Creative & Design Thinking: Superpowers for real problems

"Creative and Design Thinking for Business" Training series

Duration **Intensive 2 Days course**

Can be facilitated in 3 independent courses

David Daoud
Founder & CEO, E-learn2grow
And Principal Consultant

Major benefits of attending

Are you a creative person? If you believe that creativity can be a much-needed source of competitive advantage – and you want to turn that possibility into reality – this unique, fully-blended learning programme, is going to be perfect for you and your organization.

Creative and Design Thinking for Business will maximize the return on your innovation training investment, by combining creative and Design thinking skills training with the opportunity for team building.

- Enhance problem solving skills; Augment strong logical and analytical thinking with techniques to improve creative thinking.
- Individual coaching by the course facilitator on how to use the techniques in the workplace – individually and when running your own creativity sessions with others; Confidence booster – being able to have faith in your own ideas so they are easily expressed.
- Learn how to extract 'innovative' concepts and multiply the number of ideas you generate; Gain several proven practical tools to support creativity and problem solving in the workplace; Improve team working, enhance motivation and provide greater job satisfaction.

We will analyze **case studies**, **real world** lessons and you will put yourself in the shoes of a **Lean Startup** and will use **prototyping** workshop to better prepare you.

Overview of course content

"Problems are only opportunities in work clothes" *Henry J. Kaiser*

The starting point for this popular creativity course is "how to be creative". The **importance of innovation training** is well recognized, but creativity at work doesn't occur only **by chance**. Learning how to be more creative involves understanding the **creative process** and how to use and apply techniques which develop new perspectives, generate new ideas and solve practical problems.

Training in creativity is essential for organizations that need to achieve and maintain a **competitive edge**. Knowing how to generate **new ideas** consistently and inject **new thinking,** will benefit the development of any organization – creativity isn't just relevant; **it's essential**.

The emphasis is on learning creativity techniques that have **practical applications**, with a clear understanding of how the **creative process** works. **Take your business forward**, **Improve team morale** and see how you can **all contribute and feel empowered**.

Session One Generating Ideas and developing your superpowers! – Half day

Creativity is sterile if action does not follow from it. Ideas must be evaluated, improved, polished and marketed before they have any value.

Learn why it is essential for individuals and organizations to be more creative. Understand what type of thinker you are so you can develop your own personal creativity and help others access theirs. We will step back from the words and focus on the practice to **Experiment**, make new **connections**, force **relationships**, question **assumptions** and **perform** other techniques to see information in a **new way**.

During this session we will learn by practicing at least 4 key games

Session Two Understand and solve your real business problem! – Half day

Innovation is NOT a black box and the ability to think creatively is NOT the mysterious one that belongs to a special class of people. You are ALL creative and genius!

Business creativity is all about finding fresh and innovative solutions to problems, and identifying opportunities to improve the way that we do things. As such, anyone can be creative, just as long as they have the right mind set and use the right tools. We will walk through the Design thinking process via 4 key questions: what is; what if; what wows; what works?

The key to a good problems definition is ensuring that you deal with the real problem, not its symptoms. Ask the right questions, and work through the layers of a problem to uncover what's really going on.

*During this session we will learn by practicing at least 4 key games*

Session Three Creative & Design Thinking: Superpowers for real problems – One day

"The Macintosh team was what is commonly known as intrapreneurship... a group of people going, in essence, back to the garage, but in a large company." Steve Jobs

From understanding the key benefits of hearing the Voice Of your Customers, who they are, we will walkthrough entrepreneurship and entrepreneurship mindsets. The key driver of this session is the ability to put yourself in the shoes of a startup, to create your product and its killer feature; to pitch it to investors and peers; to generate ideas to solve real problems. Then we will use Agile and Design Thinking skills to sketch and to create a real prototype of your product.

Group activities provide an effective way to learn creativity and problem-solving skills. We will play activities presenting skills in the form of games, a non-threatening and fun way.

Workshop overview
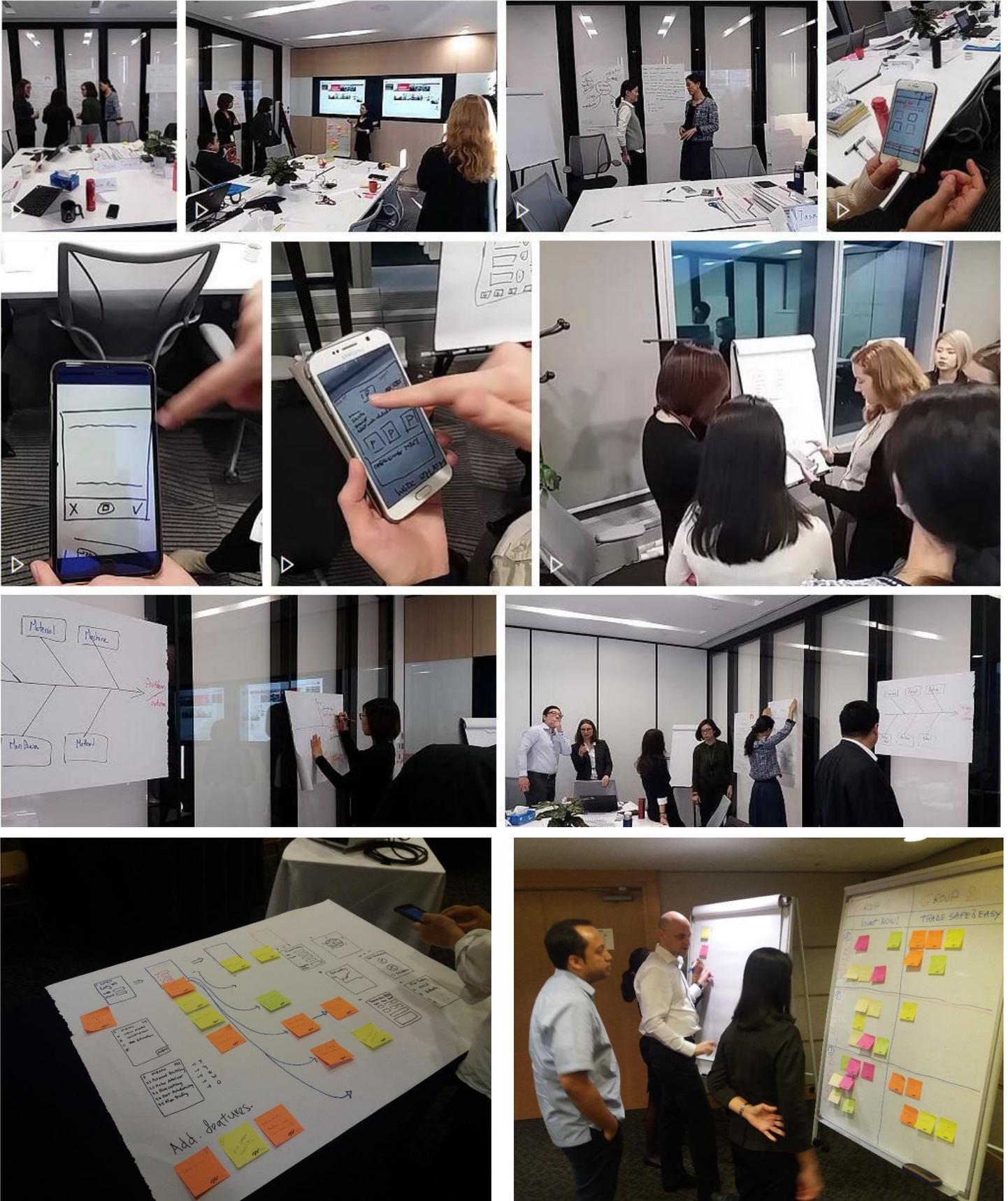
Why you should attend?
We've found the main reasons for people to attend are the following:
- To address challenges that cannot be addressed by conventional thinking alone.
- To improve creative thinking – unleashing personal creativity and that of others.
- To augment strong logical and analytical thinking skills with the ability to think creatively.
- To add to existing management, leadership or graduate development programmes.

Who should attend?

Anyone who needs to think creatively or look at a problem from different perspectives – the course has been used for all levels of personnel within an organization. It is perfect to fill identified gaps in development programmes or to bring a team or group up to speed with creative thinking.

Program schedule

Morning session

08:30   Registration
09:00   Morning session begins
10:40 - 11:00   Refreshments & networking break
12:45   Course End

Or/and

Afternoon session

13:30   Registration
14:00   Afternoon session begins
15:40 - 16:00   Refreshments & networking break
17:45   Course end

Introduction: Who is David?

David is active in the FinTech, InsurTech and EduTech ecosystems. He is looking forward to continuing to create the bridge between people. He is keen to meet people and to lay down a stepping stone for future partnerships! David was ambassador of La French Tech Hong Kong, and is currently a passionate volunteer at Tabitha Foundation Hong Kong.

Professional and leadership experiences

Strong of his 17+ years' of international experience, of which 15+ years in the financial industry. David worked on various *international organizational, digital and FinTech projects across Europe and Asia*, with a focus on the *FinTech domains*, the *Global Transaction Banking* (including Payments, Cash Management and Trade Finance) and *Corporate & Investment Banking activities*.

David has a *banking*, *consulting* (As principal consultant at Maltem Consulting Group) and *entrepreneur* background. David is covering domains coming from Process reengineering and operational efficiency, risks and compliance, operating model design / implementation to digital strategy, FinTech innovation and so on.

He worked with major banks such as *Le Credit Lyonnais* (2 years), *Credit Agricole CIB* (7.5 years), *BNP Paribas* (2 years) and *Societe Generale CIB* (3 years). He is also deeply involved in proposition of solutions for major insurance companies such *AXA* and *Manulife*. More widely, David has worked with a diverse clientele throughout his career – including companies from the banking, insurance, consulting & professional services, technology, media, aerospace and transportation industries.

David had to managed directly and indirectly up to 30 people and achieved large-scale strategical projects with several millions of benefits and savings. David collaborated closely with clients to develop strategy on business, organization of corporates and employee communications, corporate change management initiatives, and crisis management.

Corporate Training Experience

David is founder and CEO of E-learn2grow, which aims to help professionals to upgrade their knowledge, and skills *to keep up with changing environment*. E-learn2grow is also helping its client to keep up with the digital and financial revolutions, which brings changes in their organization. E-learn2grow is providing turnkey and tailor-made *E-learning* (Instruction Design, E-Learning conception/development), *corporate trainings*, *workshops* and *conferences/seminars*, as well as E-learning platform implementation and support services.

His role in several banks, Maltem Consulting Group and E-learn2grow allowed David to gain first-hand experience in *mentoring and coaching staff members and managers*. With his strong interest in leadership and talent development, he initiated and developed several internal management training workshops for the firms.

He also *designed and conducted more than a dozen local and regional corporate training programs* to equip employees, managers and executives to act more efficiently with diverse stakeholders including staff members, the media, professional and retail investors. Companies that she has provided FinTech, quality, creativity and innovation management, or management training, workshops and seminars include: Credit Agricole CIB, Societe Generale CIB, Maltem Consulting Group.

Education & Professional Accreditations

David obtained a *Master in Management*, major project management and business engineering from National Conservatory of Arts and Crafts (Higher education – CNAM). He is also graduated from the CFPB where he obtained two diplomas in *banking, finance and economy* (Institut des Techiniques Bancaires and Brevet Professionel de Banque). He as a bachelor degree in **engineering** from the University Lille 1 in France.

David is *certified Quality Internal Auditor* (ISO 19011 Standards-AFNOR Certification), *Lean Six Sigma Green Belt* and *Certified Scrum Product Owner*® (Scrum Alliance). He got several professional trainings and certificate of completion of FinTech, Investment Banking, Information Security, Risk Management, Compliance, Ethics etc.…

David is fluent in *English*, *French* and *Arabic*, Beginner is *Mandarin*, *Cantonese*

Recent references

Figure 1: Since 2016, David is member of the Hong Kong FinTech community

Figure 2: Prepared, designed, moderated the panel discussion - Hong Kong

Figure 3: Prepared, designed, Moderated the panel discussion - Hong Kong

Figure 4: Animated InspireCast podcast on FinTech and digital banking

Figure 5: Organized the conference and moderated the Panel on Blockchain at Societe Generale in Hong Kong

Figure 6: Organized the conference and spoke. Panel on AI domains at Societe Generale in Hong Kong

Figure 7: Animated a training on "Understand FinTech" at Maltem Consulting group

David had been interviewed or cited in several specialized newspapers' articles as Agefi, GMC Podcast, Journal du Net, guide informatique, Trait d'union, Lazuli International, DocAuFutur, Linkedin…