



LEGO® SERIOUS PLAY® Workshop Series: Design Thinking Bootcamp: A Hands-on Experience of Human-Centric Design with 3D Model

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

“Almost all creativity involves purposeful play” Abraham Maslow said. Play taps into the creative power of our brain and may unlock potentials that otherwise inaccessible.

In this workshop, you will learn to:

- Think holistically when solving customer problems;
- Think creatively about possible solutions;
- Work collaboratively with others in the process of problem-solving.

Whether you are a novice or veteran in Design Thinking, you will find yourself busy with your hand and mind during the course of the program, all for adding value to customer problems.

Programme code	10013980-11
Date and time	6 Jul 2023 (09:30 – 18:00)
Venue	HKPC Building, 78 Tat Chee Avenue, Kowloon
Medium	Cantonese; OR Bilingual (English and Cantonese)* <i>*if there is any non-Cantonese speaking participant</i>
Course fee	HKD 4,060

Special feature

This workshop adopts the use of the LEGO® SERIOUS PLAY® method. The LSP method is a series of hands-on, minds-on learning activities. During the workshop, participants will be able to draw insights not only from themselves but also from others, reflect on their current situations, and apply in the context of work environments. As a side benefit, participants will find themselves a creative brick builders and amazing storytellers!

Learning Objectives

- To introduce and apply the principles of Design Thinking in innovation
- To learn and practice the LEGO[®] Serious Play[®] methodology for problem-solving and decision-making
- To create 3D models that represent innovative solutions for real-world challenges
- To foster collaboration, communication, and creativity among participants

Course Outline

- Introduction of Design Thinking with mini-LSP activity
- Empathy mapping
- 3D persona development
- Hands-on, minds-on ideation exercise
- Customer Journey creation
- Customer Journey diagnosis and action planning
- Wrapping up in Design Thinking process
- The impact of play in creativity and innovation
- Roadblocks to innovation
- Warp-up

Target Audience

- Service Designers, UX Designers, Product Developers
- Management and Change Management Professionals
- Scrum Masters, Product Owners, Agile Coaches
- Managers, Team Leaders
- Human Resources practitioners
- Recruiters, Head-hunters
- Teachers, Professors, Researchers
- Anyone who is interested in Design Thinking or the LEGO[®] SERIOUS PLAY[®] method

Award of Certificate

A certificate of attendance will be issued by the Hong Kong Productivity Council to participants who has completed the course.

Trainers

Brian TANG

Brian is the first person in the world to train LEGO® SERIOUS PLAY® Methods Facilitator in Chinese. Certified LEGO® SERIOUS PLAY® Methods Facilitator. Strategic Play® Group Licensed Trainer in LEGO® SERIOUS PLAY® Methods in China. TAE40110 Certificate IV in Training & Assessment and TAE50111 Diploma of Vocational Education & Training. Registered Corporate Coach™. Master of Business Administration.

Brian has over 10 years of experience in talent development and trainings specialising in adult learning, vocational learning, blended learning and LEGO® SERIOUS PLAY® method. He has delivered a vast array of programmes in the areas of leadership development, management skills, storytelling, presentation and train-the-trainer etc. Audience ranges from frontline staff, management executive and training & development manager.



Joe LEUNG

Joe is a Certified Facilitator of LEGO® SERIOUS PLAY® Methods. He applies methodologies from LEGO® Six Bricks, Playbox Methods, IDEO U of Design Thinking Process and Board Game Education. Armed with more than 15 years of experience in the education sector and a wealth of playful tools at his disposal, Joe is now devoted in designing and delivering playful yet powerful learning activities. He aims to facilitate both adults and kids to acquire knowledge and skills in the state of “flow”.



Enrolment

1. Scan the QR code to complete the enrolment and payment online. OR
2. Mail the crossed cheque with payee name “Hong Kong Productivity Council” (in HK dollar) and the application form should be mailed to HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms KWOK). Please indicate the course name and course code on the back of the cheque and envelope.

[Enrolment form can be downloaded at <https://www.hkpcacademy.org/en/enrollment.jspx>]



More information