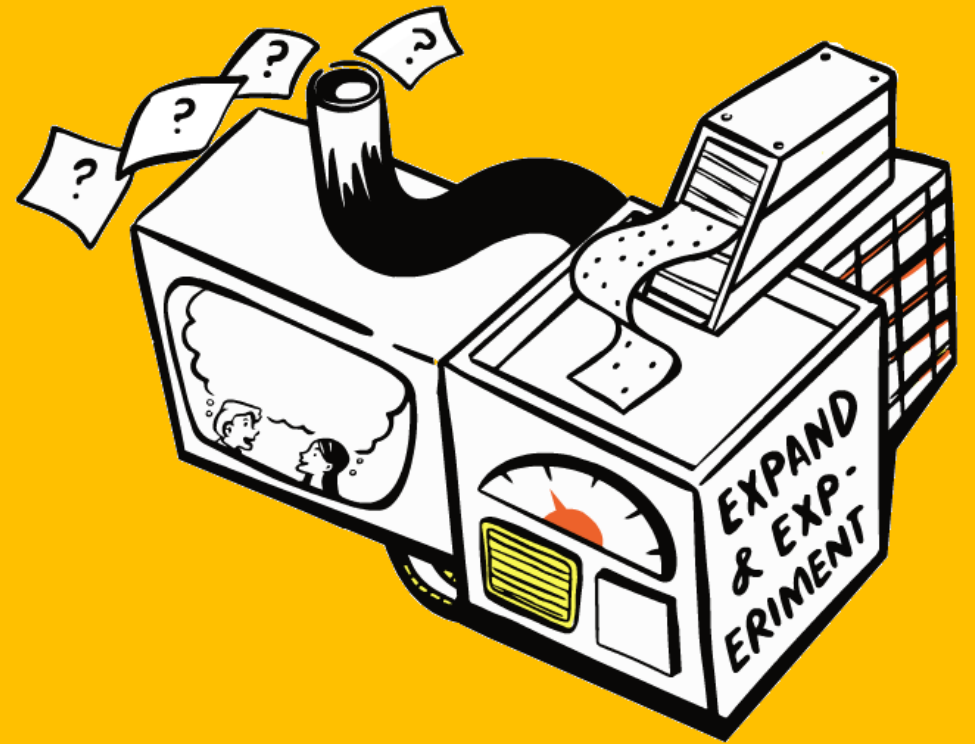


welcome to

# SCHOOL OF



# WHAT IS SCHOOL OF X?

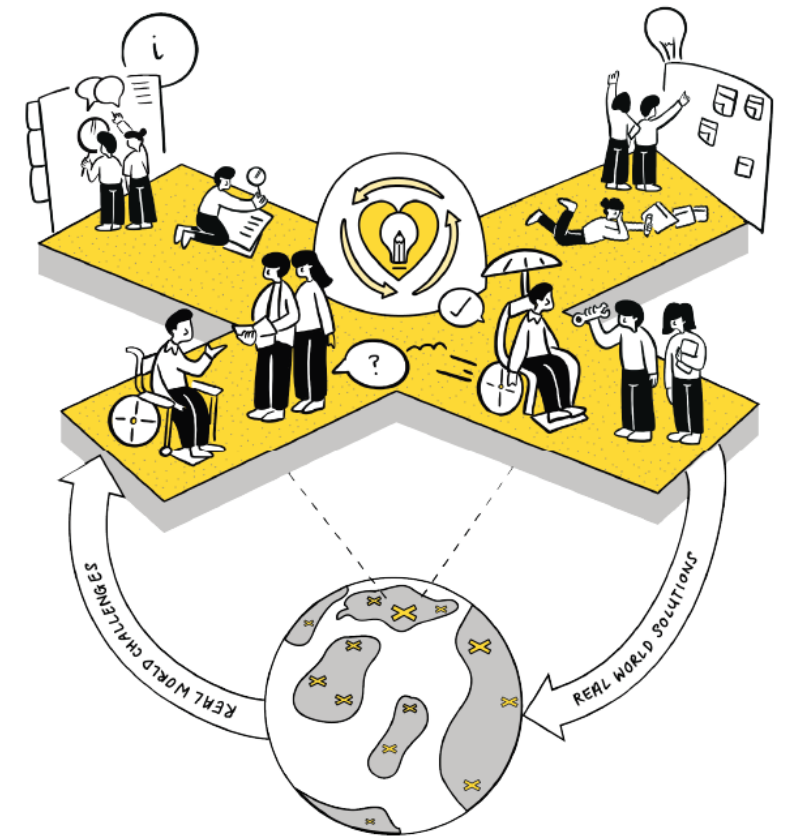


# SCHOOL OF X PURPOSE

School of X has been set up by DesignSingapore Council to help members of the public come together with subject matter experts, public service officers, and practitioners to tackle the issues that matter to them.

The people we are designing solutions for understand their problems better than anyone else, so we believe they are the best people to involve in solving them.

The School of X teaches people how to solve their unique challenges by building their skills and knowledge in **design thinking**.



Enable real-world learning beyond the formal curriculum

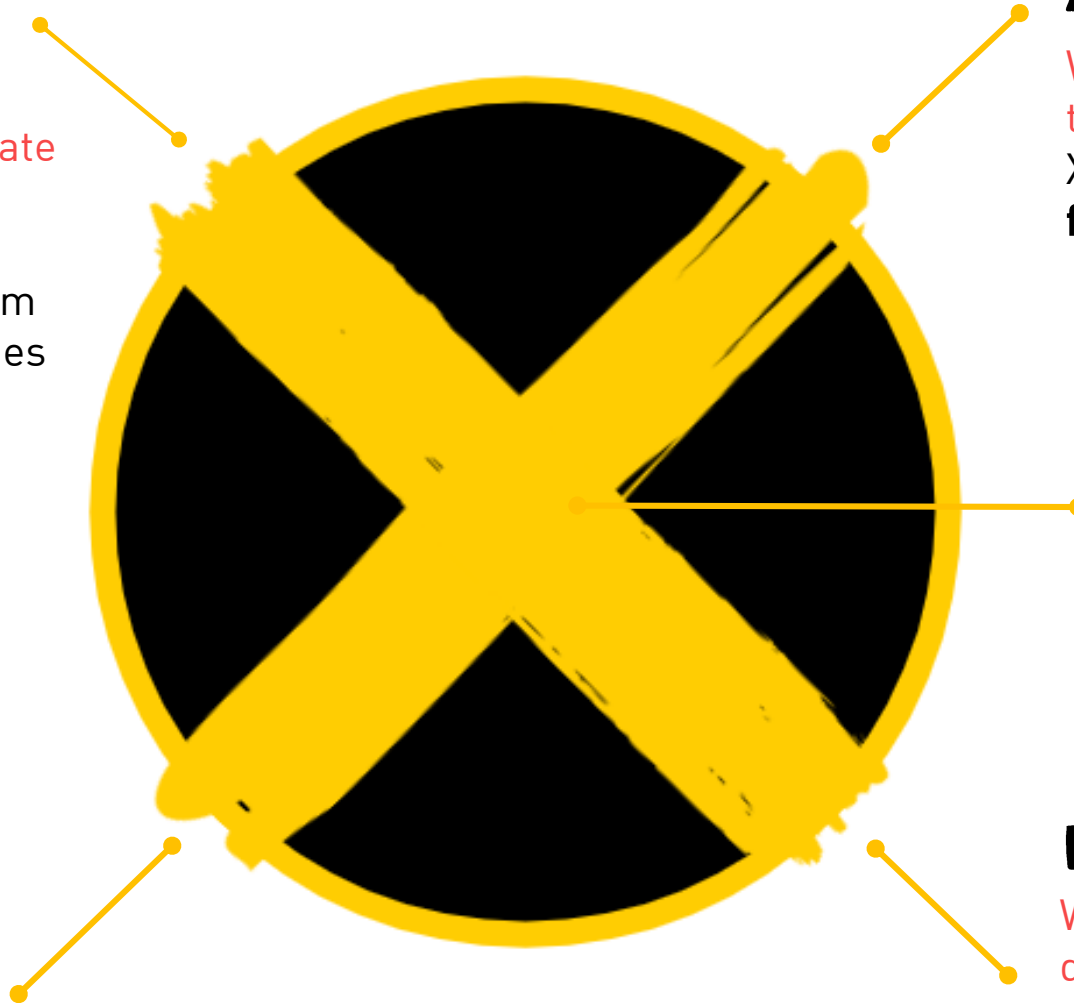
# CORE VALUES: WHAT DRIVES US

## EMPOWERING

We want our participants to **believe in their abilities to create impact**. School of X builds the creative confidence of its stakeholders and enables them to design solutions to the issues that matter to them by **democratising design**.

## ENDURING

We want our outcomes to be **sustained**. School of X supports its stakeholders to continually flex and build their design muscles, for even greater **impact beyond the original project boundaries**.



## ACCESSIBLE

We want everyone to be able to **unlock their inner designer**. Everything School of X does is intended to be **intuitive, straight forward**, and easy to engage with.

## IMPACT-FOCUSED

We want to **make the world a better place**. School of X exists to bring people together to co-create solutions to shared challenges, that bring wider societal benefit and **strengthen our social compact**.

## RELEVANT

We want people to **recognise the role design can play in their world**. School of X builds practical skills whilst working to **solve real-world challenges that matter** to participants.

# KEY FEATURES OF SCHOOL OF X



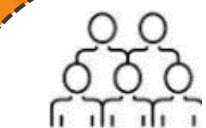
# HOW DOES THE SCHOOL OF X WORK?

1. A **“Challenge Sponsor”** organisation engages SoX to help them solve one of their pressing challenges.

2. Experienced SoX **Design Facilitators** work with the Challenge Sponsor to help them solve their own challenge through training & coaching.

3. SoX brings together **participants** from different backgrounds to learn how to collaborate & design solutions for the challenge.

Example Challenge:  
**How might we** encourage & enable socially isolated seniors to access services to help improve mental wellbeing?



**COMMUNITY OF PRACTICE**  
Peer support and community-building



**OPEN LEARNING RESOURCES**  
(toolkit, case studies etc)

**CHALLENGE SPONSORS**



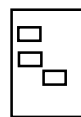
Public Agencies, Private Orgs & Community Groups

**FACILITATORS**



Professional design consultants

**PARTICIPANTS**



Employees from businesses



Design specialists



Public Service Officers



Members of Public

4. Our Design Facilitators coach the participants as they implement their design and **test their solutions in real-world settings**, for the Challenge Sponsor to take forward.



## WHAT IS THE SCHOOL OF X FACTOR?

# There are no exams!

We coach people to **learn by doing**.

By the end of our programmes our participants have designed solutions to difficult, messy challenges. This means they can go on to design solutions for other problems they wish to solve.

This is the result we are looking for, rather than an exam result.



# WHAT IS THE SCHOOL OF X FACTOR?

## We simplify

We are working hard to remove unnecessary jargon and theories.

To reduce design methodologies and tools into simpler forms can make design professionals uncomfortable but it makes the content far more accessible to our participants.

We want anyone to understand and feel confident in applying our tools. **We bridge the gap between theory and practice.**





# WHAT IS THE SCHOOL OF X FACTOR?

## We are diverse

We know that the best solutions are borne out of understanding different perspectives and drawing upon a wide range of possibilities.

We also believe that **people are capable of designing solutions for themselves.**

So we encourage our challenge sponsors to welcome a wide range of participants into our workshops. (hence, our programmes are designed to be accessible for all!)



# WHAT IS THE SCHOOL OF X FACTOR?

## We embrace ambiguity

...and our participants and facilitators tend to hate it!

In order to understand how to apply our techniques in any future scenario, when we're not there to help, we believe our learners have to take the lead in navigating through complexity.

**Explicit instructions and checklists create designers who need instructions and checklists.**



## WHAT IS THE SCHOOL OF X FACTOR?

# We learn outside the classroom

The majority of the learning takes place when our participants are carrying out self-guided activities, including their pilot projects.

We coach them, from the sidelines, but they plan their activities and carry them out.

**We don't ask people to repeat information inside the classroom, we ask them to apply knowledge outside.**



## WHAT IS THE SCHOOL OF X FACTOR?

# We provide the learning materials

We have developed our own materials but we ask others to teach it.

This ensures School of X programmes have a **consistent quality and methodology**, and means commercial facilitators aren't asked to share their own Intellectual Property, whilst participants benefit from diverse facilitator lenses.



## WHAT IS THE SCHOOL OF X FACTOR?

# We work on a project-basis

This means we do not have a pre-determined calendar of training courses set out in advance.

We work on projects so that our Challenge Sponsors can take forward the solutions that are designed during our programmes.

This also means that we are working towards real solutions that can be implemented, rather than working towards learning outcomes. The **learning happens while our participants are distracted with creative problem solving.**



## WHAT IS THE SCHOOL OF X FACTOR?

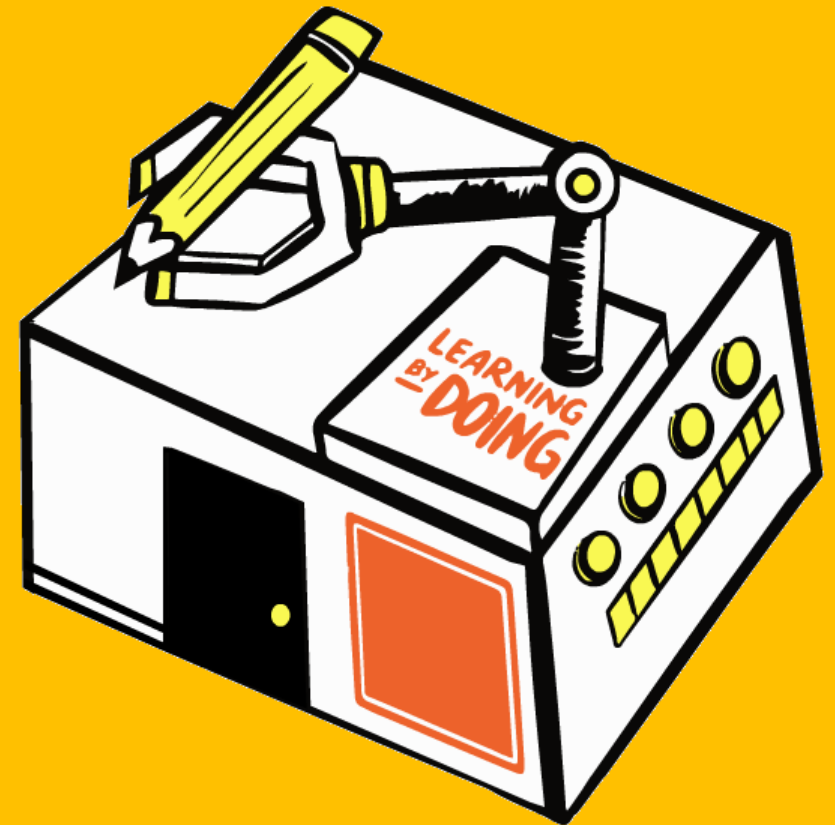
# We have fixed fees

To keep things simple and transparent we have fixed costs for our programmes and fixed fees for our design facilitators.

This streamlines the procurement requirements for all parties and speeds up the process to run our programmes. **Less paperwork frees up everyone's time to create greater impacts.**



# WHAT DOES SCHOOL OF X OFFER?





# SCHOOL OF X CORE PROGRAMMES

These are the most popular School of X programmes. However, we are focused on providing the best programme to meet each challenge sponsor's needs, so we have a wider range of less common programme options in addition to these.

## DESIGN SPRINT

Our fast-paced, classroom-based introductory programme to applied design thinking.

- Half-day workshop



## DESIGN BOOTCAMP

A hands-on learning experience providing a quick & applied opportunity to understand design thinking in practice.

- 3 x 2.0-hours workshops
- 1.5-hour group session



## DESIGN FLOW

An intense programme to build understanding of design thinking and how to apply it to your challenges.

- 4 x half-day workshops



## DESIGN IMPACT

Our immersive signature programme for those wanting to experience implementing a design project, combining teaching, coaching and pitching.

- 6 x half-day workshops
- 5 hours group coaching
- Half-day pitch session



# THE SCHOOL OF X LEARNING EXPERIENCE

The School of X learning experience is experiential and practical.

Participants work through the following key phases of the design process, applying relevant tools and methods to their challenges along the way.

## Understanding

Delving into our challenge from multiple perspectives.

Improving our understanding of the issues.

Synthesising insights.

Defining the problem we need to solve to create our desired impacts.



## Creating

Imagining new possibilities.

Flipping the approach to problem solving.

Generating innovative concepts.

Building mock-ups to better understand our ideas.



## Testing

Engaging users to validate and improve our designs.

Appreciating the role of failure in the design process.

Piloting solutions in real-world settings.

Communicating our proposals.



# SCHOOL OF X OUTCOMES

All School of X programmes are designed to support the following outcomes, although it is important to note that the longer and more applied programmes enable stronger outcomes to be achieved across all categories.

## Pragmatic Solutions Tested Quickly

- i. Grounds-up identification of issues
- ii. Potential solutions explored, and concepts designed & tested
- iii. User insights inform iterations



## PROJECT OUTCOMES

## Equip participants with Design Thinking skills

- i. Understanding of Design Thinking process
- ii. Empathy
- iii. Insight Discovery
- iv. Experimentation



## LEARNING OUTCOMES

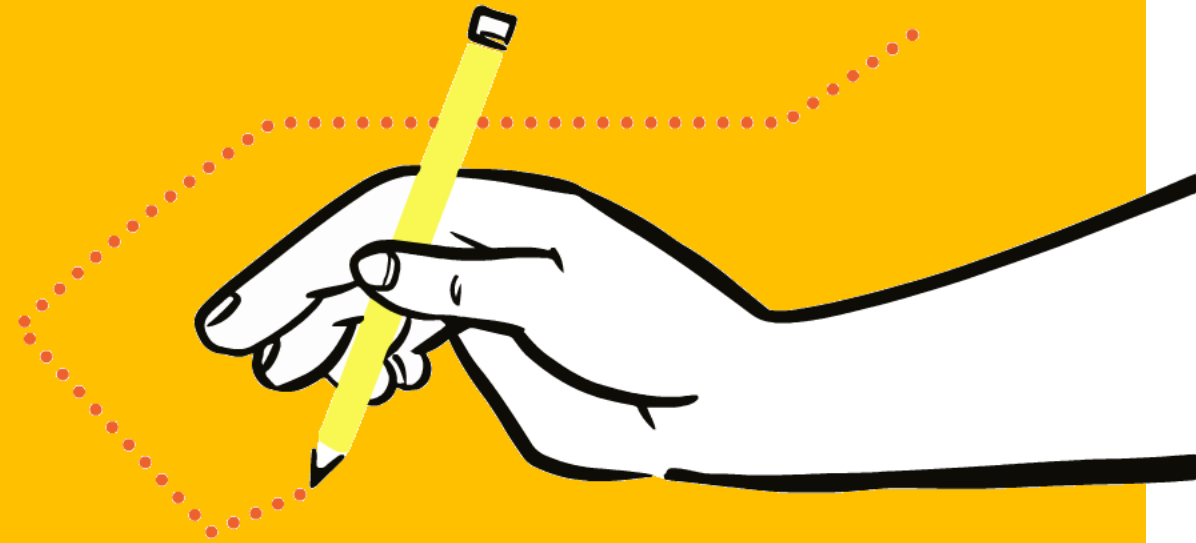
## Build mindsets for resilience & innovation

- i. Creative Confidence
- ii. Critical Thinking
- iii. Collaboration
- iv. Experimentation
- v. Reframing & Agility



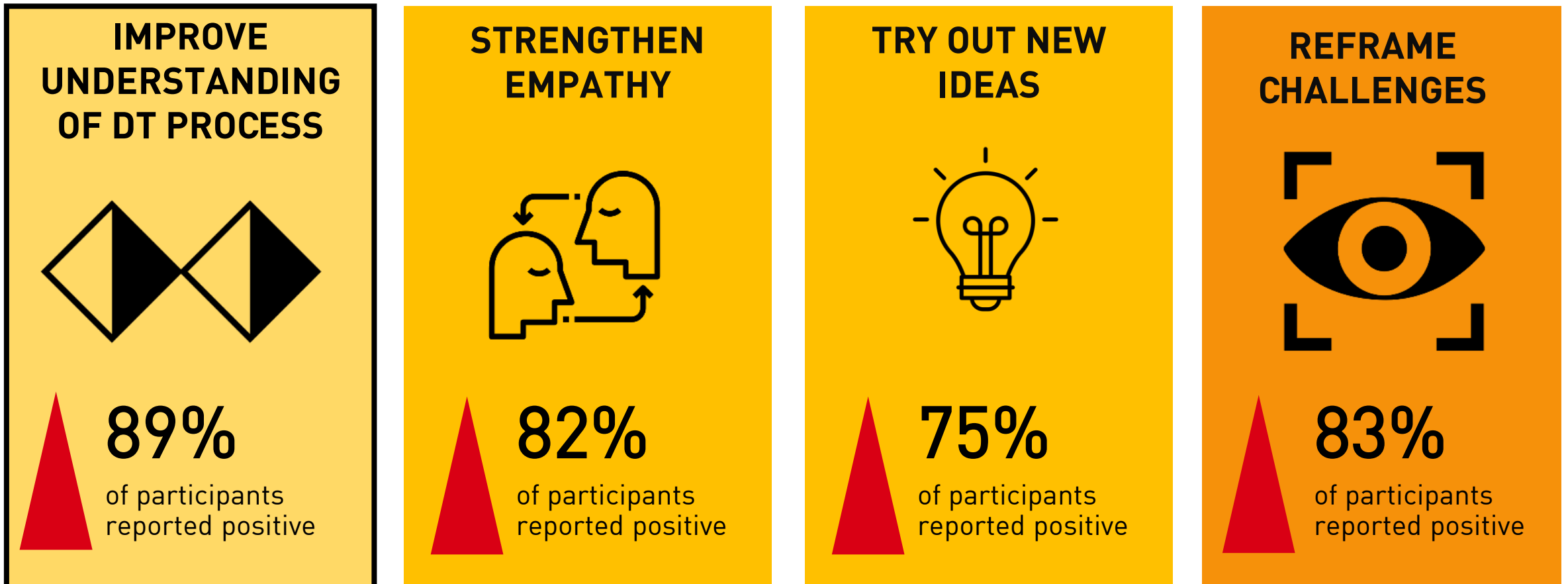
## MINDSET SHIFT

# THE IMPACTS WE'RE MAKING



## PROVIDING NEW SKILLS TO TACKLE AMBIGUITY

Based on research we undertake with our participants, we know that our programmes generate positive learning outcomes. .



\*data correct at time of publishing

## BUILDING MINDSETS TO DESIGN CHANGE

We also compare how participants feel before and after our programmes, in relation to key design criteria.

### CREATIVE CONFIDENCE



**36%** of  
participants shifted from  
negative to positive scores

### COLLABORATION



**22%** of  
participants shifted from  
negative to positive scores

### EXPERIMENTATION



**13%** of  
participants shifted from  
negative to positive scores



# SOME OF OUR IMPACTS

## Centre for Fathering: dad’s field pack launched by Minister Indranee Rajah





THINGS TO DO

PLACES TO STAY

PLAN YOUR EVENT

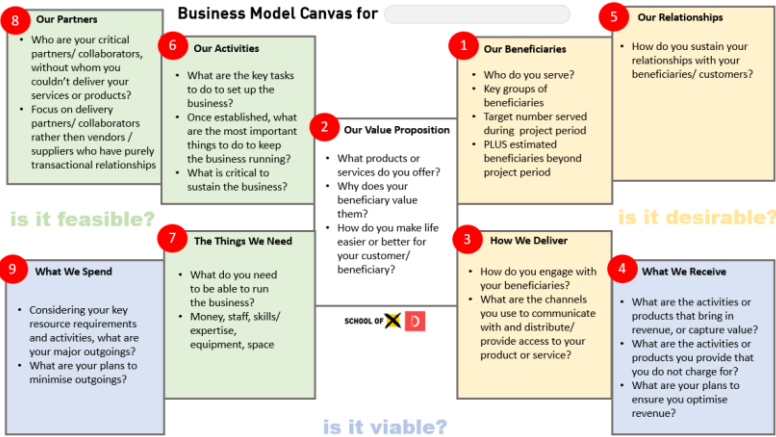



### SENTOSIGHTS

Venture into another side of Sentosa and get ready to magnify the way you experience the island with the new SentoSights tours. Get your fill of wonder, intrigue and thrills with a wide variety of tours to choose from. Featuring more than 10 unique guided tours, explore Sentosa's hidden gems and gain insights into the importance of sustainability and conservation, as you discover the island's nature, heritage and marine life.

## Sentosa: launches curated visitor trails & more as part of 50<sup>th</sup> anniversary celebrations


## SG Enable: ELI grant process & application form is now human-centred






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### Wellness festival, board sports facility among new tourism offerings





**Vanessa Lim**  
@VanessaLimCNA

06 Apr 2022 10:33AM  
(Updated: 06 Apr 2022 02:26PM)



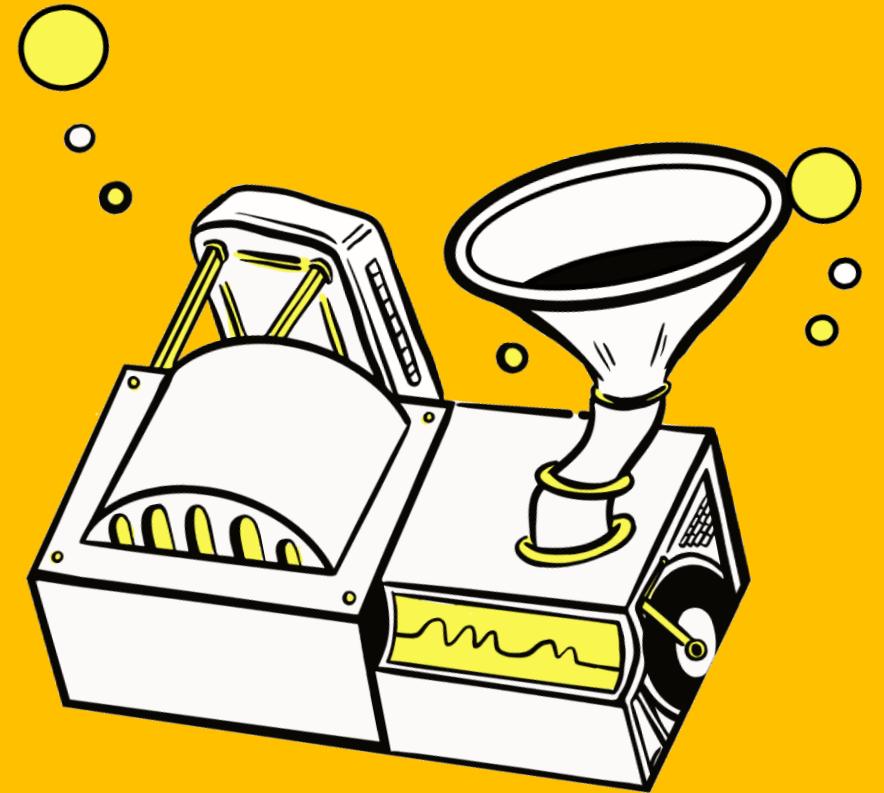
## STB and partners: launch Singapore’s inaugural multi-agency wellness festival

## Horizon Primary School: students implement STRIVE pack throughout school





# HOW TO JOIN SCHOOL OF X





**OPEN CALL FOR  
EXPERIENCED  
DESIGN  
FACILITATORS**



**COMPLETE  
ONLINE  
REGISTRATION**



**SCHOOL OF X  
TEAM REVIEWS  
APPLICATION**



**APPLICANT  
NOTIFIED OF  
OUTCOME**



**APPLICANT  
REVIEWS & SIGNS  
LETTER OF  
OFFER, SETTING  
OUT TERMS &  
CONDITIONS**

**PROJECT  
OPPORTUNITY  
ARISES.  
SCHOOL OF X  
NOTIFIES ALL THOSE  
ON PANEL, & SEEKS  
AVAILABILITY/  
INTEREST**

**SCHOOL OF X  
SELECTS BEST  
MATCHED  
FACILITATORS TO  
THE PROJECT.  
AGREEMENT ISSUED  
FOR PROJECT  
DELIVERABLES**

**PROJECT &  
CURRICULUM  
BRIEFING FOR  
FACILITATORS  
TAKES PLACE  
BEFORE  
PROJECT KICK  
OFF,**

# DESIGN FACILITATOR FEE & COMMITMENTS

## Up to \$6,000 for our Design Impact programme

Deliverables would typically include the following:

- Attend and contribute to a kick-off session to help shape the programme
- Conduct programme preparation activities and incorporate any preferred additional materials to baseline curriculum
- Facilitate 6 x 0.5-day workshop sessions, which comprise plenary teaching sessions and semi-facilitated breakout group activities
- Conduct up to 10 hours of coaching sessions
- Attend and evaluate pitch presentations at a half-day pitch-and-coach session at the end of the programme
- Provide structured feedback on the programme and participants, by completing an 'insights-and-actions' report template provided by School of X





# WHAT ARE WE LOOKING FOR?



**We look for individuals who share and respect our ethos to focus less on instruction and recall of facts, and more on guiding and encouraging a bias for action. School of X facilitators are genuinely interested in inspiring and uplifting their programme participants.**

# SIGN UP HERE



<https://forms.gle/Aj7TZtFxByK45ViW6>


# Questions?

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Tamsin Greulich-Smith  
Director, School of X

