



# INNOVATE PRODUCTS & SERVICES

(TSC Title / Unit Code: Service Innovation / RET-CEX-4004-1.1 / TGS-2021004326 and TGS-2020504767)

Duration:

16 Hours

## Overview

Innovation is a term that is heard everywhere in the modern business world and workplace and we all know that it's the key for businesses to maintain their competitive edge and continued success. But what actually is innovation? Does it mean coming up with ideas out of nowhere that will lead to breakthrough and earth-shattering improvements in productivity and technology?

Innovation is not only confined to discovering new ideas or inventions but it also relates to doing things in different ways, making adaptation or changes to current processes or methods to create new value for customers. The late co-founder of Apple Inc. Steve Jobs had said that "Innovation is the only way to win."

The course will step you through the process to innovate products and services and equip you with readily applicable ways and methods to start innovating immediately. It gives you the foundation to set off on a road of possibilities which extends to where your imagination takes you. It nudges you out of your comfort zone to push the envelope and test out new ideas as you lay claim to the title of Innovator.

## Outline

The course covers a range of topics which can **possibly include but is not limited to the following:**

- ◆ The need to drive innovation in products and/or services for Success
- ◆ Link between data and customers' needs, expectations and value
- ◆ Analysis and interpretation of customers' data
- ◆ Servant leadership in Innovation to create a safe-to-fail environment
- ◆ Tools for Innovation
- ◆ Application of Innovation methods, i.e. Design Thinking, Wizlearn Innovation Model
- ◆ Value Proposal on Innovation of product and/or service via the Wizlearn 4 Steps Sales Pitch
- ◆ Myths, Facts and Tips about Innovation
- ◆ Planning and Implementation of product and/or service Innovation
- ◆ Evaluation Criteria for Innovation
- ◆ Measuring the performance of Innovation
- ◆ Creating Surveys for Innovation

	Self-Sponsored (SkillsFuture Credit / PSEA Claimable) NTUC UTAP Claimable (Members Only)		Company-Sponsored		
	Singaporeans (Age 21-39 years old) & PRs (Age 21 & above)	Singaporeans (Age 40 years & above)	SME (Singaporeans & PRs aged 21 years & above)	MNC (Singaporeans aged 21-39 & PRs aged 21 & above)	MNC (Singaporeans aged 40 & above)
Full Course Fees	\$600	\$600	\$600	\$600	\$600
SkillsFuture Funding (Baseline)	\$300	\$300	\$300	\$300	\$300
SkillsFuture Mid-career Enhanced Subsidy	N.A	\$120	N.A	N.A	\$120
SkillsFuture Enhanced Training Support for SMEs	N.A	N.A	\$120	N.A	N.A
Nett Course Fees (Before 9% GST)	\$300	\$180	\$180	\$300	\$180
9% GST on Full Course Fee	\$54	\$54	\$54	\$54	\$54
Nett Fees Payable to Wizlearn incl. 9% GST	\$354	\$234	\$234	\$354	\$234
Total	\$654	\$654	\$654	\$654	\$654

SME - Small Medium Enterprise, MNC - Multinational Corporation