2 DAY IN-HOUSE TRAINING

# DESIGN THINKING:
## A STRATEGIC APPROACH FOR INNOVATION

**HRDF CLAIMABLE**



## WHY THIS COURSE!

Corporate leaders in APAC B2B frequently encounter challenges related to innovation, customer expectations, and market shifts. This course equips participants with Design Thinking skills, empowering them to address these pain points with creative and strategic solutions.

**Struggling to Innovate in a Rapidly Evolving Market:** Many corporate leaders find it difficult to keep up with technological advances and shifting customer needs, hindering their ability to stay competitive.

This course teaches leaders how to apply Design Thinking to sense market changes, integrate emerging trends, and stay ahead of competitors by creating innovative products and services.

**Difficulty Understanding Customer Needs:** Misinterpreting or overlooking customer needs can result in products or services that fail to resonate, leading to poor business outcomes.

Participants will learn empathy-based research techniques to deeply understand their customers and design solutions that truly address their pain points and expectations.

**Overwhelmed by Complexity and Information Overload:** Corporate leaders often face an overwhelming amount of information and complexity when trying to innovate, making it hard to focus on what really matters.

This course helps participants organize and filter out unnecessary complexity, enabling them to focus on key insights that drive meaningful innovation and decision-making.

**Challenges in Testing and Implementing New Ideas:** Testing and prototyping new ideas can be risky and time-consuming, resulting in delayed implementation or failure to bring concepts to market.

The course provides a structured approach to prototyping and testing, allowing participants to validate ideas quickly and efficiently, reducing risks and increasing the chances of success.

**BOOK YOUR TRAINING TODAY**

Follow us on:

#The New Power Move

> ""Design thinking is a human-centred approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success" —**Tim Brown, President and CEO of IDEO.**

## COURSE SUMMARY

Design Thinking has become a core strategy in today's most successful organizations, powering breakthroughs at companies like Apple, Google, IBM, and Airbnb. This innovative approach centers on human-driven problem-solving, combining creative techniques with strategic thinking to fuel sustainable growth and foster meaningful connections with customers. Rooted in a blend of empathy, creativity, and strategy, Design Thinking equips professionals to address complex challenges by synthesizing internal insights with real-world needs. Participants in this two-day workshop will learn how to channel this approach into crafting products, services, and strategies that resonate with customers and position their organizations for long-term success. This immersive workshop offers hands-on experience with the essential steps and techniques of Design Thinking, from empathy and ideation to prototyping and testing. Participants will walk away with practical skills they can immediately apply to drive innovation in their roles and organization.

## WHO NEEDS TO ATTEND

This course is ideal for **C-level leaders**, **VPs**, **Directors**, **Heads of Departments**, **Managers & Senior Managers**, **Executives**, and **professionals** involved in:

- Innovation and Product Development
- Marketing and Customer Experience
- Strategic Planning and Organizational Development
- Sales and Business Development
- IT and Technology Management

Relevant Industries: **Technology, Financial Services, Healthcare, Retail, Manufacturing, Real Estate, Telecommunications, Hospitality, Energy, Education, Logistics,** and more.

Also ideal for:

- Are responsible for long-term strategic marketing directions
- Are responsible for sustainable commercial success
- Are responsible for strategising the marketing plan
- Feel that there should be more depth to marketing than what they are currently practising.

Follow us on:

**BOOK YOUR TRAINING TODAY**

#TheNew PowerMove

## ABOUT OUR TRAINER

With over 25 years of expertise in branding, design thinking, and strategic planning, our trainer is a proven leader in driving innovation and achieving impactful results. She has successfully built leading brands and driven products to the No. 1 spot in Malaysia, partnering with global corporations like Johnson & Johnson, GlaxoSmithKline, and Fonterra Brands. Her experience spans diverse industries such as tech, retail, green energy, and consumer goods, where she excels in product innovation, strategic marketing, and aligning stakeholder perspectives to create solutions that resonate with both customers and business goals. Holding a Master's in Strategic Marketing and certifications from top institutions, she combines deep theoretical knowledge with practical, real-world application. Her engaging, hands-on workshops are designed to empower participants with actionable Design Thinking principles, fostering collaboration and equipping them with the tools to navigate challenges and drive meaningful innovation. By attending this course, you'll gain valuable insights to lead your organization toward sustainable success in today's dynamic markets.

## COURSE METHODOLOGY

This hands-on course equips participants with practical storytelling techniques through lectures, case studies, and real-world simulations. Interactive exercises, peer feedback, and expert guidance ensure skills are refined and ready for immediate application. Engaging activities like group discussions and design challenges create an immersive learning experience.

## BENEFITS OF ATTENDING

Participants will experience the Design Thinking methodology and many other success-generating techniques used by global megabrands such as Apple, IBM, and Zappos for product and service innovation. Upon completion of this course, participants will be able to:

- Lead innovation and enhance their organisation's innovation capability
- Learn to 'sense' the macro situation, make sense of it, and integrate it into the problem-to-solution phase
- Integrate cutting-edge creative practices into their work and corporate culture
- Ability to organise and screen out complexity caused by information overload, changing consumer behaviours & needs, and technological advancement
- Create strategies and ideas that are effective, with the integration of stakeholders' voice
- Apply Design-Led Strategy as a vehicle to communicate strategy

**Outcomes:** By the end of the course, participants will have an actionable plan for applying Design Thinking in their work, empowering them to drive impactful solutions that align with both business and customer needs.

*" The trainer provided good examples with materials and appropriate explanations. A very well-structured course."*
—**Marketing Director**

## COURSE OUTLINE

### DAY 1

| | |
|---|---|
| 09.00 - 10.30 am: | **REGISTRATION**<br>**MODULE 1: OVERVIEW OF DESIGN THINKING**<br>• The concept of Design Thinking<br>• What Design Thinking is and is not |
| 10.30 - 10.45 am: | **COFFEE BREAK** |
| 10.45 - 01.00 pm: | **MODULE 2: EMPATHIZE**<br>• Empathy influences the outcomes of Design Thinking<br>• Empathetic research techniques and guidelines |
| 01.00 - 02.00 pm: | **LUNCH** |
| 02.00 - 03.30 pm: | **MODULE 3: DEFINE**<br>• Problem definition statement<br>• PoV In defining the design problem |
| 03.30 - 03.45 pm: | **COFFEE BREAK** |
| 03.45 - 05.00 pm: | **MODULE 4: IDEATE**<br>• Create ideas by listening to stakeholders<br>• The how-to for conducting a successful ideating session<br><br>**END OF DAY 1** |

### DAY 2

| | |
|---|---|
| 09.00 - 10.30 am: | **MODULE 4: IDEATE … CONTINUATION**<br>• Problem-solving techniques<br>• Ideation session |
| 10.30 - 10.45 am: | **COFFEE BREAK** |
| 10.45 - 01.00 pm: | **MODULE 4: IDEATE … CONTINUATION**<br>• Prioritizing ideas<br><br>**MODULE 5: PROTOTYPE**<br>• Gathering user feedback<br>• Stages of prototyping<br>• The Minimum Viable Product |
| 01.00 - 02.00 pm: | **LUNCH** |
| 02.00 - 03.30 pm: | **MODULE 6: TEST**<br>• Building Real Products Using Design Strategy Principles<br>• Steps of a Successful Testing Approach |
| 03.30 - 03.45 pm: | **COFFEE BREAK** |
| 03.45 - 05.00 pm: | **MODULE 7: PITCHING SESSION**<br>• Innovation Plan Challenge<br><br>**END OF DAY 2** |

*" Understanding of what it takes to make it work. The entire programme structure was clear, from beginning to end."*
—**Business Development Director**

*" Powerful and intensive training in a friendly atmosphere, with respect for every participant's learning process. "*
—**Marketing Manager**