

DESIGN THINKING FOR REAL ESTATE INNOVATION

Design Thinking for Real Estate Innovation is a practical 2-Day Executive Workshop brought to you by REAL CENTRE ACADEMY* to help real estate professionals understand and apply proven methodologies to lift their companies to a new level in this digital age. This high-energy, high-interaction workshop will be led by Dr Boaz Boon and co-facilitated by senior executives with decades of experience in the real estate industry. Find out how you can engage different personas in the real estate realm, identify and meet the needs of the end consumer and achieve a competitive advantage for your company or business in order to thrive in today's fast-changing world driven by cutting edge ideas and disruptive technologies.

This Executive Workshop in Design Thinking is exclusively curated for the real estate industry which is undergoing changes, intense competition and restructuring as companies cope with the challenges in today's business world. It will open a world of opportunities for the movers and shakers in real estate and future-oriented executives who are willing to explore paradigm shifts, think 'out-of the box', drive innovation and create impactful "wow factors" to delight their customers and stake holders.

Discover how you can use Design Thinking to strengthen or reinvent your organisation or business to remain relevant and profitable, now and in the near future.

COST: ~~\$1388~~

Introductory Offer \$988

DATE: 28-29 September 2017

TIME: 9 AM TO 5PM

VENUE: Hotel Jen Orchardgateway
277 Orchard RD
Singapore 238858
Function Room:
Phoenix II & III

For enquires, call us on

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or email training@rcn.sg



HERE IS WHAT YOU WILL LEARN IN THIS COURSE:

- > Participants will learn how to unlock their creative confidence.
- > Empathize with the end user of real estate space to develop deep user insights.
- > Improve interview and observation techniques to better understand user motivations.
- > Define and reframe a problem based on the emotional needs of users.
- > Develop a just-try-it mentality through rapid prototyping and iteration.
- > Learn how to embrace diversity of opinion using a common process for design.
- > Empower others in your company to use design thinking to drive innovation.
- > Democratize innovation mindset and skillset throughout your organization.



Dr Boaz Boon was headhunted to join Capitaland as its Senior Vice President for Strategic Research. He led the CapitaLand's Research team covering Asia and Asia-Pacific region's economic and real estate markets. His research supported the investment and management of CapitaLand's over USD 50 billion AUM. He covered economic and real estate market research in China, Singapore, Malaysia, Vietnam, Thailand, Indonesia, Japan, Australia, India, UAE, Kazakhstan, Russia and London.

His research covered the residential, office, retail, serviced apartment markets, integrated resorts, industrial and logistics space, and real estate financial products like REITs and Property Funds.

In addition, Boaz led a team to build and manage an effective, transparent and efficient process of innovation in the multi-billion dollar multinational company - CapitaLand Group to identify strategies, business opportunities and new technologies. He worked closely with the business units to advocate for innovation augmented by technology and develop capabilities to implement innovative initiatives which add value to CapitaLand's stakeholders.

He was trained by the Stanford University's Jeremy Utley & Perry Klebahn in Design-Thinking. Boaz has effectively facilitated Design Thinking workshop on challenges pertaining to shoppers' experience, office tenants' experience, personal storage tenants' experience, innovation catalyst events targeted at hundreds of participants ranging from managers to CEOs. He has also worked with IDEO on innovating Funan Digital Shopping Mall as mall of the future, NUS-ISS on office of the future and delivered innovation seminars in Chinese cities like Shanghai, Beijing, Shenzhen and Guangzhou. Recently, he has conducted Design Thinking at the Marcus Evans International Conference focusing on affordable housing in Australia, Africa, Europe and Asia.

Conducted by **Boaz Boon, Ph.D**
(Cambridge, UK)
and Director of Vest Asia

