

Innovation & Design Thinking - The GRASP™ method

By Joel Ng



INTRODUCTION

In today's ever-changing business landscape, it is essential for organisations to be equipped with the mindset and tools for continuous innovation. The GRASP™ Method integrates various innovation tools such as design thinking, behavioural insights, lean processing, Scrum and Scramper to help participants solve any problem, enhance existing situations and invent something new. GRASP™ essentially focuses on the "how" of things – to put method to practice and demystify the innovation and problem-solving process for the layman.

This interactive one-day workshop provides participants with an overview of innovation and the steps involved as well as an appreciation of the tools required to help them address any organizational problems or issues.

LEARNING OBJECTIVES

By the end of this workshop, participants will be able to:

- Understand the GRASP™ Method
- Apply design thinking principles to organizational problems and needs
- Unify various innovation tools such as design thinking, behavioural insights and lean processing under one integrated framework
- Apply the 5-stage process of Ground Sensing, Root Cause, Assessment, Solutions and Prototype
- Appreciate the importance of iterations in innovation

COURSE OUTLINE

1. Defining the issue to be addressed
2. The Big Picture – What is the big deal about the issue?
3. Basic Components, System Flows and Assumptions
4. Evaluating Assumptions & Justifications
5. Root Cause Assessment
6. Defining the Problem Statement
7. Sponsorship, Buy-in & Commitment for Trial of Ideas Generated
8. Evaluating the Solution – Is the solution obvious?
9. Revisiting Basic Components, System Flows of Problem Statement
10. First Impressions, Crowdsourcing, Idea Rubik, Morphological Matrix or Implosion
11. Identifying your Top Idea
12. Prototyping your Top Idea
13. Testing & Gathering Feedback

FOR WHOM

This course is ideal for innovation managers, product development professionals or anyone who is involved in the planning and implementation of the organization's innovation strategy.

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ABOUT THE TRAINER

Joel Ng

Joel has experience in strategizing and implementing innovation culture frameworks to drive behaviours for various organizations. As a former Innovation Lead for the Ministry of Home Affairs, Joel has led several national innovation programmes which address and tackle digital and security issues including the Ministry Family Digitalisation Plan, SGSecure counter-terrorism initiatives and collaboration with universities under the Security Awareness for Everyone programme.

Joel majored in electrical engineering and has a graduate diploma in change management.