



# On the Job Innovating Program

facilitated by  
**OCIAS** Corporate  
Innovation  
Consulting

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CEO & Co-founder Corporate Innovation Asia  
Co-Founder of Kubik Leadership Group  
Master Trainer, Coach & Consultant  
Chairman, SuksesMulia Foundation

Doctor of Management, Binus University  
Magister Psikologi, Universitas Indonesia  
Bachelor of Commerce, University of Melbourne

NLP Master Practitioner, Society of NLP, USA  
Certified Practitioner Coach, Global Trust, India  
Certified Coach of Erickson College International  
Business Model Generation, Strategyzer  
Design Thinking, Stanford Uni, MIT Sloan  
Digital Business, Columbia Business School

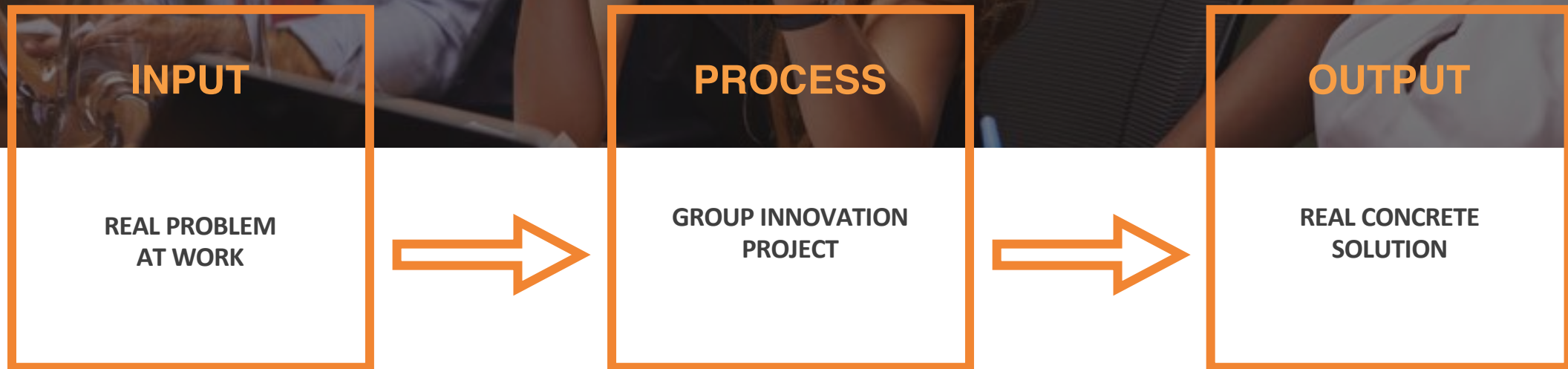
Married with 4 Children  
Live in Jakarta, Indonesia




# On the Job Innovating

**A 15-17 weeks Innovation Development Program which involve employees from diverse range of functions without leaving their day-to-day job.**

# On the Job Innovating

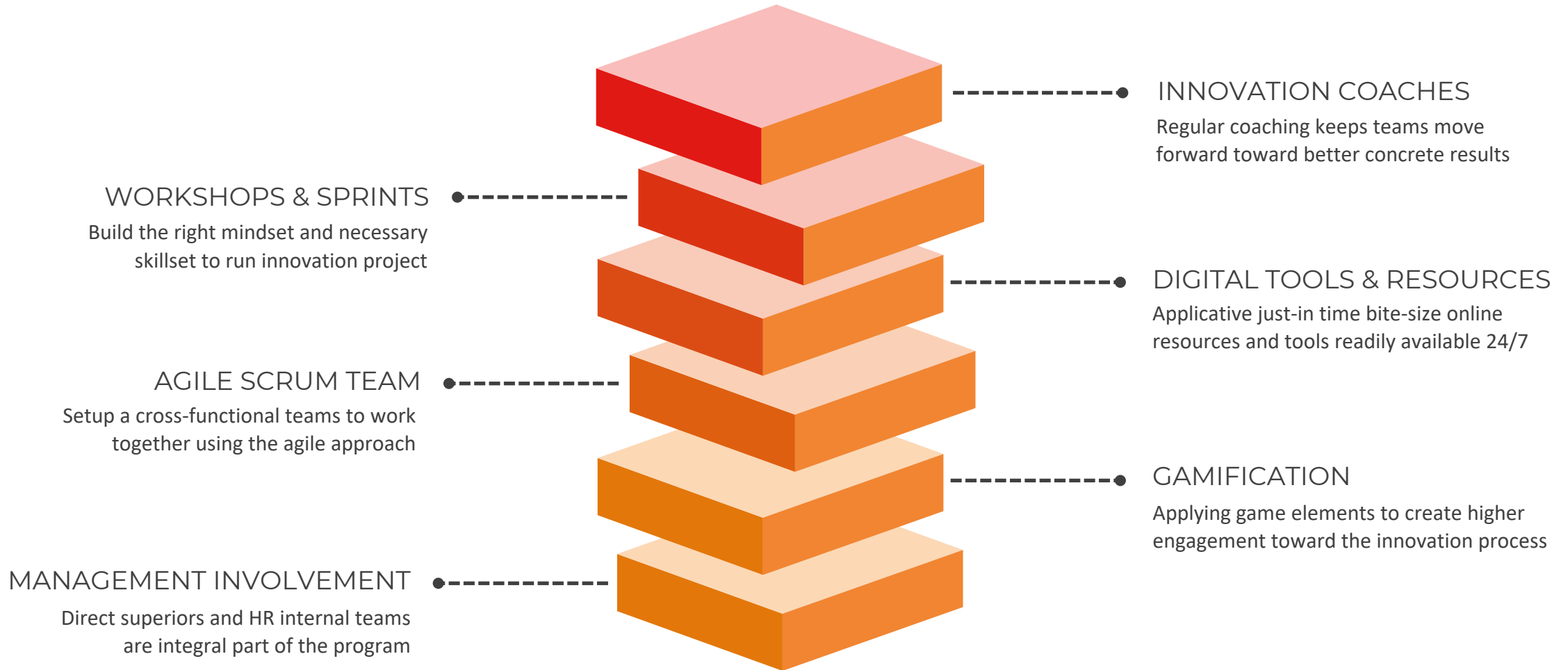




Three Characteristics of  
On the Job Innovating

**Relevant** to participant's job  
**Real** project and real impact  
**Endorsed** by their superiors

# CORE ELEMENTS



# PROGRAM OUTCOMES



## GROWTH MINDSET

Believe that their abilities can be developed through dedication and hard work – thus creates a love of learning and a resilience.



## INNOVATION SKILLSET

A combination of cognitive skills (e.g. the ability to think creatively and critically) and behavioural skills (e.g. the ability to solve problems, to manage risk).



## COLLABORATIVE ATTITUDE

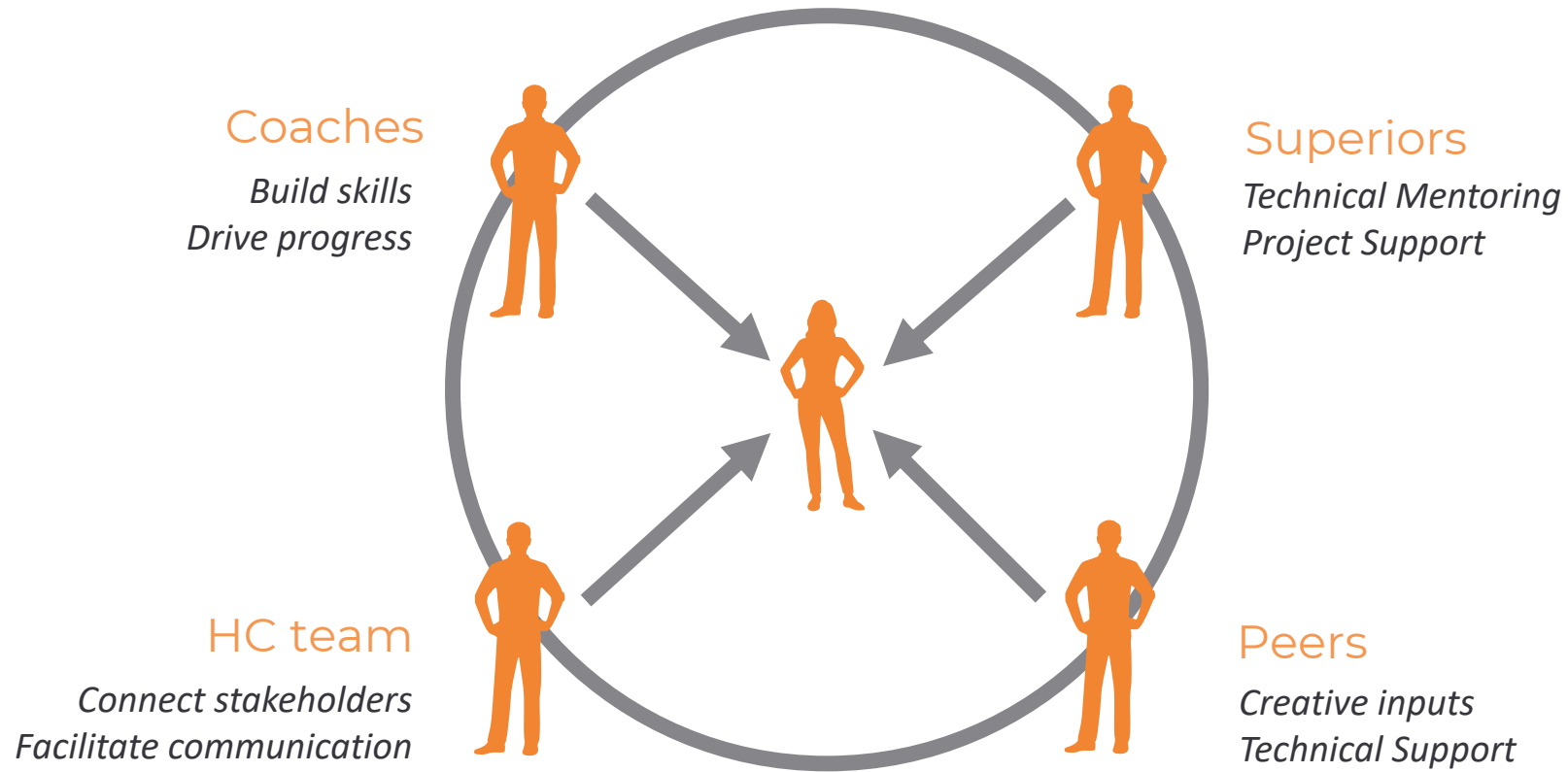
Able to work effectively with others; taking actions which respect the needs and contributions of others; negotiating a win-win solution to achieve team objectives.



## REAL WORKING INNOVATION

Able to apply better solutions that meet new requirements, unarticulated needs, or existing market needs through more effective products, processes, or services.

# Circle of Support



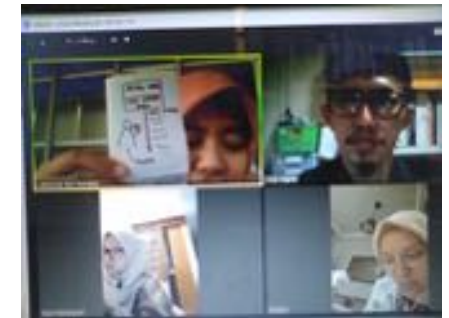




Plenary session (large class)



Group activities



The workshop is conducted in plenary sessions (large class) and in small groups, each of which will be guided by a group facilitator.

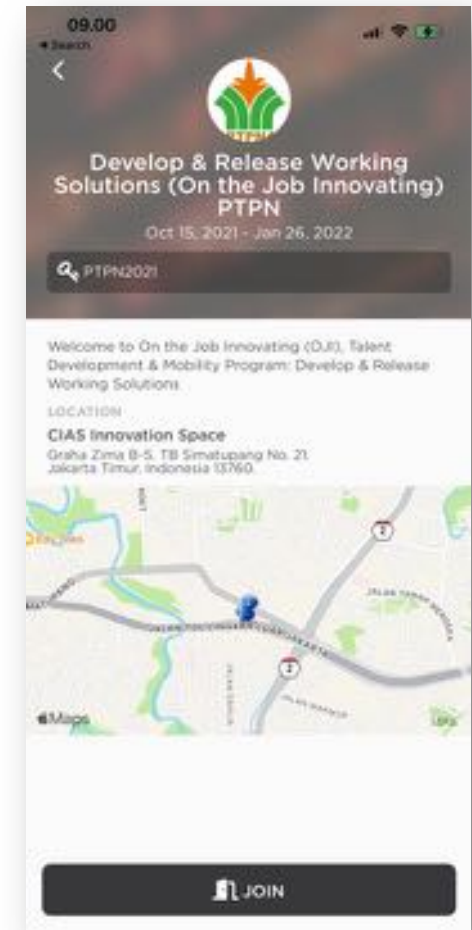
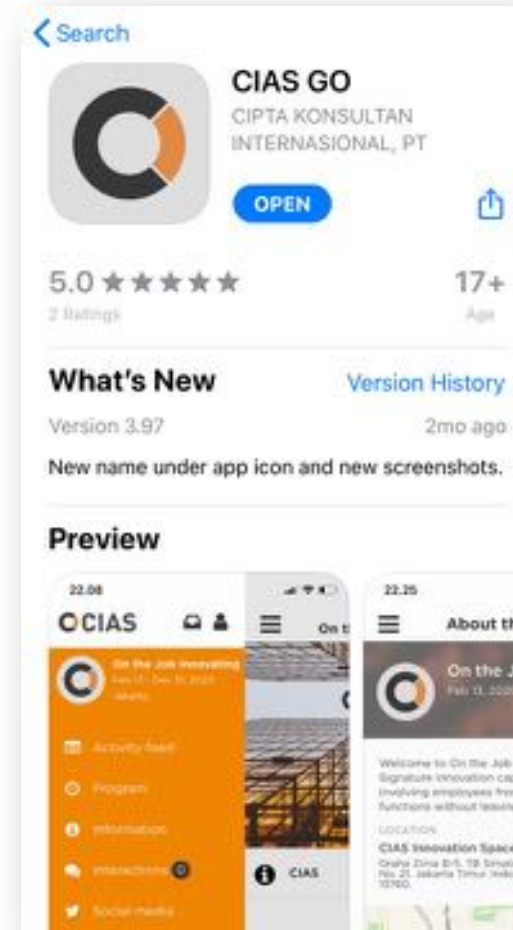
# CIAS GO

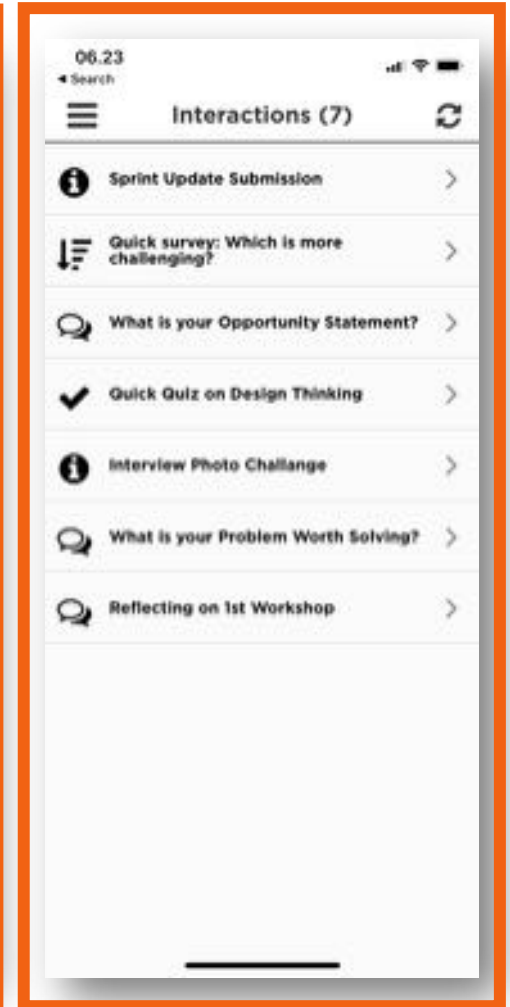
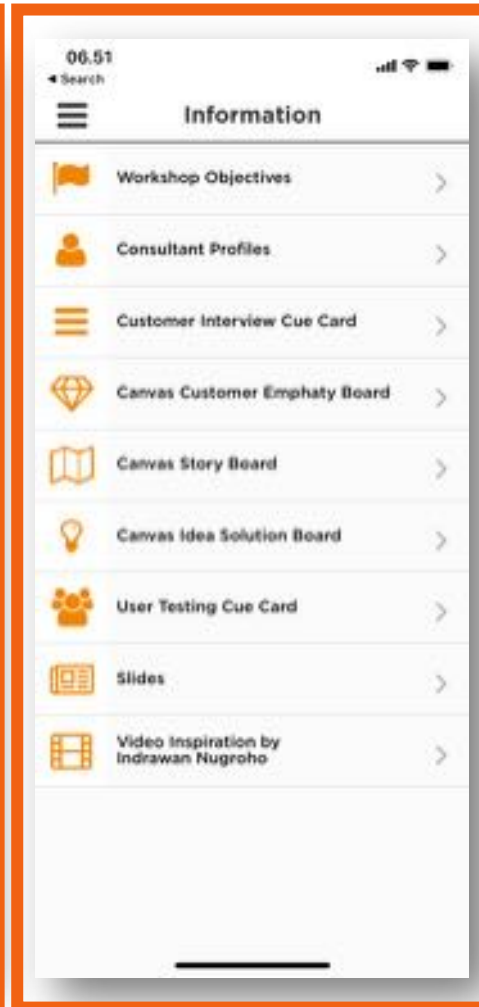
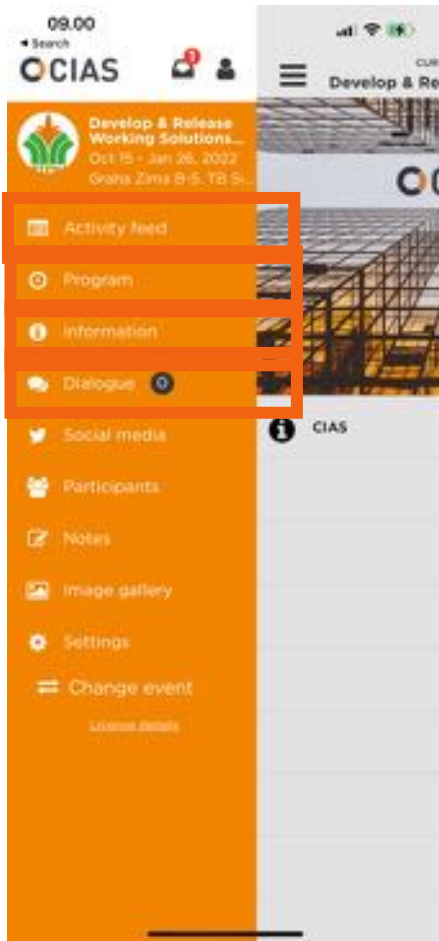
CIAS GO is an application to help our clients, program participants and squad members to access various important information on their ongoing projects with CIAS.

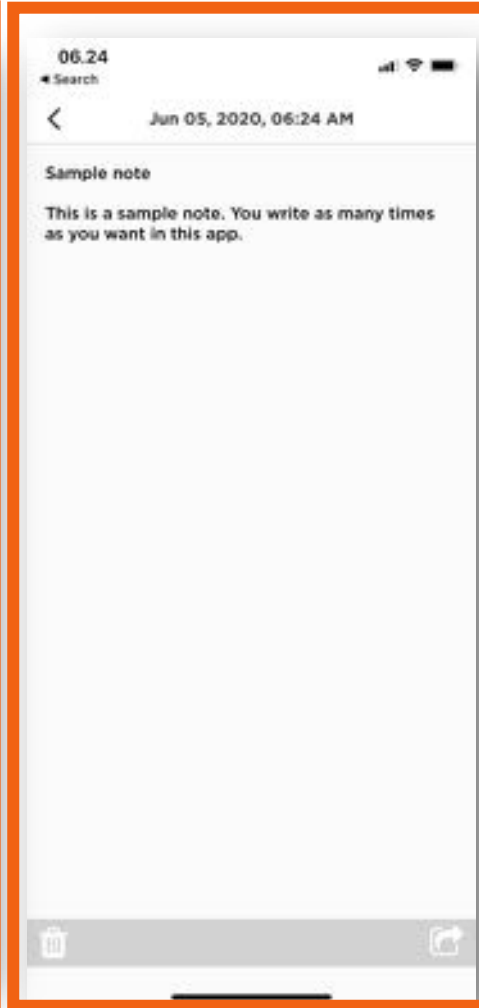
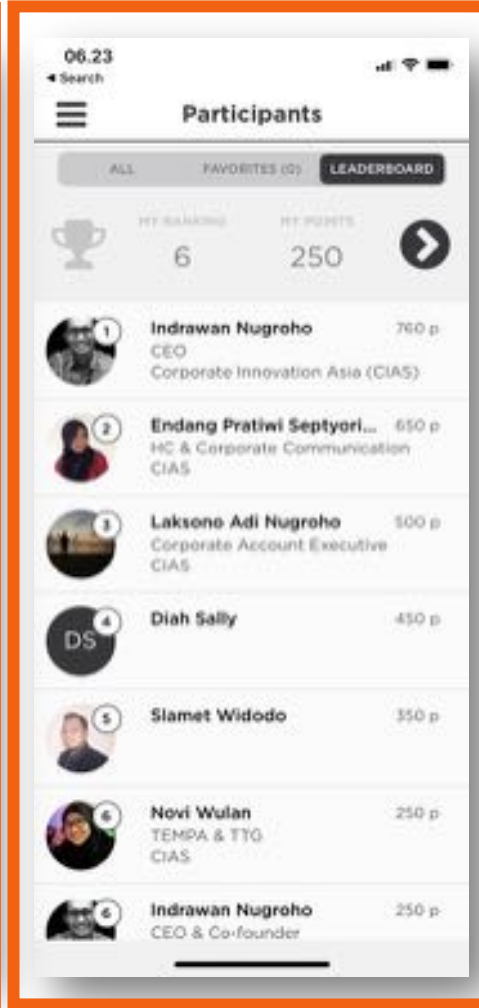
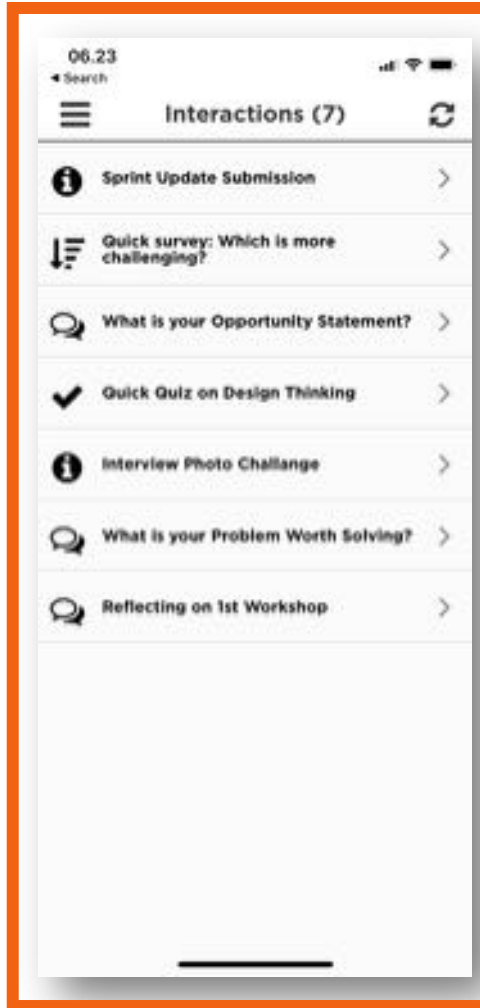
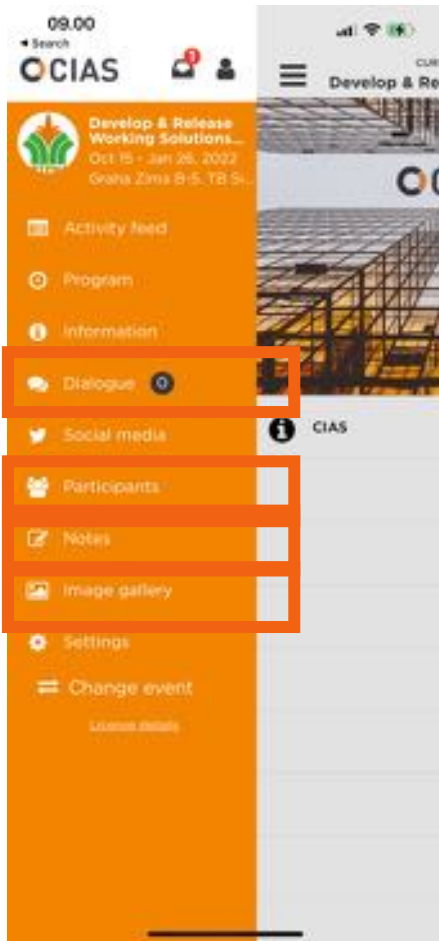
This app also provides the tools and materials required for delivering impactful projects. You can also use this app to see program details and agenda, take polls, start a discussion and ask questions to our consultants. The app will be used to send out push notifications to participants.



**SILAKAN DOWNLOAD SEKARANG**  
**MASUKKAN EVENT CODE: PTPN2021**









Workshop participants can use a single virtual board to work collaboratively on ideas and prototypes at the same time.



Brainstorming session → New product idea → Prototyping → Prototype evolution → Review → Brainstorming session → Quick design → Prototype evolution

**EMILY**

**MATTHEW**



# TIME BOXING

Get to know your facilitator

Download and learn CIAS GO

Give your Squad a unique name

Methodology:

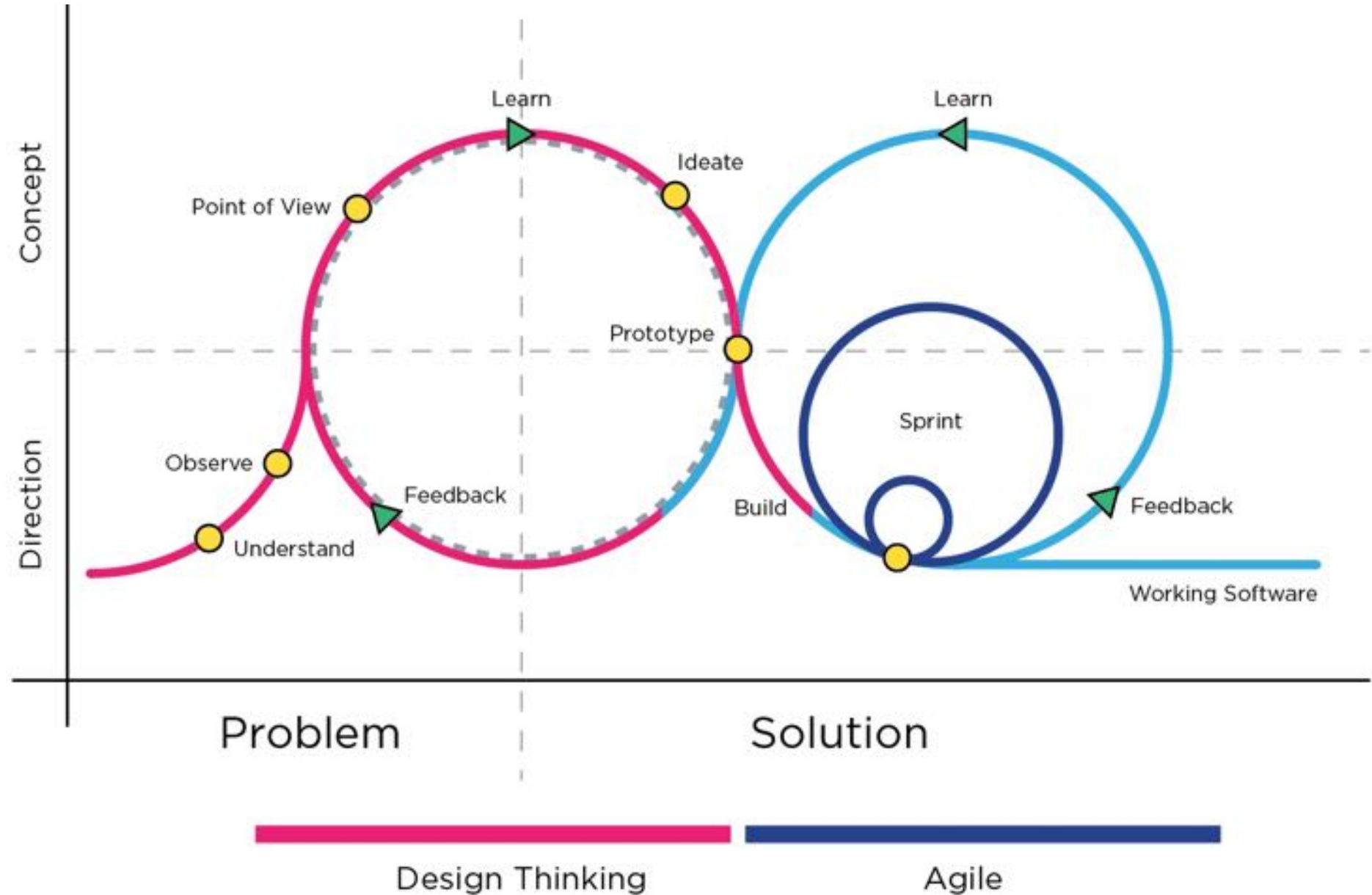
# Design Thinking

*come up with solution*

# Agile Development

*develop & deploy solution*

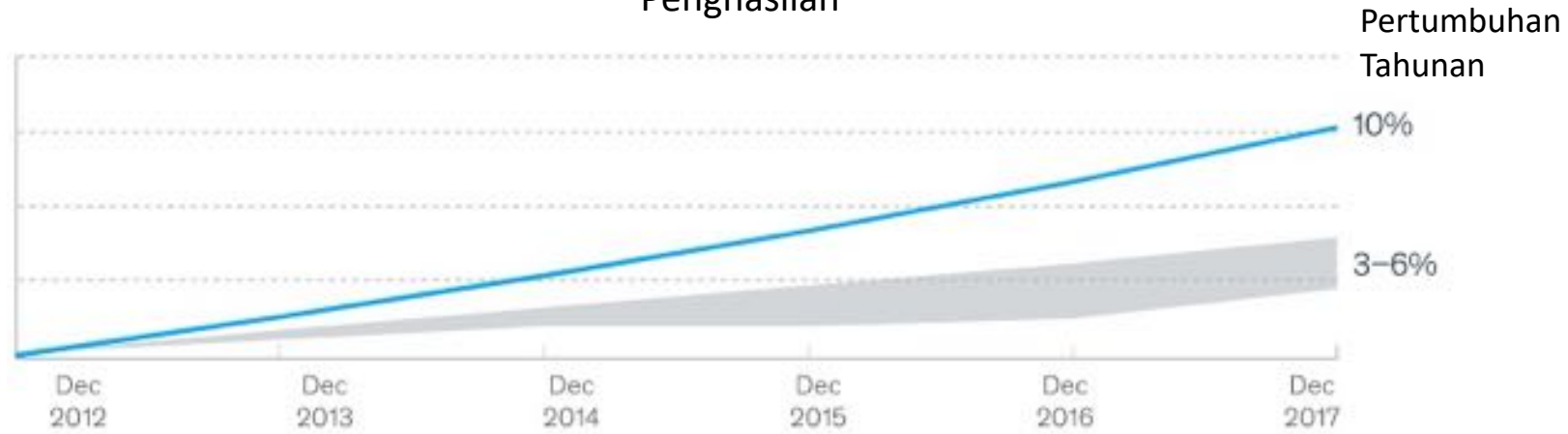






# DESIGN THINKING

## Penghasilan



McKinsey  
& Company

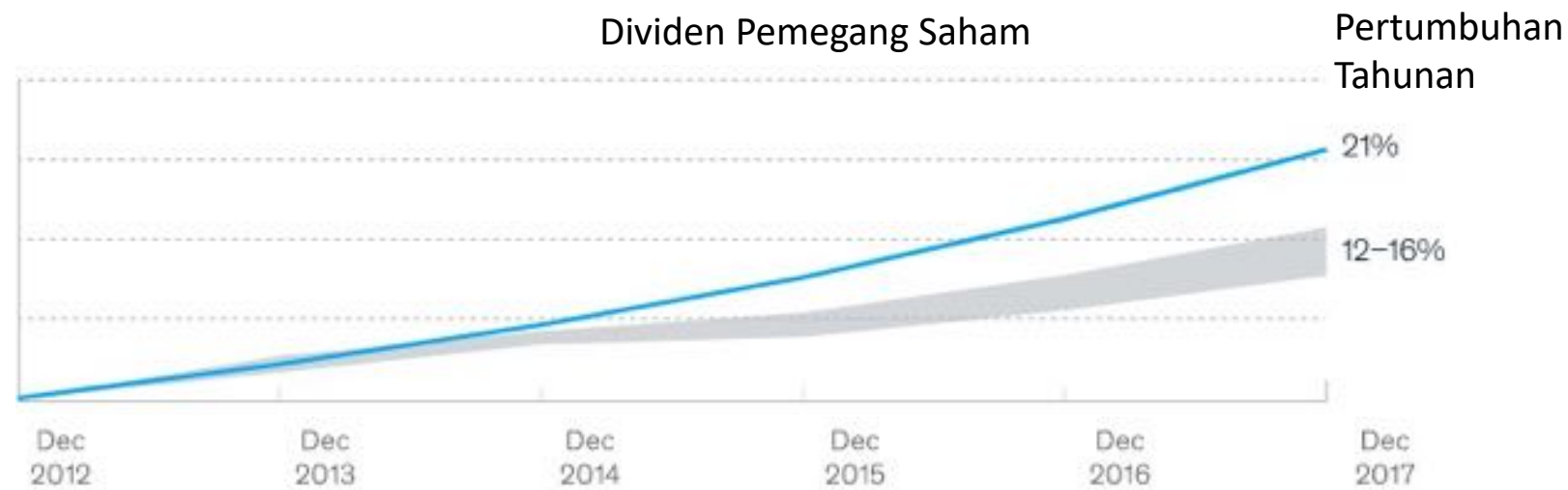
— Perusahaan yang intensif mengadopsi Design Thinking

▭ Rata-rata industri

### Penghasilan



### Dividen Pemegang Saham

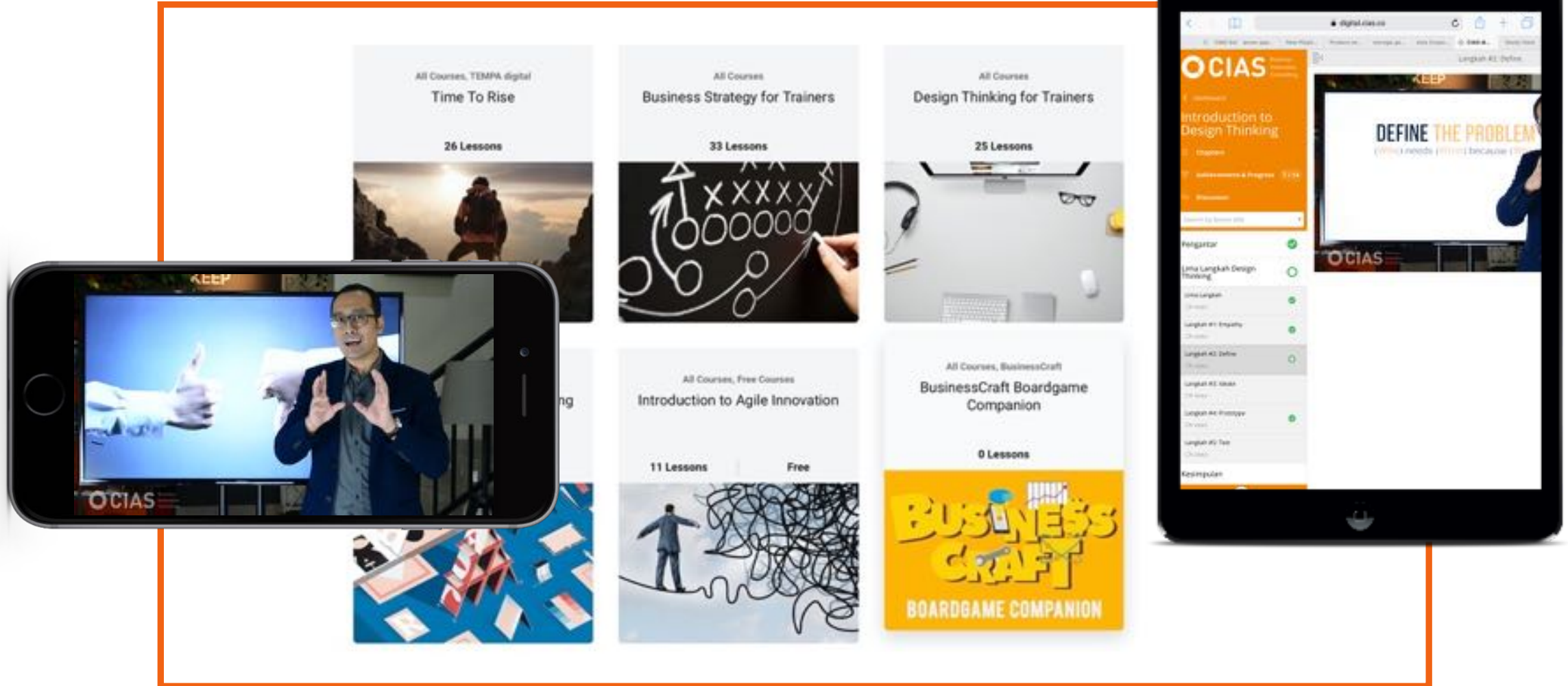


McKinsey & Company

— Perusahaan yang intensif mengadopsi Design Thinking

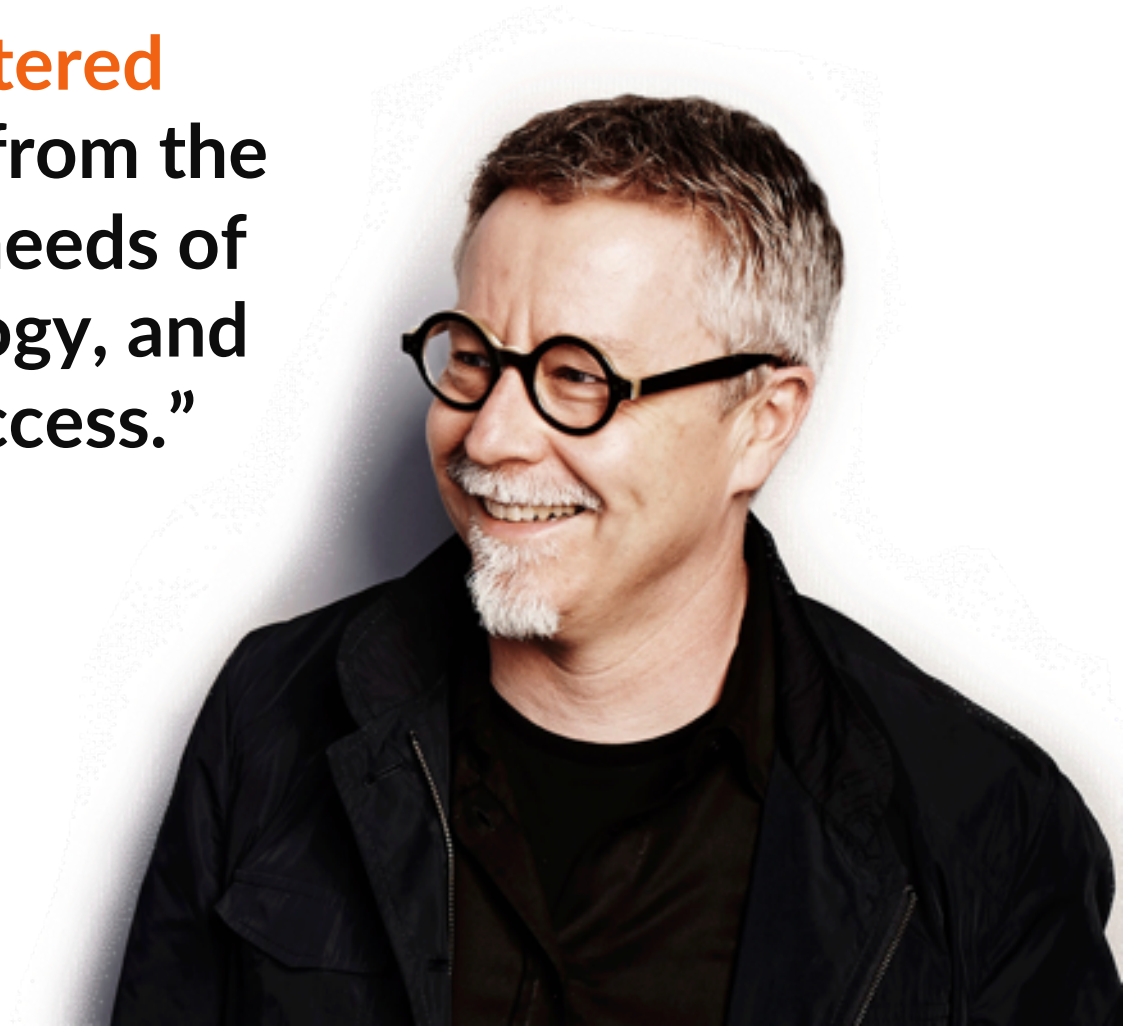
▒ Rata-rata industri

# Design Thinking Fundamental eCourse



“Design thinking is a **human-centered approach** to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”

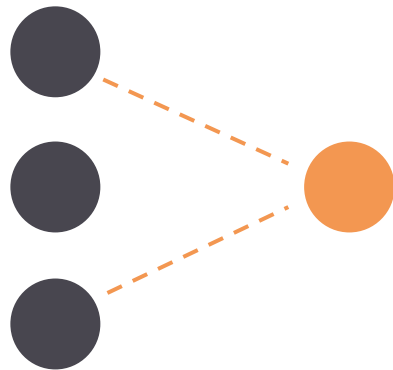
– *Tim Brown, CEO of IDEO*



# BUSINESS THINKING

Problem

Solution

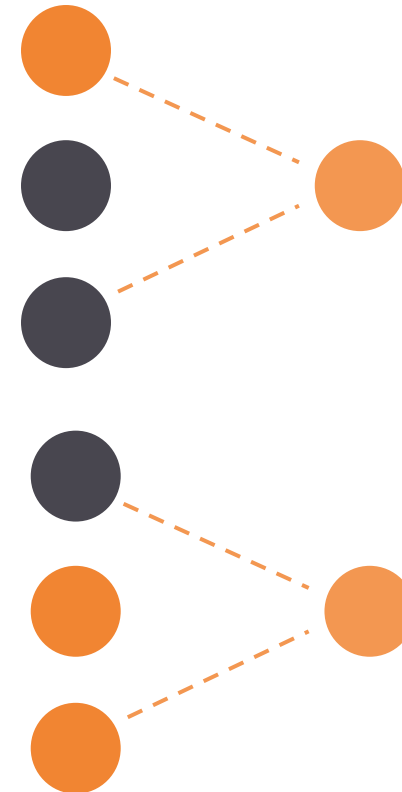


# DESIGN THINKING

Understand

Problem

Solution



VS



## BUSINESS THINKING

- Based on assumptions – what worked in the past will work today
- Good for urgent and obvious problems

## DESIGN THINKING

- Higher chance of finding high-value solutions for customers
- Good for ambiguous, uncertain, and dynamic problems
- More time-consuming because of its extensive process



# THE 5 STEPS OF DESIGN THINKING

(Stanford d.school Design Thinking Process)

## EMPATHIZE



Memahami situasi dan kondisi yang dialami customer (keluhan, keinginan, dll)

## DEFINE



Memilih dan mendefinisikan permasalahan customer yang akan diselesaikan

## IDEATE



Mengumpulkan sebanyak-banyaknya ide yang bisa menjadi solusi; dan memilih alternatif solusi terbaik

## PROTOTYPE



Membuat representasi visual dari solusi agar menjadi konkrit dan bisa diindra

Prototype diuji cobakan dengan customer untuk mendapatkan umpan balik terkait solusi yang dibuat

## TEST



# MISSION PARAMETERS



	Squad 1	Squad 2	Squad 3	Squad 4	Squad 5
<b>Theme</b>	Pengembangan Produk Teh Baru	Positive Corporate Image	Continuous Improvement di Pabrik Kelapa Sawit	Peningkatan produksi CPO	Kolaborasi antar Divisi
<b>Customer</b>	Masyarakat Penikmat Teh Kesehatan	Sub Bagian Corporate Communication	Asisten Pabrik Kelapa Sawit	Asisten Tanaman	Manager Unit Kebun & Manager PKS
<b>Context</b>	Meningkatkan kualitas kesehatan diri	Memperbaiki Proses Kerja mendesain Corporate Image	Melakukan Perbaikan Terus Menerus di Pekerjaan	Merawat Tanaman belum menghasilkan yang prima	Menghasilkan OER (Rendemen) yang Tinggi



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Kenapa ada inovasi lampu?



Kenapa ada inovasi kartu prabayar?

Kenapa ada inovasi ojek on-line?



**Problem is the  
mother of  
innovation**

# understand

## GAIN

Wants  
Hopes  
Desires



## PAIN

Frustrations  
Difficulties  
Obstacles

# 3 WAYS TO EMPATHIZE

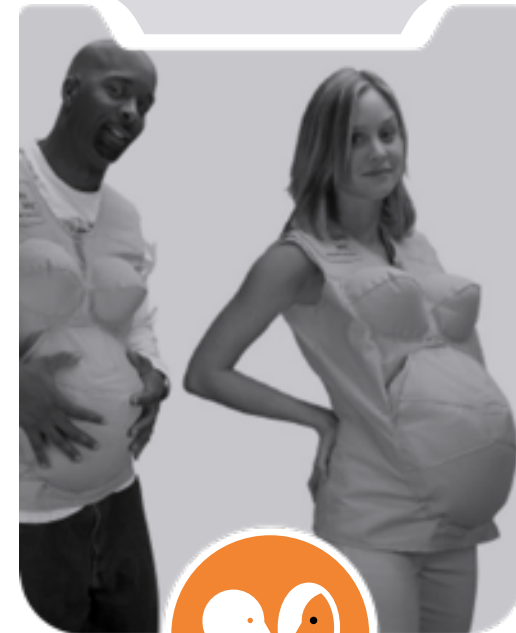
OBSERVE



ENGAGE



IMMERSE





# 3 WAYS TO EMPATHIZE

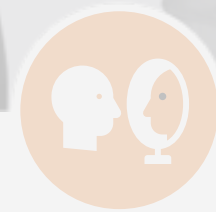
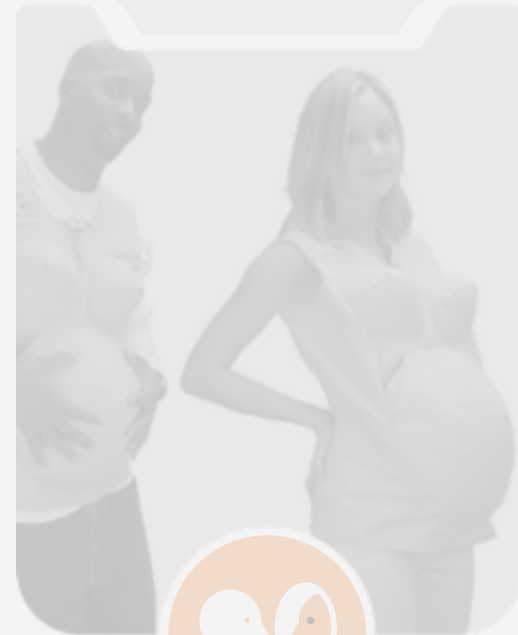
OBSERVE



ENGAGE



IMMERSE



# Customer Empathy

Extract this important information:

1. Your customer's Journey
2. Pains and Gains when doing them
3. The degree of Pains and Gains

## Interview **tips**:

1. Ask open ended questions
2. Ask one question at a time
3. Ask no leading questions
4. Be comfortable with silence
5. Be concise and direct

## 3 **Steps** of Customer Empathy

### **1. MAP** the Problem

- General perspective on each CSI
- Explore technical aspects on each CSI

### **2. PRIORITIZE** the Problem

### **3. CLARIFY** the Problem

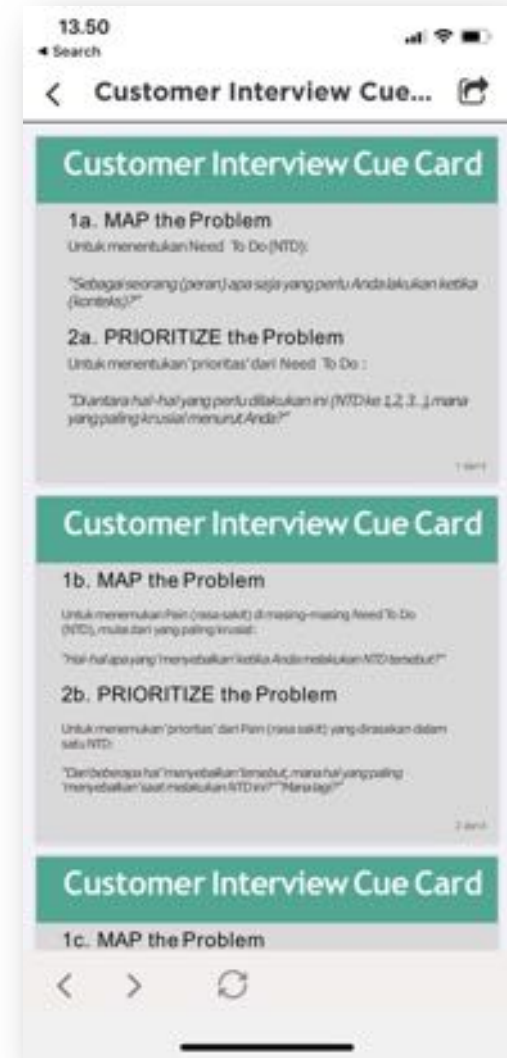
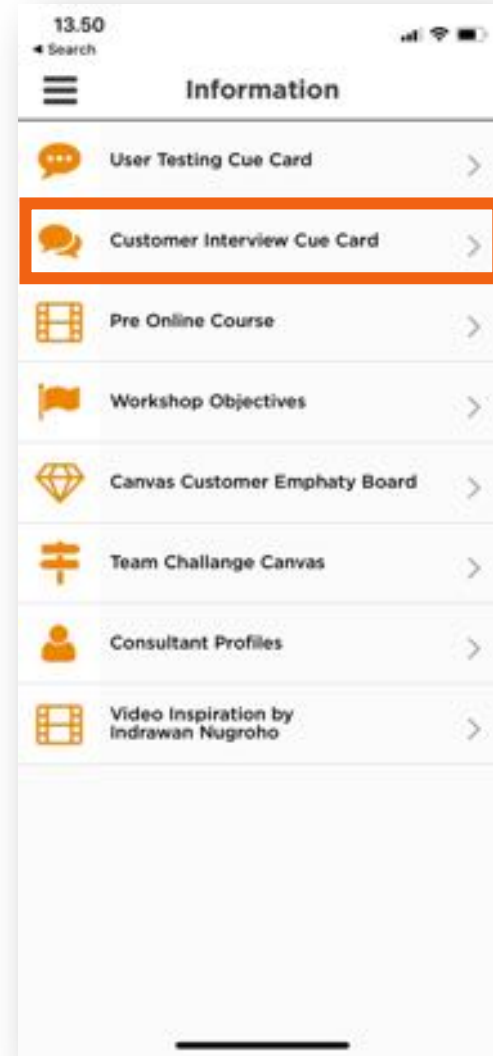
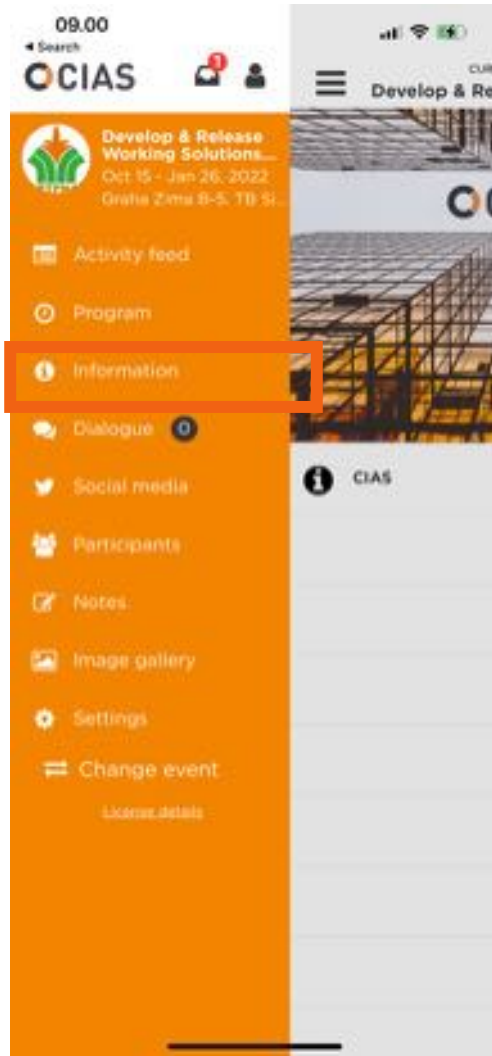
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# Interview Practice

Group Exercise, Take Notes, Place them on the Customer Discovery board, Get Feedback from Facilitator

# Customer Empathy Board

Squad

Customer

Context

Need To Do	
PAIN	
GAIN	





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# Customer Interview

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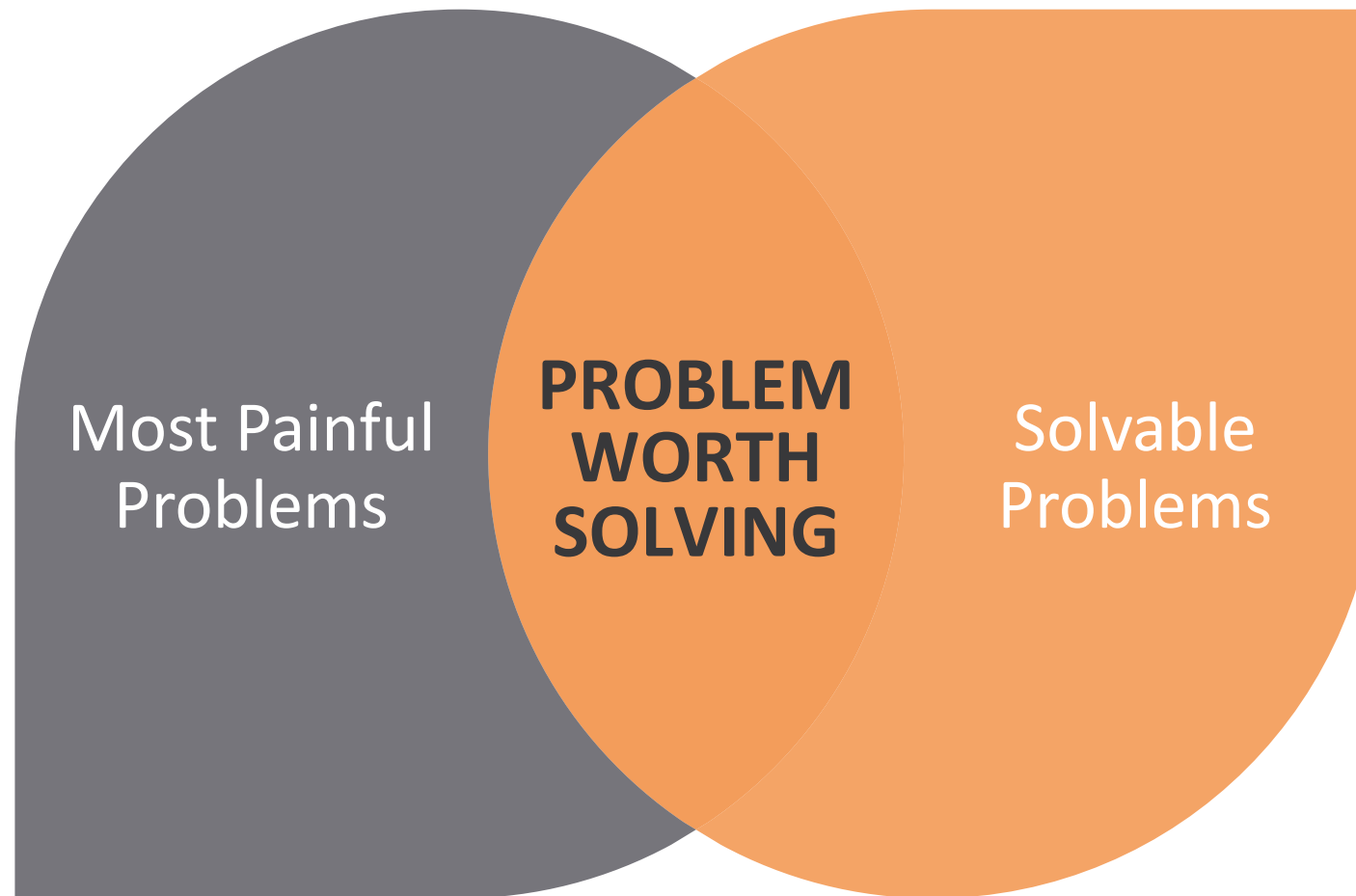
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## TEST



# PROBLEM WORTH SOLVING



# Turn Problems into Opportunities

## Opportunities Statement:

How Might We \_\_\_\_\_ (problem worth solving)  
For \_\_\_\_\_ (your chosen customer)  
In order to \_\_\_\_\_ (positive impact to achieve)