

**SKILLS FRAMEWORK FOR SEA TRANSPORT  
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE**

<b>TSC Category</b>	Business Development					
<b>TSC</b>	Solution Design Thinking					
<b>TSC Description</b>	Construct solution based upon logic, imagination, intuition, and systemic reasoning, to explore possibilities of what can be and create desired outcomes that benefit the organisation and customers					
<b>TSC Proficiency</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
			<b>STP-SPM-3003-1.1</b>	<b>STP-SPM-4003-1.1</b>	<b>STP-SPM-5003-1.1</b>	
			Analyse customer's needs through ongoing engagement to develop preliminary solutions through assessing the issues today and to break it down into bite size implementable solutions	Develop solutions by breaking down complex issues and taking customers through a process, constantly engaging them to design an end-to-end solution	Drive solutions by making the customer the focal point of the design, breaking down the issue to address each unmet need and to drive growth and profitability	
<b>Knowledge</b>			<ul style="list-style-type: none"> <li>• Critical thinking</li> <li>• Design thinking to improve organizational performance</li> <li>• Presentation technique</li> <li>• Prototyping method</li> <li>• User testing method</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic design thinking</li> <li>• User research method</li> <li>• Reframing insights method</li> <li>• Ideation and storyboarding technique</li> <li>• Concept mapping/matrix technique</li> </ul>	<ul style="list-style-type: none"> <li>• Stakeholder Analysis</li> <li>• Project Management</li> <li>• Systems Thinking</li> <li>• Change Management</li> </ul>	
<b>Abilities</b>			<ul style="list-style-type: none"> <li>• Analyse and solve complex challenges through the process of structured design thinking</li> <li>• Collaborate with others to look for new approaches to finding solutions and identifying the customer's real issues</li> <li>• Analyse and look beyond the customer's articulated need through constant engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Develop methodologies to gain further insight into customer issues and needs</li> <li>• Develop insights about problems, unmet needs and organisational landscape using ethnography and similar methods such as journey mapping</li> <li>• Facilitate discussion of adoption of new solutions</li> <li>• Develop strong network of collaborative partners and stakeholders to contribute to various points of innovation value chain</li> </ul>	<ul style="list-style-type: none"> <li>• Devise a plan and solution blueprint to understand the strategic intent and landscape of the customer and the underlying needs</li> <li>• Drive ideation to pollinate new and old ideas, which translate into solutions</li> <li>• Initiate and leverage on the customer relationship to gain access and nail down the real needs beyond what they might have initially stated</li> <li>• Lead discussion and change process to roll out the implementation solution for customers</li> </ul>	

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					<ul style="list-style-type: none"> <li>• Formulate strategic partnerships and collaborations with customers to develop and scale innovation capabilities</li> <li>• Lead repeatable ideation steps with customers to help them identify other issues in the organisation and to provide solutions to drive overall growth and profitability</li> </ul>	
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