



ESCOCHECKS ACADEMY

PROFESSIONAL DEVELOPMENT ONLINE PROGRAM

VIRTUAL DESIGN THINKING WORKSHOP FOR SMEs

www.escochecksacademy.com

SEPTEMBER 16 AND 17, 2022

Synchronous sessions via Zoom

Asynchronous sessions via access to the Escochecks Academy platform



CONTENT

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and Escochecks Academy*

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**ENROLL. LEARN.
SUCCEED.**

ABOUT ESCOCHECKS PHILIPPINES

Escochecks Philippines Company, Ltd. is a wholly owned subsidiary of Escochecks Inc. in the USA. Escochecks Philippines is a business service provider with core competencies in the fields of accounting, bookkeeping, finance, taxation, payroll, and HR, among others. We offer these services to our clients with the aim of being their partners in driving business growth and efficiencies.

ABOUT ESCOCHECKS ACADEMY

Escochecks Academy is the training arm of the Escochecks Group of Companies which handles accounting, bookkeeping, payroll, taxes & human resources functions for various businesses in Los Angeles, Las Vegas and Manila. The academy is also an accredited continuing professional development (CPD) provider under the Professional Regulation Commission (PRC) in the Philippines.

Currently, it is working on its accreditation with the Internal Revenue Service (IRS) and California Tax Education Council in the U.S.

Core to the academy's course offerings are continuing development programs which could help entrepreneurs and professionals manage their business and career opportunities better. We also offer introductory courses on how to use QuickBooks which is specially designed for SMEs who want to manage their finances on an integrated platform.

VIRTUAL DESIGN THINKING WORKSHOP FOR SMES

SMEs are faced with challenges that come with constantly changing trends that directly influence customer buying experience. SMEs normally do not have the budget for an innovation lab or the monetary allowance to afford failed business experiments. SMEs need a systematic and structured process designed to solve business challenges and bring a product prototype to market with minimum risk. Design thinking is a fresh approach that can help small businesses break out of unproductive cycles and “business as usual” ways of thinking.

In this workshop webinar, you will learn the basics of remote design thinking and apply design thinking in an engaging way to yield results quickly. Discover how to effectively change how products and services are built and how to scale your business through the use of design thinking.



PROGRAM OUTLINE

- I. Preparations
 - a. What is design thinking?
 - b. Tools and Rules
 - c. Commencing the workshop
- II. Design Thinking time!
 - a. Mapping
 - b. Sketching
 - c. Voting
 - d. Prototyping
 - e. Testing
- III. Sharing your Results
 - a. Gathering Feedback
 - b. Presentation Template
 - c. Takeaways



**Atty. Sharon B. Millan,
CPA, CSEE, DPA**

Resource Person

Atty. Sharon Millan is a CPA lawyer and a career service executive eligible (CSEE) professional. She is a partner of Millan and Uy Accounting and a member of Jalbuna, Cataluña and Nunez Law Co. She is also the president of Farm Logic Corp. and serves as the corporate secretary as well as the finance and legal advisor for Data Viz PH Inc. She has ten years of combined teaching experience as an assistant professor in the College of Management, University of the Philippines Visayas and as a current faculty in the College of Law, University of San Agustin Iloilo.

At present, Atty Millan is affiliated with Integrated Bar of the Philippines (IBP) and Philippine Institute of Certified Public Accountants (PICPA). She served as the past president of PICPA - Iloilo chapter in 2016-2017. She is also a GoNegosyo mentor for business law, taxation and financial management.

Atty. Millan was recognized as one of the outstanding women of Iloilo City under the professional service category in March 2017. She also published an article with the Philippine Board of Accountancy Technical Journal.

Atty. Millan graduated from the University of the Philippines Visayas with a degree of Bachelor of Science in Accounting in 1996. She returned three years later to complete her Master of Management with a major in Public Management. She earned her doctorate in public administration from the University of the Philippines Diliman with a dissertation on design thinking and collaborative governance for public service innovation.



VIRTUAL DESIGN THINKING WORKSHOP FOR SMES

Program Details:

September 16 and 17, 2022
Tuesday and Friday

8:00AM - 5:00PM via Zoom

Program Fee

Rate - ₱5,000

*Schedules and prices may change without
prior notice

Register Now!

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