

Singapore

Retail

# HARNESSING THE POWER OF A DESIGN SPRINT TO DRIVE INNOVATION & BUSINESS GROWTH

Arming staff with the knowledge on how to turn their ideas into executable plans of action



## AT A GLANCE

### Challenges

- Staff are unsure of where or how to start. They may have innovative ideas but are uncertain on the structures and processes to present these ideas in a cogent manner
- Due to their daily work, staff are less inclined, as a result, to give further thought to concepting innovative ideas

### Outcomes

- Teams have a clear understanding of the Design Sprint process
- Created the ability to systemically take an idea, build & pitch it to stakeholders
- Teams are energised and view innovation in a much more positive light

## OUTCOMES

### One

Senior Coaches Dao Wen Chang & Garfield Ying created a structured, step-by-step programme that kept the teams engaged

### Two

There were a lot of hands-on and one-to-one coaching. Workshop was interactive and teams are now well-versed in developing a proper business pitch

### Three

The 10 teams also learned how to improve the Customer Experience

### Four

Two teams successfully pitched to stakeholders and received extra resources to develop their MVP

## OBJECTIVES

Our client, who is a global payment solutions company, wants to build an innovation culture within their organisation in Asia Pacific.

It was important that their staff develop a passion for innovative thinking and the ability to cultivate those ideas into a cohesive & executable strategy that can contribute to revenue growth in the region.

They understood the need for experienced coaches who can guide their people on the process to help them achieve their objective of generating new business ideas to pitch to management. They reached out to why innovation! to conduct an intensive Design Sprint workshop to achieve their objectives.

## CHALLENGE

HQ often encourages employees to submit innovative ideas through official innovation challenges. However, participation in these challenges are often low, due to challenges.

As internal trainings are typically popular, the solution then was to hire external assistance to conduct a training workshop. This endeared strong, positive participation from the staff. However, there were initial concern over the scope of the workshop's budget that impacted its viability.

