Service Innovation & Design

“I really like the fact that this course expands beyond the classroom and uses experiential learning.”

Participant
(Implementing Design Thinking, Class of May 2014)

ISS is an appointed Continuing Education and Training (CET) Centre for the National Infocomm Competency Framework, and a Programme Partner for Service Excellence Competency and Creative Industries Frameworks.
SERVICE INNOVATION & DESIGN

Today, organisations and individuals face a rapidly changing environment with new technologies, disruptive business models and increasing competition and social demands. In this environment, service innovation & design is becoming a core competency for everyone in the organisation.

Led by an experienced team of innovators, strategists, designers and technologists, we offer an comprehensive suite of training, consulting and research services to help you design the innovation strategy and process, to achieve your organisational goals.

There are courses, seminars, an annual C-level conference and Master-classes for all levels and industries.

Follow our Service Innovation Practice blog http://blog.nus.edu.sg/issi/

“ISS provided a very hands-on course, filled with accounts of real life experiences that enabled us to related and grasp the concepts easily. This ensured a higher degree of learning and relevance to everyday situations, helping us to apply the concepts in our daily work environment.”

Kevin Tan, AVP (Cruise Operations)
Singapore Cruise Centre
(Service Innovation & Design, Class of Jul 2013)

“Our inaugural Service Innovation Leadership seminar with Mr. Chew Kee Tiang, CEO of Khoo Teck Puat Hospital, Dr Christopher Chia, former CEO of National Library Board and Professor Justin White, NUS Business School, on the panel in Mar 2014.

“The panel of speakers for this seminar is one of the best I have attended. They are so inspirational. I really get more than what I expected.”

Chong Hoong Sang, Director of Corp Planning, Supreme Court

“Materials are useful and well organised, speakers are professional and provide useful insights and experiences.”

Jowey Goh, Web & Graphic Designer
Harekingdom Design LLP
(Digital User Experience Design, Class of Jun 2013)
Service Innovation & Design Training Roadmap

**Foundation**
- **WSQ Extreme Innovator**
  - Provide a grounding in key innovation concepts for all levels

**Intermediate**
- **WSQ Analytics for Service Innovation**
  - Understand how service excellence can be driven through use and understanding of data
- **WSQ Implementing Design Thinking**
  - Learn the basic Design Thinking tools and techniques through hands-on project applications

**Advanced**
- **WSQ Leading in Service Innovation**
  - Focus on the strategic dimensions of innovation for those responsible for driving innovation through your organisation
- **WSQ Strategic Design Thinking**
  - Understand Design Thinking as a strategic tool for innovation within your organisation

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**Upcoming New Courses**
- **Job Redesign**
- **Customer Experience Design**
- **Change Management & Communication**
- **New Business Models**

**Upcoming New Courses**
- **Usability Testing**
- **Responsive Design & HTML 5**
- **Mobile User Experience Design**
- **Growth Hacking**

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**Service Innovation Leadership Series**
- Leadership Seminars
- Master Class
- C-suite Conference

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Harekingdom Design LLP
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ISS – Your Practice-based Education Partner for Digital and Service Innovation & Design

With over 30 years of experience in education, consulting and research, Institute of Systems Science (ISS) at the National University of Singapore offers a suite of high quality, blended learning courses. Training at ISS is delivered by industry professionals with successful track records and an average of more than 10 years of industry experience.

ISS is an appointed Continuing Education and Training (CET) Centre for National Infocomm Competency Framework (NICF). Some NICF courses are in the areas of Enterprise Business Analytics, Enterprise Social Business, Strategic IT Management, Business Analysis and Advanced Software, Design & Development. ISS is also a Programme Partner of the WDA’s Service Excellence Competency and Creative Industries Frameworks to deliver Service Innovation and Design Thinking courses.

ISS supports Singapore Workforce Development Agency’s (WDA) Service Excellence Workforce Skills Qualification (WSQ) – to provide a platform for organisations to adopt a holistic whole-company training approach for their staff. It focuses on building strong organisational service excellence, innovative mindsets, and positive and progressive company culture, systems and processes that transform customer experience.

To date, over 84,000 infocomm professionals, 5,100 corporate customers and 4,100 graduate alumni members have benefitted from ISS’s suite of services.

We’re happy to conduct our courses in-house at your organisation. The same WDA funding applies. Email isstraining@nus.edu.sg to find out more.

WDA funding of the course fee is available for eligible participants (Singapore Citizens and Permanent Residents) for the NICF and WSQ courses. Up to 90% WDA funding is available for company-sponsored participants (Singapore Citizens and Permanent Residents) of Small and Medium Enterprises (SMEs) via the Enhanced Training Support for SMEs scheme. Terms and conditions apply. Visit www.wda.gov.sg for full details.