

Ensure better outcomes by developing human-centered design practitioners.



Practitioner Certification Program

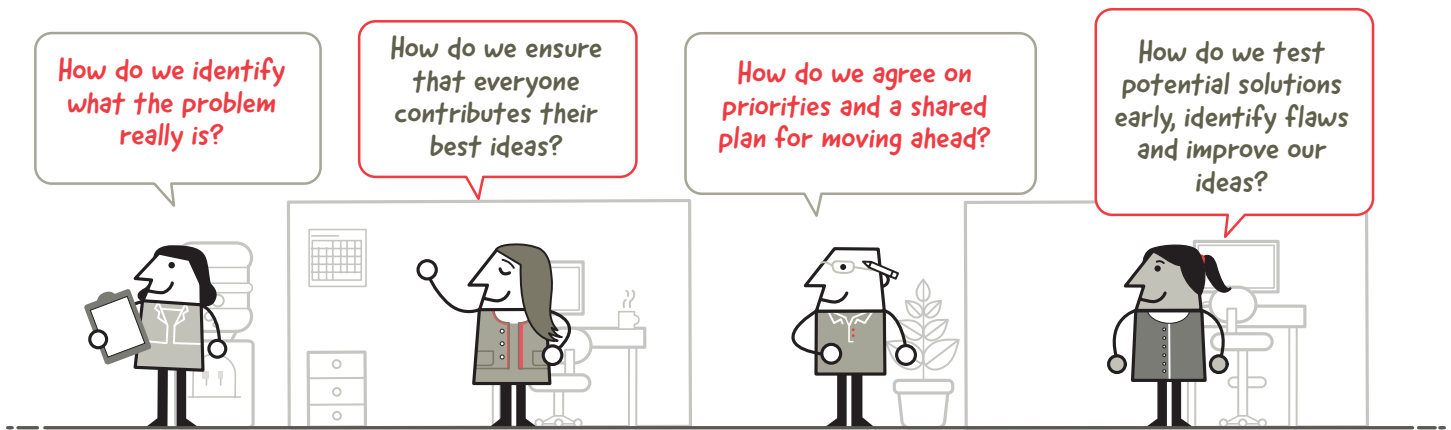
SCALING A CULTURE OF INNOVATION across an organization requires developing and supporting practitioners of human-centered design so they can be more innovative more often — in whatever type of job they do.

LUMA's Practitioner Certification Program provides a proven pathway for individuals to build human-centered design skills through dynamic hands-on training, peer-to-peer learning, expert coaching, and practical, on-demand resources. As people learn and apply human-centered design in their daily work, they build a shared language and toolset for innovation that scales quickly — and builds momentum for culture change.

This program can be delivered either fully online, or as a blend of in-person and online learning sessions.



A versatile toolset for any problem



The LUMA System

The LUMA System is a specific framework of human-centered design methods that forms a toolset and shared language for innovation, even across countries and cultures.

The methods are organized into three key design skills: **Looking, Understanding and Making.**



That gives the LUMA System its versatility and flexibility to deliver powerful results:

- Each method can be applied individually, for a focused approach to a specific question.
- Multiple methods can be combined in different ways as needed for more complex challenges.
- The methods can be used with any type of problem, in any type of setting.

In addition, the LUMA System seamlessly integrates with processes like Agile or Lean Six Sigma to supercharge their impact.

However you work, LUMA works.

“LUMA Institute has created a framework to help you choose the best tool for each step of the innovation process, based on the people you’re designing for and the complexity of the systems in which you operate.”

Excerpted from “A Taxonomy of Innovation,” January 2014 issue



Program Elements

Maximize impact by learning and practicing in multiple ways: by formal instruction, through peer-to-peer collaboration, and with hands-on application.

Series of online sessions or in-person workshop



Learn the LUMA System.

Periodic Peer-Partner Sessions



Give and get support in application.

Days 30, 60, & 90 Online check-ins



Reinforce good habits with expert coaching.

1-year subscription to LUMA Workplace®

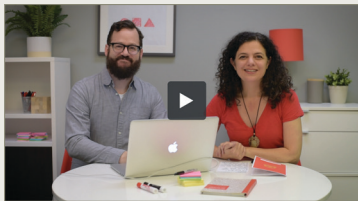


Leverage tools, examples, and expert guidance as you work.

Resources

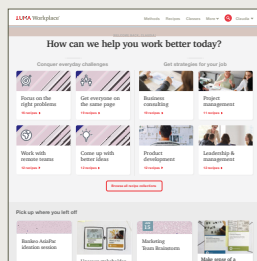
Support learning and assessment with online guidance and coordinated, easy-to-use resources.

Guidance throughout the program



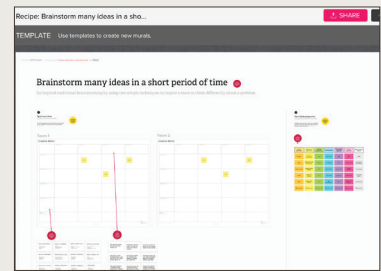
Explanation and demonstrations at every step along the way

LUMA Workplace®
Digital platform



Resources for daily application at LUMAworkplace.com

Access to MURAL digital workspace



Benefits

- Support for participants in learning and application
- An empowered community of practice
- Tangible evidence of organizational innovation capability
- Good habits in support of innovation
- Rigorously certified practitioners

"The LUMA certification program has been a force multiplier. It has allowed us to reach more people faster and to lower our costs."

– SVP, Global Fortune 100 Manufacturing Company, 122,000 Employees

Certified Practitioners Receive:

Digital Badge

Suitable for posting to social media and using in email signatures

Certificate

Downloadable and customized with your name





Practitioner Certification Program

Achieve better outcomes in daily work through the practice of human-centered design.

Program Guide

Program Overview

Learning Objectives

This program will enable you to:

- use LUMA methods in your work
- begin to speak a common problem-solving language
- apply expert-created human-centered design recipes to address common challenges
- create unique human-centered design agendas to address business challenges
- work more effectively with remote teams

Requirements to earn certification:

- ☐ Participate in all learning sessions
- ☐ Complete all assignments



Jane Doe

has successfully completed LUMA Institute's Practitioner Certification Program, and is designated a Certified Practitioner of Human-Centered Design.

Chris D. Pacione
Christopher Pacione, CEO

You can earn
Certification! ↗

LUMA INSTITUTE™

Program Pathway

Fundamentals of Innovation

Learn the LUMA System of Innovation through lectures and hands-on activities via live, online learning sessions with breaks.



Module 1: *Intro + Problem Framing*



Module 2: *Empathy-driven Insights*



Module 3: *Envisioning Possibilities*



Module 4: *Rapid Iteration*

Application Assignment 1



Coaching Session 1



Coaching and Application

Application Assignment 2



Get expert coaching, peer feedback, and additional learning on applying the LUMA System to your work in 2-hour live, online sessions.

Coaching Session 2



Application Assignment 3



Coaching Session 3



LUMA Workplace®

This program features LUMA Workplace®, our digital platform for learning and applying human-centered design.

Instructors' Bios



Amelie de Spot **Lead LUMA Instructor APAC (Singapore)**

Amelie de Spot is a serial entrepreneur, consultant, certified LUMA instructor and SCRUM master.

With a knack for entrepreneurship and a stint in venture capital where she managed a fund, Amelie has experience across multiple startups and established companies across HealthTech, FinTech, Telecommunications, and a wide variety of internet ventures.

Most recently, she helped shape the human-centered design practice at Standard Chartered Bank as an entrepreneur-in-residence at the eXellerator innovation lab, training hundreds of bankers to become human-centered design practitioners, to co-creating new business ideas, and support various countries on their fin-tech engagement strategies and implementation.

Based in Singapore, Amelie has delivered throughout APAC over the last 6 years and her sessions are known to combine strategy with personal experience, war stories, high energy, deep entrepreneurial leadership, focus, and business savvy.



Ruth Song **LUMA Certified Instructor**

Ruth's experience spanned across broadcast radio, branding and marketing, L&D, corporate training and higher education. She is a veteran business communication trainer and has trained with companies like Raffles Hotel Singapore, Ngee Ann Polytechnic, Nanyang Academy of Fine Arts, Temasek Junior College, PayrollServe and NUS Centre for Future Graduates.

Prior to joining the LUMA Institute, Ruth was also the Programme Lead in Ngee Ann Polytechnic The Sandbox's flagship event, Hack-lah, where she had led the training of participants from MINDEF Singapore, Institute of Banking and Finance (Singapore), and BNP Paribas in Human-Centered Design.

A firm believer in infusing technology and fun in her training, Ruth's dynamic energy and a relatable personality have garnered her excellent reviews from participants. She has won a number of awards including the Academic Award (Development) in 2018 and School Teaching Award in 2014 and 2017.

Ruth also holds an Advanced Certificate in Training and Assessment (ACTA).

Instructors' Bios



Peter Phan **Ngee Ann Polytechnic Co-Instructor**

Peter has been a professional facilitator, trainer and consultant with more than 20 years of experience. He specializes in a diverse range of soft skill programmes in areas such as leadership, teambuilding, emotional intelligence, mediation and negotiation skills, creativity, design thinking, behavioural profiling tools and neuro-linguistic programming.

Currently, Peter is a Senior Academic Manager/ Senior Lecturer with Ngee Ann Polytechnic, School of Interdisciplinary Studies. Over the 10 years at the Polytechnic, Peter champions creativity and innovation programmes and oversees the development of the current iteration with a strong emphasis in Design Thinking known as "Innovation Made Possible" which aim to develop creative confidence and entrepreneurial spirit in the students. Peter has been a lead facilitator and trainer for numerous innovation bootcamps and hackatons. He is also serving as a Mentor with the 500 Startups Mentors' Community.

Peter has worked with participants with diverse backgrounds and different age groups from both private, public and grassroots sectors since he first started his training and human resource development career with the National Community Leadership Institute (NACLI) where he held several positions such as Senior Lecturer, Head (Resource Planning) and Head (Team Effectiveness Programmes).



Edwin Tan **Ngee Ann Polytechnic Co-Instructor**

Edwin is an educator and trainer in TESOL and communication skills. Having honed his craft in the education and training field for over 15 years, he now also leads and collaborates with other training professionals to spearhead adult education in the areas of design thinking, cross-cultural / communication skills, and other Critical Core Skills.

Since 2010, Edwin has led and managed teams that design and deliver impactful training curriculum for large firms, government departments, and Institutes of Higher Learning. He takes delight in designing transformative learning and draws inspiration from innumerable training encounters with diverse participants from Brazil, China, Japan, Singapore and other Southeast Asian countries. His unique set of skills in education and training gives him an ability to swiftly build rapport and facilitate effective collaboration in a cross-cultural multidisciplinary training environment.

Edwin's passion is to see Human-Centered Design elevate professional trajectories and shape future workplaces. He trained at Nanyang Technological University with a Masters of Education in English Language Teaching and a Postgraduate Diploma of Education with Distinction and is also CELTA-certified.