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# ASIA-PACIFIC WORKSHOP ON VALUE CREATION 2018@KOBE UNIVERSITY

5th Multi-stakeholder Forum on  
Human Development toward Future Society

March 3-4, 2018

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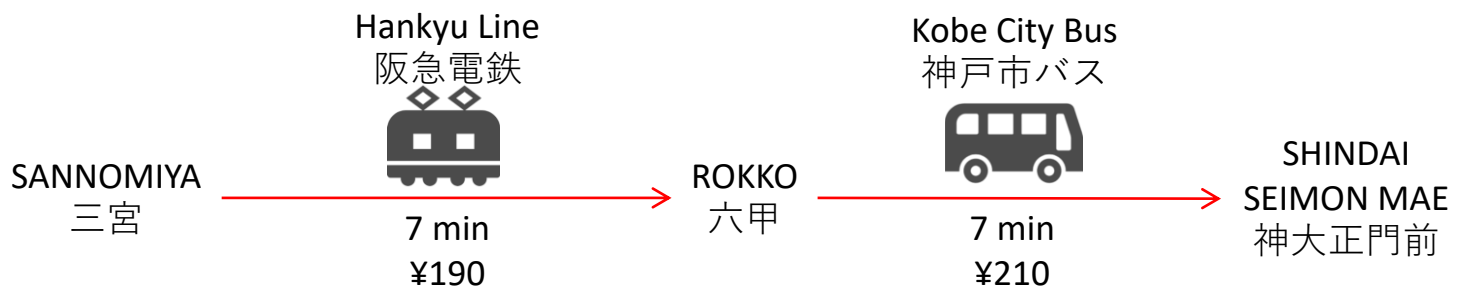
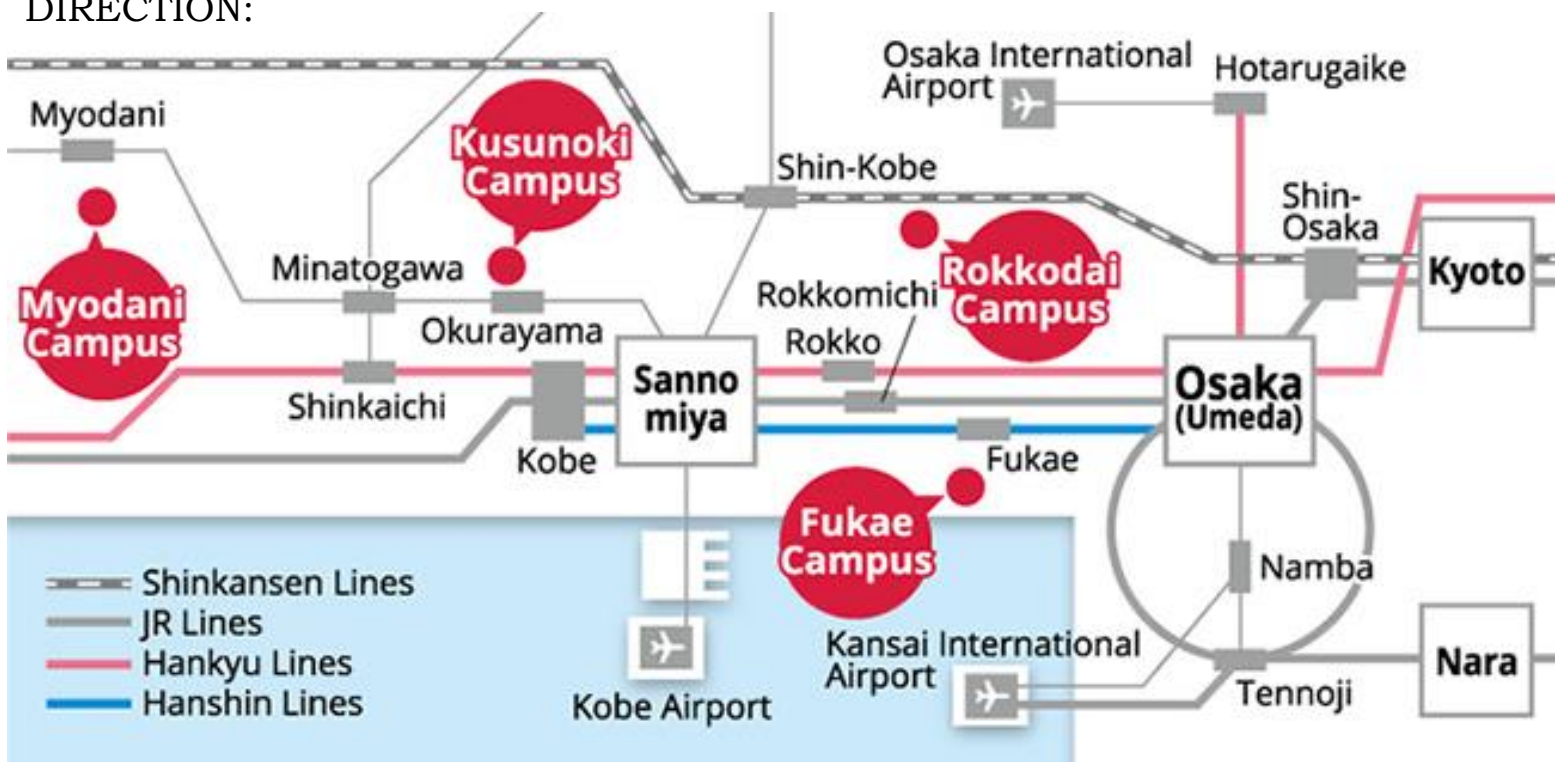
“Asia-Pacific Workshop on Value Creation 2018 @ KOBE UNIVERSITY” /  
“5th Multi-stakeholder Forum on Human Development toward Future  
Society” is hosted by

- Creative Dojo, Kobe University
- Research Project for Construction of Next-generation Eco-production System, Organization of Advanced Science and Technology, Kobe University
- Science Shop, Kobe University
- Office for Academic and Industrial Innovation, Kobe University

This workshop is supported by EDGE-NEXT and Research Project for Construction of Next-generation Eco-production System.

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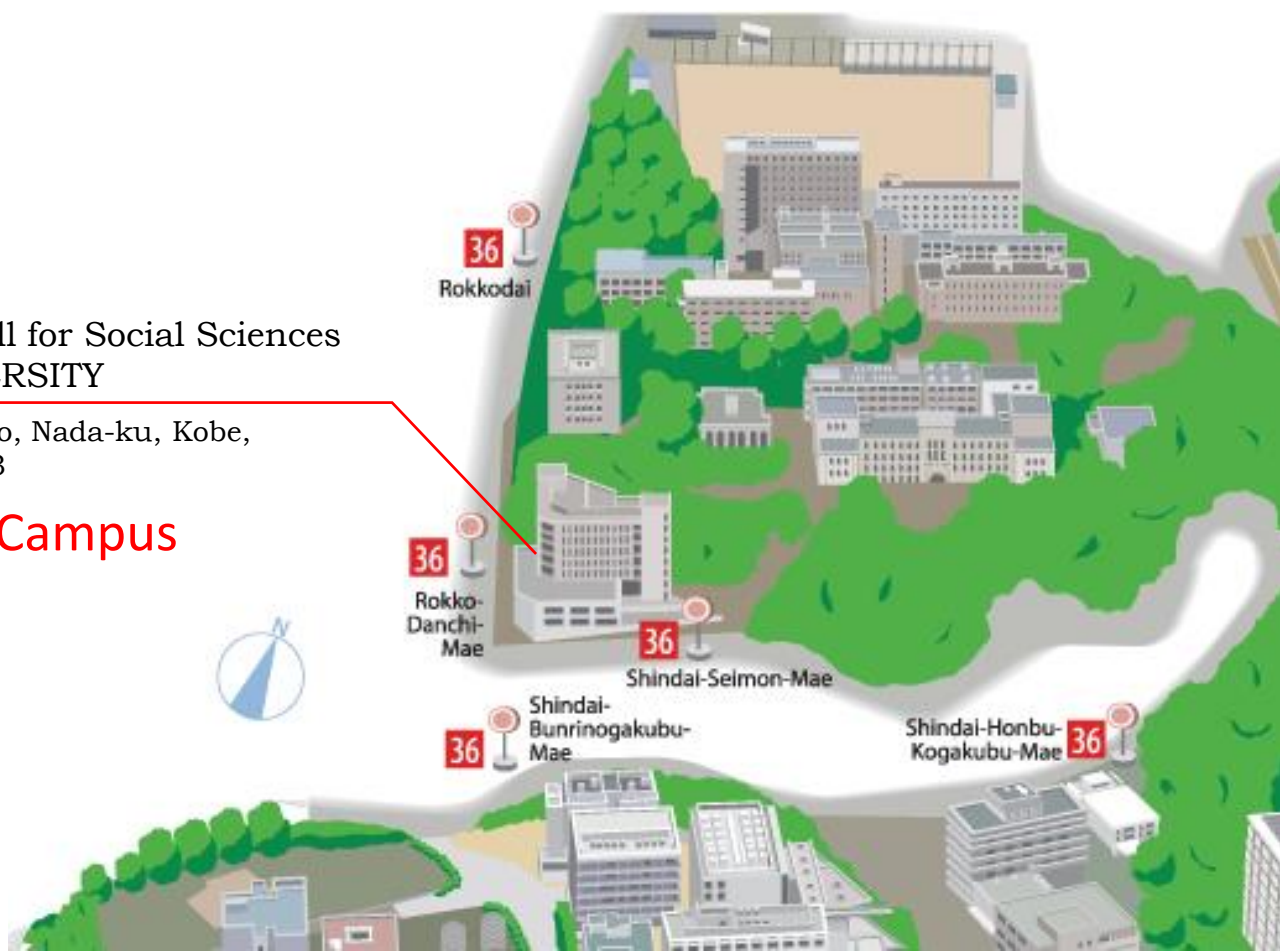
DIRECTION:



Room #502  
Academia Hall for Social Sciences  
KOBE UNIVERSITY

2-1 Rokkodaicho, Nada-ku, Kobe,  
Hyogo 657-0013

**Rokkodai Campus**



## OBJECTIVES:

Innovation is creating a new value, not a new product. Value Creation is a fundamental point to solve social problems and to build new businesses. Therefore, it is necessary to develop education programs for leaders who create a new value. This workshop will provide opportunities to talk about latest education programs on value creation, and to discuss management, networks and leadership for value creation.

## SCHEDULE:

1<sup>st</sup> DAY (March 3)

18:30 – 20:00

Facilitator's Meeting  
@ Sannnomiya2<sup>nd</sup> DAY (March 4)

|               |                                   |
|---------------|-----------------------------------|
| 8:30 – 8:35   | Welcome Remarks (Prof. Saito)     |
| 8:35 – 8:45   | Introduction of Participants      |
| 8:45 – 10:45  | Workshop by KOBE UNIV.            |
| 10:45 – 11:00 | Break                             |
| 11:00 – 13:00 | Workshop by Ms. Su Shen Atta      |
| 13:00 – 14:00 | Lunch                             |
| 14:00 – 15:30 | Workshop by JAIRS                 |
| 15:30 – 15:45 | Break                             |
| 15:45 – 18:15 | Workshop by NATIONAL TAIWAN UNIV. |
| 18:15 – 18:20 | Closing Remarks (Prof. Ohmura)    |
| 18:30 – 20:00 | Networking                        |

## Workshop by KOBE UNIVERSITY

**Workshop: *Exploring New Ideas for Value Creation***

Creative Dojo focuses on value creation in an innovative thinking approach, especially logical thinking, systems thinking and design thinking, and also focuses on interdisciplinary communication of students and faculty. The workshop is designed to train divergent and convergent thinking using brainstorming, affinity diagram, and forced association methods. Participants will find a new idea through innovation thinking.



Naoto Ohmura received his Ph.D. in chemical engineering from Kobe University. Before he worked as an assistant professor at Kobe University, he had worked for Nippon Sheet Glass Co., Ltd. He is interested in mixing processes for all domains such as communication, networks and communities, as well as the chemical engineering.



Hiroki Tsuruta is a graduate of Kobe University where he earned his M.A. and Ph.D. He has been a structural biologist and also a coordinator for academic-industrial collaborations. He is also a director of Center for Applied Structural Science and project leader of Structure-based Drug Discovery project.



Keiko Gion received her Ph.D. in bioengineering from Fukuyma University and an M.A. in agriculture from Kobe University. Before she joined Creative Dojo, she had worked for Riken Center for Developmental Biology, TLO Hyogo, Suntory Co., Ltd. She is interested in relations between data, information and values.



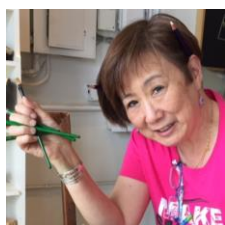
Creative Dojo is a community of members who share a common love of learning something new and creating wonderful things to change the world better. The Dojo is a knowledge fusion hub for solving difficult ill-defined problems. There are many problems that are not answered in only one optimum solution in the world. We believe that by sharing ideas, methods and stories with the members, we are all better equipped to lead creative innovation for ourselves, our colleagues and the future.



## Workshop by JAIME

### **Workshop: *Exploring Value Creation using Creative Experiences***

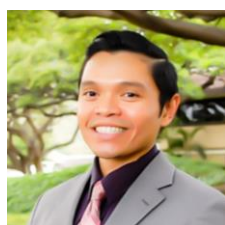
- Participants will be led through a series of creative exercises that will demonstrate that creative brainstorming, both individually and together as a group (collaboratively) will deepen their ability to explore value creation.
- They will learn powerful creativity techniques that can be practiced to enhance right-left brain hemisphere inter-connectivity that facilitate problem-solving and innovation.
- This workshop will awaken the participants' capacity and potential for creative thinking in value creation and provide a catalyst for social change.



Su Shen Atta is the Executive Director of Creative Arts Experience (CAE) with over 30 years experience as a professional artist, art educator, and mental health professional. CAE is a Hawaii non-profit organization that promotes creative experiences to enhance people's quality of life. Ms. Atta received a B.A. in Developmental Psychology from Yale University. She is a highly regarded lecturer and trainer in creativity and evidence based curricula development. Her artwork is in private and public collections, including the Hawaii State Foundation on Culture and the Arts.

### **Workshop: *Innovating while Leading: Strategies to become a better leader in a time of innovation***

The workshop will focus on identifying key strategies to help participants lead with innovation. The workshop will include a series of discussion on thinking creatively and innovation at work place. In addition, practical application will drive the principles of value creation and how to address organizational barriers to innovation.



Constancio Paranal III is a graduate of the University of Southern California where he received his Doctorate in Education Management and Leadership and a Master in Business Administration. He also received a Master in Finance from Harvard University. He is a Faculty of Marketing at the Shidler College of Business. He specializes in Digital Marketing and Entrepreneurship. He is interested in the fields of Neuroscience, Education Psychology, and Knowledge Management.



JAIME is a business school with a 40 year history which aims to contribute to the co-creation of knowledge.

JAIME is a non-profit educational institution set up with the full backing of Fujitsu in 1972 to provide post-graduate level education.

Over the past 40 years since its establishment, there have been more than 23,000 graduates. In 1972, the institute was established to foster the development of mutual understanding between Japan and the US and cultivate human resources in the Asia-Pacific region.

## Workshop by NATIONAL TAIWAN UNIVERSITY

**Workshop: Empathizing through Non-Visual Clues**

Empathy is at the heart of design and is the foundation of design thinking. To identify people's feeling, thoughts, and attitudes through empathizing, non-visual clues are helpful and inspirational. To help students appreciate and develop such empathizing tools, the following materials are designed and delivered.

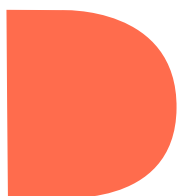
- Vocal Expression Exercises
- Case: Design a Watch for the Blind



Jiun-Yu Yu received his Ph.D. in applied statistics from University of Oxford. His research interest is operations-based service innovation, particularly in health care. He teaches system dynamics, design thinking, operations strategy, operations management and business analytics as an assistant professor of Department of Business Administration, National Taiwan University.



Rax Liu is the Chief Innovation Officer at NTU D-School. He is a design thinking lecturer. Before he joined NTU D-School in 2015, he worked for FUTUREWARD, Taipei as a manager of a mobile maker space project.



**D-School  
@NTU**  
台大創新設計學院

Stanley Wang D-School @ NTU (a.k.a. D-School) was established in 2014 and officially launched courses in the autumn of 2015. The mission of D-School is to promote innovation and cooperation between NTU students and faculty from all disciplines. D-School also addresses important social issues with innovative solutions and enable hands-on realization to enhance the overall competitiveness of Taiwan.

D-School is constantly seeking cooperation opportunities in NTU, in Taiwan, as well as in global community. At D-School, students not only practice how to put their ideas into actions with the resources provided by the School, but also learn how to solve real-world problems through encouraged prototyping and testing efforts.

