

MERCER PUBLIC WORKSHOP

美世公开研讨会

以人为本的创新型学习项目设计

—设计思维在学习发展领域运用实战

运用设计思维，基于业务需求，快速设计以用户为导向的创新学习项目

在快速变化的市场环境下，企业对于人才的培养和能力的提升要求也越来越多样化，同时要求人力资源专业人士能够迅速响应业务需求，开发符合业务发展需要的学习项目，支持企业的发展。因此传统的标准化、持续不变的学习项目，已经越来越难符合企业管理者的要求，如何能够用专业的方法，快速的设计以人为本的创新型学习项目，已成为很多人力资源专业人士的痛点和重要技能需求。

美世为期 1 天的研讨会，将帮助您学习全球前沿的设计思维方法论，以及匹配的学习项目设计定制化工具，通过有专业实战背景的顾问指导，帮助您掌握如何基于企业的实际需求，快速开发和设计学习项目的方法。

课程概述

模块一：以人为本的学习项目设计

- 什么是设计思维？
- 设计思维在商业领域的意义与影响力
- 常见学习项目设计理论的利弊分析
- 设计思维六步骤
- 设计思维模型优势分析
- 设计思维在学习发展领域的成功案例

模块二：运用设计思维进行创新型学习项目设计

- 定义挑战

研讨会信息

时间地点：

北京

9月8日

上海

11月4日

深圳

8月19日

费用：

RMB 6,800(含 6%增值税)

联络

美世学习与发展热线电话

电话: 400 600 5599

电邮:

learning.china@mercer.com

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- 明确您的学习挑战
 - 定义设计目标
 - 学员课题练习
- 观察人群
 - 定义最大关联的学习对象
 - i. 工具：用户识别指南
 - 访谈、观察用户并收集信息
 - i. 工具：学习者价值观调研表
 - 深度同理用户的所思所感所想
 - i. 工具：同理心地图
 - 学员课题练习
- 形成洞察
 - 定义学习经验的差距点
 - i. 工具：访问障碍检查表
 - 澄清关于学习阻碍的真实原因
 - i. 工具：根源分析框架
- 挖掘机会
 - 总结并定义你想要解决的问题
 - i. 工具：问题陈述探索模板
 - 学员课题练习
- 生成创意
 - 头脑风暴生成创意
 - i. 工具：团队创新运动
 - 总结所有观点
 - i. 工具：压力测试框架
 - 解决方案测试
 - i. 工具：设计四原则
 - 学员课题练习
- 原型测试

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- 创造学习解决方案原型
 - i. 工具：原型测试要点
 - ii. 学员课题练习：动手尝试建原型
- 寻求反馈
 - i. 工具：反馈问题表
 - ii. 学员课题练习：90秒原型演讲
- 重复实践

学员收获

- 理解什么是设计思维
- 运用设计思维的解决方案的原则，建立以学员为中心的学习项目模式
- 通过使用设计思维工具箱提供的指导和资源，创造更多创新的学习解决方案
- 形成创造性的思维模式，掌握创新的系统方法
- 通过实战练习以及小组群策群力，形成符合公司业务需要的初步创意学习解决方案

目标学员

企业负责学习发展或培训管理的专业人士，需要进行学习项目设计的专业人士

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DESIGNING PEOPLE-ORIENTED INNOVATIVE LEARNING PROJECTS

—DESIGN THINKING APPLIED IN THE FIELD OF LEARNING AND DEVELOPMENT

In a rapid changing market environment, enterprises are becoming more and more diverse in their talents' development and ability enhancement, at the same time, HR professionals are also required to respond business needs quickly, and develop learning projects that meet the needs of business development, to support enterprises' development. Therefore, traditional standardized and unchanged learning projects have become more and more difficult to meet the requirements of enterprise managers. How to use professional methods to quickly design people-oriented innovative learning projects has become the pain point and skill requirement for many HR professionals.

Mercer's one-day workshop will help you learn the world's cutting-edge design thinking methodology, as well as the matching learning project design customization tools. Through our professional and rich practical experienced consultant guidance to help you master how to quickly develop and design a learning project based on the actual needs of the company.

TOPICS COVERED

Module One: Why do people-oriented learning project design?

- What is design thinking
- The significance and influence of design thinking in the business field
- Analysis of the pros and cons of common learning project design theory
- Six steps of design thinking
- Analysis of the advantages of design thinking model
- Successful cases of design thinking in the field of learning and development

Module Two: Design Thinking Learning Project Design Methodology

- Define challenges

WORKSHOP INFORMATION

Time and Place:

Beijing

Sep 8

Shanghai

Nov 4

Shenzhen

Aug 19

Price:

RMB 6,800(including 6% added-value tax)

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- Identify your learning challenges
 - Define design objectives
 - Participant's subject exercise
- Observing crowd
 - Define the largest associated learning object
 - i. Tools: Learning Object Clarification Form
 - Interview, observe users and gather information
 - i. Tools: Learner Values Research Form
 - Deep sense of the user's thoughts
 - i. Tools: Empathy Map
 - Participant's subject exercise
- Form insights
 - Define the gap between learning experiences
 - i. Tools: Checklist of Obstruction Analysis
 - Clarify the real reasons for learning barriers
 - i. Tools: Source Analysis Framework
- Dig opportunities
 - Summarize and define the problem you want to solve
 - i. Tools: Problem Definition Table
 - Participant's subject exercise
- Generate ideas
 - Brainstorming to create ideas
 - i. Tools: Team Innovation Exercises
 - Summary of all points of view
 - i. Tools: Stress Testing Framework
 - Solution testing
 - i. Tools: Four Principles of Design
 - Participant's subject exercise
- Prototype testing
 - Creating a learning solution prototype
 - i. Tools: Key points for prototype testing
 - ii. Student Subject Exercise: Hands-on trying to build a prototype
 - Seek feedback
 - i. Tools: Feedback Question Sheet
 - ii. Participant's Subject Exercise: 90 seconds prototype speech
 - Repeat practice

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BENEFITS FOR PARTICIPANTS

- Understand what is design thinking
- Use the principles of design thinking solutions to establish a student-oriented learning project model
- Create more innovative learning solutions by using guidance and resources from the Design Thinking Toolbox
- Form creative thinking patterns and master innovative systematic methods
- Form an initial creative learning solution that meets the company's business needs through hands-on exercises and group brain storm

TARGET PARTICIPANTS

A professional who is responsible for learning development or training management, a professional who needs to design learning projects

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