



## **MAP Webinar/ Workshop Details**

### **Stage M: Mindset Shift**

#### **1. Helping Businesses Take on the Next Normal**

SBF and GIC have come together to offer a fully funded online learning programme for SME leaders and SME professionals in leadership positions who want to prepare themselves and their organisations to take on long-haul challenges and explore new possibilities.

The content of the two sessions was developed collaboratively between GIC & The Thought Collective (TTC). The programme is based on GIC's five principles of long-term strategic thinking, infused with TTC's social-emotional and leadership distinctions. The training will be delivered by Kuik Shiao-Yin of TTC.

Over this 2-day workshop, the company will:

- Learn to take a long-term perspective in business
- Find out how to prepare for the future
- Gain insights on organisational resilience

Dates: 30 Nov and 1 Dec 2021 (two days)

Time: 9am - 12pm

Format: online webinar

Cost: complimentary, sponsored by GIC

Instructor Profile:



Shiao-Yin started work as a creative director before co-founding The Thought Collective in 2002 with Tong Yee and Elizabeth Kon. Today, she works as a cultural change strategist, systems thinker, process facilitator, dialogue designer, executive coach, public speaker and trainer. She loves helping organisations and their stakeholders work together with compassion and respect through complex issues.

Outside the Collective, she served as a two-time Nominated Member of Parliament in Singapore. Her 2018 parliamentary speech "The Power of a People" was published as a book by Epigram Books as part of their Rational Conversations series, collecting writings by prominent Singaporeans. She also helps various committees and boards shape their approach on cultural transformation, human development and strategic conversations.



Panellists:

- Ms Deanna Ong, Chief People Officer, GIC
- Mr Ken Koh, Group CEO, Yang Kee Logistics

## **2. Open Innovation Best Practices Session on Warehouse Optimisation**

As the business advantages of digitalising your business process becomes more evident, what does it take to kickstart your innovation journey?

Who should you work with?

And how can you lower your innovation risk?

Hear how YCH Group, Singapore's leading logistics company, has shaped their innovation journey over the years, as well as their experience in IMDA's Open Innovation Platform (OIP) refining their challenge and matching with a tech partner.

YCH Group will also address common innovation myths and explain how the OIP has helped to break the innovation barriers.

Co-organised with IMDA's OIP, a demand-led platform to match with tech solution providers for your digital business challenges and needs, the webinar will also reveal how OIP's structured innovation process and extensive prototyping resources can lower your digitalisation risks and aid your innovation journey!

Date: 10 Dec 2021

Time: 2 - 3pm

Format: online webinar via Zoom

Cost: complimentary, supported by IMDA

Speaker Profile:

(tbd)

### **Stage A: Analysis of Business Potential**

Today, businesses have to be agile and stay relevant amidst rapidly evolving conditions and environments in order to thrive in the marketplace. To effectively and proactively leverage business opportunities, it is important to ask the right questions, understand any root issues and know the customers' needs before implementing solutions.

*Note:*

*Companies will be required to fill up a self-assessment form that will determine the company's suitability for the type of workshops.*

### **1. Design Thinking**

Design thinking is a human-centred and iterative approach to problem-solving and is increasingly used by leading organisations to make their transformation more customer-centric.

Fully subsidised by DesignSingapore Council (Dsg) and InfoComm Media Development Authority (IMDA), companies can look forward to attending design thinking workshops scoped around business transformation (offered by Dsg) and the other around technological innovation (offered by IMDA).

Workshop Outline:

- Introduction to design thinking (DT)
  - Role of DT in business transformation
  - Components of DT methodology
  - Using a user-centred process to identify new growth/innovation areas
  - Benefits of user-journey mapping
- Draft own problem statement
  - Be guided through a templatised framework

**Leverage Open Innovation for Digitalisation - A Design Thinking Workshop**

Date: 14 Jan 2022, Friday

Time: 2pm to 5pm

Format: Online Workshop

Cost: complimentary, supported by IMDA

Instructor Profile:



Bill is the Managing Director of ThinkPlace Singapore. He believes in the designer's creed - that the world ought to be better, and can be. With nearly a decade of public service experience, he is focused on making governments and international institutions the best they can be.

Bill knows that solving a complex problem isn't about being the smartest person in the room - it's about creating the smartest room. He facilitates diverse groups of people to solve problems. Whether it's mixing senior and junior staff, different business areas within an organisation, or government, industry and citizen perspectives, he uses simple, but powerful, co-design methods to overcome intractable problems.

He specialises in representing complex concepts in simple ways that foster shared 'mental models' and meaningful dialogue. System maps, operating models, value maps, roadmaps, blueprints - these are all artefacts that help people understand their shared system and how they relate to it.

**Topic: Design Thinking (Business Transformation)**

Date: 16 Feb 2022

Time: 2pm to 5.30pm

Format: Online Workshop

Cost: complimentary, supported by DSG

### Instructor Profile:



Filzah started her career as a communications specialist for government ministries, with experience in crisis and strategic communications as well as research and citizen engagement. Today, as a senior branding consultant, she has worked with a range of companies across hospitality, FMCG, healthcare, energy, logistics and many others to help shape and articulate brands with purpose.

### **Topic: Design Thinking (Business Transformation)**

Date: 17 Feb 2022

Time: 2pm to 5.30pm

Format: Online Workshop

Cost: complimentary, supported by DSG

### Instructor Profile



Brian is an award-winning design leader passionate in inspiring, impacting and transforming lives with design. His 25-year career spans private and public sectors including social & non-profit enterprises, healthcare, consumer electronics, hospitality, F&B, retail, and digital platforms.

He founded (in 2010) and currently runs Design Sojourn, a design-led innovation consultancy that is passionate in making people's lives better. Notable projects include innovating customer or brand experiences with Changi Airport Group, Dulux, SMRT Taxis and MOS Burger; building design thinking cultures with Fairchild Semiconductor, Far East Organization and Cartier. Design Sojourn is currently collaborating with NCSS on 80+ projects to drive innovation and digital transformation in the social services sector in Singapore.

Brian is the Chairman of the Curriculum Development Advisory Committee (CDAC) at the Nanyang Academy of Fine Arts, appointed Design Strategist for the Design Singapore Council's Innovation by Design (IBD) Program, and an Advisory Board Member at the Innovation and Insights Center (i2i) at the SP Jain School of Global

Management. Before founding Design Sojourn, Brian was a Senior Design Manager at Philips Design, leading the brand's global portfolio in home entertainment systems.

**Topic: Design Thinking (Business Transformation)**

Date: 18 Feb 2022

Time: 9.30am to 1pm

Format: Online Workshop

Cost: complimentary, supported by DSG

Instructors Profile:



Jeremy is the Design Director of Orcadesign Consultants, a strategic design & research consultancy with studios in Singapore and Malaysia. Under Jeremy's stewardship, Orcadesign has been empowering clients' business through innovative strategies and solutions. Jeremy has been on both ends of design awards, as jury and as an award-winning team lead, with international accolades.

Jeremy has been leading Design Thinking and ethnography research and innovation programmes for both Fortune 500 companies, government agencies, international brands, local corporates, SMEs and educational institutions, guiding the stakeholders to reframe challenges, create compelling visions and propositions, and craft innovations that resonate with their target audiences.

Jeremy has been active in design education and promotion, having lectured in design institutions, such as NUS, NTU and international design camps. He has also lent his experience and insight to help sculpt Singapore's master plans in the creative industry, having been appointed to advise various Singapore government agencies.

**Alternatives (Optional)**

Upon completion of the DT workshop, companies who are keen to embark on a project using the DT approach may opt for the programmes below to further examine these problem statements:

- Design for Business Programmes (offered by Dsg, up to 80% subsidies)
  - I. **User Journey Mapping** - This introductory scheme gives SMEs an overview of the practice of improving customer experiences by better understanding how their customers interact with their products, services, and processes. Refer to this [link](https://designsingapore.org/initiatives/design-for-business-user-journey-mapping.html)<sup>1</sup> for more details.

<sup>1</sup> <https://designsingapore.org/initiatives/design-for-business-user-journey-mapping.html>



- II. **Frame & Scope** - This helps SMEs to develop sound business solutions by identifying new growth and innovation areas through a user-centred design process. Refer to this [link<sup>2</sup>](#) for more details.

## **2. Logistics Innovation & Technology Enablement Showcase**

Republic Polytechnic (RP)'s Centre of Innovation for Supply Chain Management (COI-SCM) presents its Logistics Innovation & Technology Enablement Showcase, which will be held in-person at its Supply Chain Innovation Lab.

Highlights:

- Hear how companies are deepening their supply chain competencies
- Explore a showcase of cutting edge technologies in our innovation lab
- Schedule a complimentary one-on-one consultation with RP to pinpoint specific business priorities

Date: 19 Jan 2022

16 Mar 2022

(Please only select one slot)

Time: 2pm to 4pm

Format: in-person at Republic Polytechnic

Cost: complimentary, supported by Republic Polytechnic

## **3. Human Capital Diagnostic Tool (HCDT)**

HCDT is a holistic assessment of an organisation's Human Capital Maturity level, adopting an evidence and perception-based approach and considering the business growth stage and priorities. The tool will holistically assess and recommend the organisation's state of HR across 11 key HC process areas. The Institute of Human Resource Professional Institute (IHRP) is the administrator of the programme.

Korn Ferry is appointed by the Institute of Human Resource Professional Institute (IHRP) as a key partner for delivering assessor led HCDT diagnostics. It is also the exclusive training partner for new assessors, having designed and worked with developing the tool since its inception.

A certified Korn Ferry Consultant will help organisations understand their current HR maturity level through easy dialogues with the business leader and HR. The HCDT resulting personalised assessment report will not only provide peer benchmarks but also help identify gaps for improvement across 11 key HR areas.

Using insights from the diagnostics, the Korn Ferry consultant will then provide recommendations and help the organisation make informed human capital decisions, such as where to invest their resources in order to better meet the needs of the business and its workforce.

Duration: 4 hours of contact time over two meetings

Dates: From Feb 2022

Cost: complimentary, supported by Korn Ferry and IHRP

<sup>2</sup> <https://designsingapore.org/initiatives/design-for-business-frame-and-scope.html>



## **Stage P: Pathway Assignment**

With an understanding of the problem statements that the company would like to tackle, SBF could then work together with the company and guide the company to the most appropriate agencies and programmes. Several pathways are laid out: innovation, skills and training, business process redesign, internationalisation, and function enhancement.

The company can now work to solve the problem statements with the relevant agencies.

### **Examples of Pathways**

#### Open Innovation

IMDA's Open Innovation Platform (OIP) accelerates digital innovation by matching real business challenges of problem owners to technology solvers. This pathway is suitable for companies who are ready to create innovative products and solutions with tech innovators, start-ups, tech companies, or research institutes. The OIP is a structured innovation process, and IMDA also provides free access to a physical innovation facility from ideation to commercialisation.

Companies can access IMDA innovation facilities such as prototyping lab, 5G testing lab, dedicated marketing outreach of your challenge and tech expertise. Where applicable, prototype development can receive 10-man-day of digital design consultants.

Duration: 6 - 12 months

Prize money: from \$20,000 as prize money for prototype

#### Digitalisation

RP's Skills and Technology Enablement Programme (STEP) is a capability programme that supports companies' digital transformation journey by strengthening their digitalisation competencies. Currently, RP offers two STEP-Series bite-size programmes: STEP-SCD to re-engineer supply chain processes to incorporate industry best practices and STEP-INA to identify digitalisation opportunities in everyday operations of work.

Duration: 1 week

Cost: varies (SSG funding support available)

#### Warehouse Optimisation

RP's goDCE is a systematic approach to drive performance improvement for warehouse operations. Blending experiential learning and business results, the programme uses Performance Measurement Framework to objectively assess performances of warehouse processes, external performance comparison to identify gaps and establish improvement targets and LEAN improvement methodologies to generate effective improvement action plans.

Duration: typically 12 - 14 weeks

Cost: varies (SSG funding support available)

#### Supply Chain Enhancement



1. RP's GoRPA is a program specifically designed to enable companies get up to speed with the capabilities of RPA quickly & learn to apply it directly to their work process. It consists of a 2-day training, and/or actual use-case projects implementation at the company's premise.

Duration: typically 5 - 7 weeks

Cost: varies (SSG funding support available)

2. RP's GoLEAN is designed for local companies to quickly internalise & apply LEAN principles in their business.

It consists of a 3-day training at RP's LEAN Model Factory/Warehouse, and 6 project sessions at the company's premises. The LEAN Lab is specifically designed to simulate a realistic operation environment. Participants get to experience first-hand:

- How a production work flow can be hindered by employee mind-set constraints, and
- How it can be systematically optimised to achieve further improvement in productivity (100%), and reduction in inventory/space required (50%)

Another key feature of GoLEAN is the requirement for participants to implement an actual LEAN project in their company - with facilitation provided by COISCM's experienced staff. In so doing, they get a jumpstart as LEAN practitioners - thereby speeding up the company's transformation journey in LEAN.

Duration: typically 9 - 12 weeks

Cost: varies (SSG funding support available)

### Human Capital Solutioning

Companies are taking advantage this time to reset their processes and lay a strong foundation for future. Companies may wish to tap on IHRP's expertise to invest in progressive Human Capital (HC) practices to attract and develop talents and improve staff engagement and retention.

The Institute for Human Resource Professionals (IHRP) is the HR professional body backed by the tripartite partners, MOM, SNEF and NTUC to be an internationally recognised HR authority, defining HR standards of excellence and leading the adoption of progressive Human Capital practices. This initiative supports businesses' efforts to build a strong set of Human Capital process that will help drive sustainable business outcomes.



HR Mentorship Programme

(worth up to \$15,000)



IHRP Corporate Partner

**i. Align HR to Business Strategy** - Transform HR practices to develop a more agile workforce, with a common understanding of business goals and direction

**ii. HC Mentorship Programme** - Implement a Roadmap in 3 critical human capital process areas with the help of IHRP Mentors.

Duration: 32 hours per month per module, with 2 sessions of 4 hours face to face





An initiative by:



Cost: Complimentary for Small and Medium Enterprises (SMEs) that meet all of the criteria below:

- Locally owned Singapore incorporated company with less than 200 employees and/or less than \$100 million in revenue size
- Has in employment or contracted at least one IHRP Certified HR Professional (IHRP-CA, IHRP-CP, IHRP-SP and IHRP-MP)
- Willing to pledge support for IHRP Certification as a preferred hiring criteria for HR positions

#### Talent Attraction

ITE has several programmes available to support companies in its talent attraction and management efforts.

Date: Jan 2022 onward

Cost: varies