



SERVICE INNOVATION & DESIGN FOR PUBLIC SECTOR

BACKGROUND

This idea is based on the UAE's Innovation Strategy and its vision to be one of the world's most innovative countries.

UAE University –Continuing Education Center has collaborated with Aalto EE to design this program for the UAE government officials during the Innovation month (February 2020) to promote further the innovation culture and activities in the UAE.

Finland is one of the most cutting-edge economies in the world and that makes its capital, Helsinki, a center for startups and innovation.

Innovation plays an important role as an engine for renewal and productivity in Finland. The Finnish innovation policy aims to create an environment that encourages enterprises to bold innovation, renewal and international growth.



CONTINUING EDUCATION CENTER UAE UNIVERSITY

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AALTO UNIVERSITY

Aalto University Executive Education Ltd is wholly owned by Aalto University, the leading university in Finland. With six schools, around 12,000 full-time degree students, and 4,000 staff members, it is one of Finland's largest universities. The university is named in honor of Mr. Alvar Aalto, the prominent Finnish architect, designer, and entrepreneur. Aalto's achievements in technology, economics, and art exemplify the spirit of integrated knowledge which is the foundation of Aalto University.

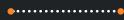
Aalto University Executive Education brings a multi-disciplinary approach and new, innovative learning methods to the development of experts and leaders.

Aalto University Executive Education Ltd is an internationally recognized executive education and leadership development organization. As a part of Aalto University they hold the 'Triple Crown' of accreditations, the three most respected business university accreditations, granted to only 0.5% of world's business schools: AACSB, AMBA and EQUIS.



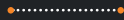
GOALS OF THE SOLUTION

DEVELOP



Provide UAE's policymakers and advisors a comprehensive understanding of service design as well as hands-on experience in developing a human-centric approach in public services.

ENGAGE



Meet and exchange ideas with guest speakers, local government officials, and Finnish policy-makers.

EXPLORE



Use Finland's innovation ecosystem as an example for participants to benchmark, and then further develop and explore potential applications for UAE.



STRUCTURE & CONTENT

MODULE 1 – UAE, PROPOSED STRUCTURE AND CONTENT

Day 1:

Discovering Design Thinking Methodology
Program Opening

- Opening by Program Director
- Program Practicalities and Overview

Introduction to the design thinking approach

- What is design thinking and why does it matter?
- Overall view to the process
- Stakeholder involvement

Day 2:

Understanding the customer and creating innovative ideas
Customer journeys

- Service moments and touch points
- Understanding Customer value and gathering customer insights

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- Fundamentals and challenges in understanding the customer
- Methods and tools for finding customer insight

Day 3:

Developing Powerful Prototypes
Consolidating Ideas

- Ideas in ecosystems
- Verifying value

Validating idea alignment

Creating concepts

- Ideas to concepts
- Products, services, activities
- Feasibility, viability and desirability

LUNCH

- Perspective Taking as Foundation

- Empathy maps
- Experience

- Framing in Design Thinking

- Recognizing initial assumptions
- Generating different point-of-views for the challenges

From customer insights to generating creative ideas

- Analysis and synthesis of customer insights to fuel idea generation
- Co-creative approaches in ideation Idea generation
- Generating ideas and quick prioritization

Building prototypes

- Prototypes for exploration
 - Prototypes for evolution
 - Prototypes for communication
- Testing prototypes
- Walkthrough
 - Acting it out
 - Reflection

**The list of organizations mentioned for visits and guest speakers are suggestive and based on previously conducted programs. This will be confirmed closer to the program's start and considering the participants' profile.*

STRUCTURE & CONTENT

MODULE 2 – HELSINKI, PROPOSED STRUCTURE AND CONTENT

Day 1:

Project LAB

Scaling up Design Thinking

Program Opening

- Opening by Program Director
- Program Practicalities and Overview of the visits and guest speakers

Wrap-up of project work and Way forward

Day 2:

Innovation Ecosystems

*Guest Speaker

- SITRA - the official change agent of Finland (<https://www.sitra.fi/en/>) Finnish Innovation Ecosystems
- An overview of the innovation and entrepreneurship ecosystem in Finland/Nordics
- Success stories and cases

Day 3:

Innovating with Citizens

*Guest Speakers

from City of Helsinki

- Enabling design thinking and service design in the City of Helsinki
- Smart Public Transport in the Helsinki Metropolitan Area

Day 4:

Innovating with Companies

*Field Visits

Espoo Innovation Garden

www.espooinnovationgarden.fi/en
Aalto Design Factory
(designfactory.aalto.fi/)

LUNCH

Fostering a culture of innovation and collaboration

- Driving change and scaling up design thinking

- Field Visits

Helsinki Central Library

(www.oodihelsinki.fi/en/)

- Field Visit/Guest Speaker

Prime Minister 's office

Experimental Finland

- Field Visit

Helsinki New Children's Hospital

(www.mobihealthnews.com/content/helsinki-brand-new-childrenshospital-case-study-patient-centricdesign)

- Field Visit

Service Design for Government

- Final project presentations
- Program Closing

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OVERALL APPROACH: DESIGN THINKING

This program will enable you to develop a big picture understanding of how design thinking is successfully exploited across industries in the Nordic regions.

The program will focus particularly on innovation processes and co-creation approaches.

- Design Thinking provides a proven methodology and set of skills to solving tricky challenges.
- Its human-centric process combines creative and analytical thinking in an iterative way.
- It is most effective when practised in interdisciplinary teams
- It is extremely effective in innovating for services, as Service Design

YOU WILL LEARN:

- How different design research methods help to capture relevant and actionable insights
- How to involve customers and stakeholders in the co-design and rapid prototyping process for better results
- How small scale experiments can validate new concepts
- How to scale up Design Thinking and Service Design and enable a human-centric organization for enhanced innovativeness

THE DESIGNERLY WAY OF THINKING AND DOING:

- challenges the design brief and preconditions
- trusts intuition based on experience
- moves between problem and solution
- tolerates and exploits uncertainty
- visualizes, prototypes and iterates
- is open-minded and always striving for novelty
- bridges different disciplines

SOLUTION IN A NUTSHELL

TARGET GROUP

Senior managers, and leaders in governmental offices and agencies

NO. OF PARTICIPANTS

20 - 40

LANGUAGE

English

FACULTY

Faculty from the various schools of Aalto University, and experts in the field of public management

SUBJECT AREA

Service Innovation and Design for Public Sector

PROGRAM SCOPE

Intensive 7-day program including discovery visits and guest speakers

TIME FRAME

3 days in UAE
(16th -18th March 2020)
&
4 days in Finland
(April 2020)

LOCATION

UAEU, Al Ain
&
Helsinki, Finland

WHY AALTO EE?

CO-PARTNERSHIP PROCESS



Our co-partnership design process with intensive client consultation ensures that all needs and expectations are taken into account from content to faculty, learning methods, location and social events.

STRATEGIC AND CULTURAL ALIGNMENT IN PROGRAM DESIGN



Our extensive experience from working closely with corporations in strategic alignment and strategy rollouts will be put to use in the design and delivery of the program.

FACULTY



We choose hand-picked world-class faculty to provide an unrivalled competence base and outstanding content richness.

INTEGRATED SOLUTION



The internal development methods and processes are taken as core elements of the leadership development program.

METHODS TO ENSURE IMPACT



Inspiring and innovative learning methods are used throughout the program to ensure business impact and exciting learning journey to the participants.

FLEXIBILITY



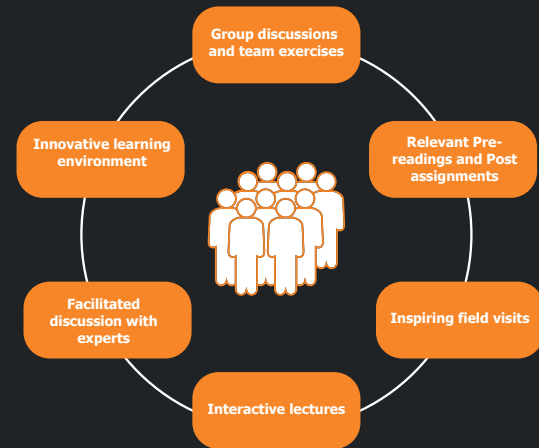
Flexibility during the program delivery – reacting to and anticipating the changing business context; and also recognizing and supporting the individual developmental needs.

TEACHING APPROACH

Inspiring and innovative learning methods are used throughout the program to ensure business impact and an exciting learning journey for the participants.

Part of the studies might be conducted at **AALTO DESIGN FACTORY**, the university's interdisciplinary platform for developers and researchers including start-ups and companies. This winning concept has 20 followers worldwide.

Learning is supported by an interactive learning environment



PROGRAM FEE

MODULE 1:
UAEU, AL AIN
16th -18th March 2020
AED 21,500

MODULE 2 (OPTIONAL):
AALTO UNIVERSITY, HELSINKI, FINLAND
April 2020 (tbc)
AED 23,500

Program fee includes:

- Delivery of 3/7 - day program
- Development of tailored program content
- Facilities for the training sessions
- Coffee breaks during sessions
- Faculty & coordination fees
- Learning materials
- Domestic ground transportation for site visits
- Impact evaluation, feedback handling and certificates

Program fee does not include:

- Travel/Medical/Health insurances
- Translation services (if required)
- Grading and Assessment
- Passport/Visa expenses
- Cultural Visit entry fees
- Local travel (other than those conducted by Aalto EE as part of the training program)
- Other personal expenses

SAMPLE FACULTY TEAM

Esko Aho has enjoyed a long and distinguished career in the private sector and government service. Aho was Prime Minister of Finland from 1991 to 1995. He was elected to Parliament in 1983 and served on several key committees. He also served on the Nordic Council and the Finnish Delegation to the Council of Europe, is a former vice chairman of Liberal International, and was President of the Finnish Innovation Fund, SITRA, from 2004 to 2008. He has also been a Senior Fellow at the Harvard University Kennedy School.

From 2008 to 2012, Aho led Nokia's government and public affairs function, overseeing the company's global policies and activities regarding sustainable development and social responsibility. He was also a member of the Nokia Leadership Team from 2009.

Currently Aho is engaged in consulting activities and also serves as Executive in Residence at Aalto University. He holds a master's in social science from the University of Helsinki.



ESKO AHO

MSc

Executive-in Residence, Aalto University

SAMPLE FACULTY TEAM

Dr. Tua Björklund is one of the founders of Aalto Design Factory, a multidisciplinary product and service development experimentation platform in Aalto University. The concept has been multiplied to 22 institutions abroad. For the past decade, her research has focused on design expertise and advancing new ideas in organizations, both at Aalto University and at the Center for Design Research at Stanford University.

Tua Björklund has a comprehensive, human-centered view on what innovation efforts actually need in order to succeed in organizations. She has taught design thinking and innovation practices in three schools of Aalto University, as well as in professional development at e.g. Aalto EE and Stanford Executive Education. Tua Björklund is instructor of the Design Thinking online course co-produced by Aalto EE and Aalto Design Factory .

Currently she leads the development of research activities in the Design Factory Global Network and manages several research projects investigating design thinking in Finland and in Silicon Valley. She is experienced in supervising design thinking development initiatives in practice for companies.

Tua Björklund holds a DSc degree in industrial engineering and management from Aalto University and a MA degree in cognitive science from the University of Helsinki



TUA BJÖRKLUND

DSc (tech.), MA (behav.)

Professor of Practice Aalto Design Factory

SAMPLE FACULTY TEAM

Professor Niina Nurmi is director of International Design Business Management (IDBM) Master's program, Aalto University's flagship that is a joint multi-disciplinary endeavor between all six Aalto schools (ARTS, BIZ, CHEM, ELEC, ENG, and SCI). Yearly, 60 new students are selected in this program from business, design, and engineering backgrounds to learn how to create breakthrough innovations and do better business with design.

Niina Nurmi is an organizational psychologist and trained as an ethnographer at Stanford University, Center for Work, Technology, and Organization at the Department of Management Science and Engineering, where she worked for four years, first as a PhD student (2008 - 2010) and then as a post doctoral research (2013 - 2015). Her research focuses on work design, interpersonal dynamics, leadership, and worker experiences in global collaborations, e.g., in global R&D organizations. Her findings have been published in top-tier management journals, such as Journal of International Business Studies, Journal of World Business, among others.

Niina Nurmi has led numerous successful Business Finland projects and secured significant research funding for Aalto University. Before entering to academia, Niina worked as a Human Resource Manager in a born-global start-up, CRF Health



NIINA NURMI

Ph.D.

Professor, International Design Business Management, Director of IDBM Master's program
Aalto University School of Business, Department of Management Studies

THE CONTINUING EDUCATION CENTER

FOR MORE INFORMATION, PLEASE CONTACT US:

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