



WorldPartner of American Society for Quality (ASQ)
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Seminar on “Design Thinking for Quality Management”

Friday, 16th Aug 2018, 7:00pm – 8:00pm

Introduction	<p>There is no dearth of methodologies for continuous improvement in today’s quality management world. In fact, Six Sigma, Lean or TRIZ provides a structured set of methods for quality management along with a set of problem-solving tools.</p> <p>Design Thinking method was developed by d.School of Stanford University and there were three featured articles about the method on Harvard Business Review in the last four years. Design-led companies such as Apple, Pepsi, IBM, Nike, and P&G have outperformed the S&P 500 by an extraordinary 211% according to the Design Value Index created by the Design Management Institute.</p> <p>Integrating Design Thinking approaches with improvement initiatives brings the ‘human-centered’ element into focus, by driving conversation on ‘desirability’ of the solutions being proposed for execution deployment. When desirability is considered alongside viability and feasibility on quality improvement projects, it significantly improves change management and adoption.</p> <p>In conclusion, Design thinking is a systematic and collaborative innovative problem-solving approach focusing on customers’ unmet, hidden and potential needs, getting information by direct observation, and testing it in a disciplined way. When design principles are applied to strategy and innovation, the success rate for quality innovation dramatically improves.</p>
Speaker	<p>Mr. David Chung (Founder and Senior Partner of InnoEdge Consulting) He specialized in the area of business transformation, innovation management and Design Thinking. He has around 20 years of experience in consulting and training across different sectors, including public services, travel, retail, beauty and cosmetics, hospitality, and financial services. In the past 5 years, David managed more than 20 large-scale Hong Kong-based and regional-based business transformation projects in Asia, and managed over 200 innovation training classes. He was the Head of SGS Academy HK, Head of Enterprise Learning at Dun & Bradstreet Hong Kong, Head of Marketing at two of Hong Kong’s leading beauty and cosmetic companies.</p>
Date and Time:	<p>Friday, 16th Aug 2019, 7:00pm to 8:00pm Registration starts at 6:45 pm</p>
Venue:	<p>Meeting room P7303, AC1, CityU (Lift 6 – Left hand side of the Main Entrance)</p>
Fee:	<p>Free of charge. All are welcome, with priority given to members of the organizers</p>
Number of participants:	<p>Maximum 30</p>
Language:	<p>Chinese (Cantonese)</p>

For Registration, please click [here](https://forms.gle/qxYTyCCBiVEecVMv8) or visit the following link: <https://forms.gle/qxYTyCCBiVEecVMv8>

Deadline for enrollment: Wednesday, 14th Aug 2019

Don’t miss this opportunity. Number of seats is limited. ACT NOW!

Please do not use a smart phone to register as it may not work