Today, 'innovation' has gone beyond buzzword status to be a key strategic imperative for aviation organisations looking for continued growth amid complex operating environments. Leaders can use design thinking methodology to embed a culture of innovation and creativity to tackle these complexities and establish competitive advantages. Companies which have been successful in implementing design thinking include IBM, PepsiCo and Netflix.

WHY YOU SHOULD ATTEND

Jointly developed with the renowned National University of Singapore, this course is one of the few globally available Design Thinking courses that are aviation-focused. Design Thinking uses solution-focused thinking to combine logic, imagination, intuition and systemic reasoning to create desired outcomes to benefit the customer and ultimately the organisation, so as to enable continued growth into the future. Experiential learning activities with prototyping, mobile learning (with Gnowbe apps) and facilitated group discussions are introduced to reinforce the learning journey.

WHAT YOU WILL LEARN
Upon completion of this course, you will be able to:
- Understand and apply a structured 5-step Design Thinking process to solve process problems
- Apply skills to develop innovative solutions based on stakeholders' needs
- Develop new ways to collaborate across all functions of the organisation

WHAT IS COVERED
- Design Thinking to Design Doing
- 5-step Design Thinking process
- Apply 5-step process to real-life issues
- Personal reflection to crystallise learning and build commitment to shift mindset
- Sharing by airport operators and regulators on solving real-life problems in the airport using Design Thinking

LEARNING ACTIVITIES
- Case Studies
- Prototyping exercises
- Discussions and exercises
- Learning journeys to Changi Airport

WHO SHOULD ATTEND
This course is beneficial to personnel involved in regulation, design, development and operations of airports from civil aviation administrations, airport authorities and operators who are tasked with problem solving and looking for new approaches that create value for stakeholders.

DURATION
Day 1 – 3: Future Airports: Fundamentals in Design Thinking
Day 1 – 5: Future Airports: Design Thinking for Airport Operators and Regulators

FEES
Future Airports: Fundamentals in Design Thinking: To be advised
Future Airports: Design Thinking for Airport Operators and Regulators: To be advised

Fees may also be paid in USD. Participants from Singapore are required to add GST to the course fee.

DISCOUNT
- SAA Alumni – 10% discount
- Group Discount – Enjoy a group discount for three or more participants registered at the same time from the same organisation and billing source:
  - Three to six: 10%
  - Seven to nine: 15%
  - Ten or more: 20%

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