and empowered consumers.

In this masterclass, the principles and tools of agile strategy and design thinking will be applied to strategy, innovation, marketing and HR. Delegates will be taught how to immediately apply agile strategy and design thinking methodologies and tools within their organization. The masterclass will focus on the practical application of design thinking and agile strategy with delegates engaging in hands-on exercises during the workshop.

If you are asking yourself among the following questions, then this course is for you:

- How can I undertake research that reveals the unmet needs of my target market rather than just what they think of my brand?
- How can I spot what is likely to develop into a trend before it does?
- How can I create a structure that makes sense of the complex and ever-changing world that my organization operates in?
- Big data is important, but how do I understand not only what has happened but what is likely to happen in the future?
- How do I deal with the ever-shortening timeframe for strategic planning?
- How do I create and organization that is flexible and able to adapt to an ever-changing environment?
- How do I attract and retain the top talent? How do I create an employee-centric organization?
- How do I developed and implement meaningful learning and development programs for a diverse workforce?
- How do I develop, implement and manage autonomous and empowered teams?
- How do I engage with the gig economy?
- How does my organization cope with the relentless pace of innovation demanded by clients and consumers?
- How can my organization quickly develop and implement innovative product and service solutions?
- How do I craft an engaging marketing communication that straddles the realms of traditional, digital and experiential?
- How do I embrace co-creation and collaboration with my market to develop a brand experience that resonates with my audience?

Why attend

Delegates attending this course will:

- Be introduced to agile strategy and design thinking, widely regarded as the two most important business methodologies for the 21st century.
- Learn design thinking and agile strategy techniques and tools that can be applied immediately.
- Learn about ethnographic research, weak signals, sensemaking, ideation, and rapid prototyping.
- Learn how to a Sprint workshop, the renowned agile strategy methodology developed by Google.
- Learn how to design organizations around empowered team and operate in the global gig economy.
Who should attend!
The masterclass is applicable to all industries including Oil & Gas, Mining, IT, Manufacturing, FMCG, Electronics, Biotechnology, Banking and Financial, Investment, Aerospace and Aviation, Electronics and Consulting. This course aims to focus on:

- Chief executive officers
- Innovation directors
- Marketing directors
- HR directors
- Strategy directors
- Brand directors
- Brand and marketing managers
- Divisional heads
- HR managers
- Research and development heads
- Business development heads
- Business strategists
- Innovation strategists
- Project managers
- Product managers
- Market researchers
- Entrepreneurs
- Small business owners
- Business consultants
- Investors

Teaching method
This training program uses a combination of prepared tuition, practical exercises, and case studies. Most importantly it will offer participants opportunities to contribute individually and to work together in small groups, to practice the application of the techniques discussed.

On completion participants will receive course certificate.

Program Delivery:
- This is a 3 day program totalling 21 hours of delivery time, using a combination of prepared tuition, worked examples and practical exercises for both individuals and teams.
- All materials and instruction will be given in English.
- The high levels of participation and interactivity throughout the program strictly limit delegate numbers.

Course Venue - This programme takes place on a non-residential basis at a centrally located Port Moresby hotel. Non-residential course fees include training facilities, documentation, lunch and refreshments for the duration of the programme. Participants are responsible for arranging their own accommodation, however, a list of convenient hotels (many at specially negotiated rates) is available upon registration.

IN-HOUSE
All our programs are also available through in-house or bespoke format. You need to identify the requisite agenda which need to be covered, the dates most convenient, and have it delivered at your choice of location. Please email us today on marketing@bricsaevents.in to discuss further.

Course Instructor | PATRICK COLLINGS

Patrick is an experienced and award-winning strategist and coach specializing in the fields of agile strategy, strategic innovation, design thinking, and brand strategy. He has two decades of experience consulting to government and global organizations in a range of industries.

Increasingly Patrick leads agile strategy and design thinking projects and workshops for global clients. He is a sought-after lecturer / coach for international masterclasses, and has written on strategy and branding for various books, publications, and online platforms.

In recognition of his work, Patrick was awarded the international Brand Leadership Award at the 17th Asia Brand Congress. His brand strategy work has also received recognition in South Africa. Patrick holds an MBA from the Henley Business School, University of Reading.

Alongside his strategic consulting work, Patrick serves as national team manager and head of the high-performance commission for South African Fencing. He is also an epee coach for a number of fencers in the national team.
Design Thinking and Agile Strategy Masterclass
24 – 26 September 2018 (3 Days) | CROWNE PLAZA PORT MORESBY
Sales Contract | Please write in BLOCK letters

DELEGATE DETAILS

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COMPANY DETAILS

Company Name: ____________________________________________
Address: ________________________________________________
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City: _____________________
Tel: _____________________
Country: _____________________

AUTHORISATION

Name: _____________________
Position: _____________________
Date: __/__/____
Signature*: _____________________

*I/we hereby confirm to the above and authorise our participants.

Course Duration - 3 Days

COURSE FEE & VENUE:
Course fee will cover training materials, luncheon and refreshments for the respective training days.

This program takes place on a non-residential basis at a centrally located PORT MORESBY hotel. Non-residential course fees include training facilities, documentation, lunch and refreshments for the duration of the program. Participants are responsible for arranging their own accommodation, however, a list of convenient hotels is available upon registration.

BOOK EARLY
SAVE
US$ 400

Early Bird Discounts
Register before June 30, 2018…………………… US$1990
Register before July 31, 2018……………….. US$2190
Final Price………………………………….. US$2390

Group Discounts*
3-4 Delegates 10%
> 5 Delegates 15%
*please note that all group discounts are given on the final price

TERMS & CONDITIONS
1. Payment Terms
100% payment of the full amount upon receipt of the invoice.

2. Cancellation Policy
All cancellations must be in writing.

3. Refund Policy
Full refund for cancellations will only be paid to a maximum of one week from the invoice date.

4. No refund for cancellations done after 2 weeks from the invoice date. Substitutes are always welcomed; if not possible a credit note will be given which can be used for any of Bricsa Events up to 1 year.

5. Force Majeure/Indemnity
If the event is postponed, canceled or abandoned by reason of war, fire, storm, explosion, national emergency, labor dispute, strike, lock-out, civil, disturbance, actual or threatened violence by any terrorist group, or any other cause not within the control of our organization, we shall be under no liability to Company for non-performance or delay in performance of obligations under this contract or otherwise in respect of any actions, claims, losses (including consequential losses) costs or expenses whatsoever which may be brought against or suffered or incurred by Company as the result of the happening of any such events.

6. Complaint and Refund
For more information regarding administrative policies such as complaint and refund, please contact us at: Tel: +91 8433 921011, Fax: +91 22 40009301, e-mail: marketing@bricsaevents.in

7. Governing Law
This contract shall be governed by and construed in accordance with the Laws and Regulations of India and the High Court of Bombay shall have exclusive jurisdiction without regard to conflict of law provisions.

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