



# INNOVATION IS NECESSARY IN EVERY ASPECT OF BUSINESS , AND THE BEST PART IS IT CAN BE LEARNED

## THE WORLD ECONOMIC FORUM REPORTS THE TOP 3 SKILLS



Design thinking is a human centered approach to innovation that looks at innovation through the eyes of the people. It is rooted in an innovative and creative culture that seeks to combine empathy towards people with enthusiasm and curiosity for current and future trend as well as with entrepreneurial spirit to turn ideas into reality.

It involves methods and tools from the fields of design and ethnography as well as practical skills from the field of engineering and analytical and strategic skills of business. And we this we will be able to change mindset from problem focused to solution focused and more importantly action oriented.



## KEY TAKEAWAYS FROM THE PROGRAM

1. **Understand** the design thinking process
2. **Instill** creativity and lateral thinking
3. Able to **tackle** Big project with the module
4. **Develop** deep understanding on consumer insight
5. **Reduce** risk and accelerate learning through low resolution prototyping
6. **Build** a radically collaborative culture among each other
7. **Learn** to work in a diverse team to solve strategically difficult challenges
8. Bring the concept back and **implement** in the workplace

## TRAINING METHODOLOGY

This workshop is design in a way where we provide a much richer learning experience than listening to a “teacher” does. As such our bias is to provide the opportunity to our participant to do and then to facilitate a reflection that invite the participants themselves to extract the meaningful learning from each and every experience.

Group discussion



Live Interview



Interactive story telling



Brainstorming



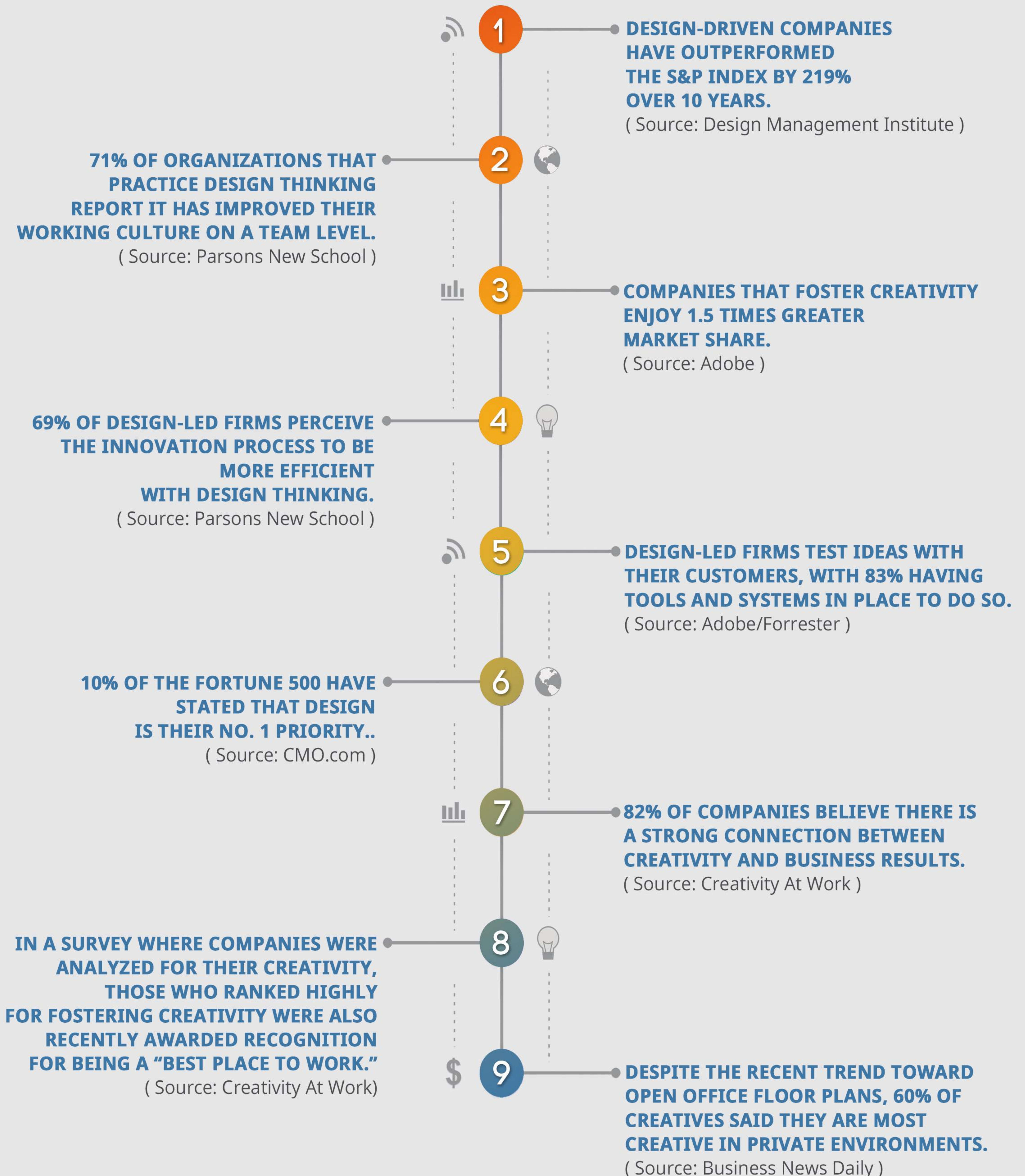
Prototyping



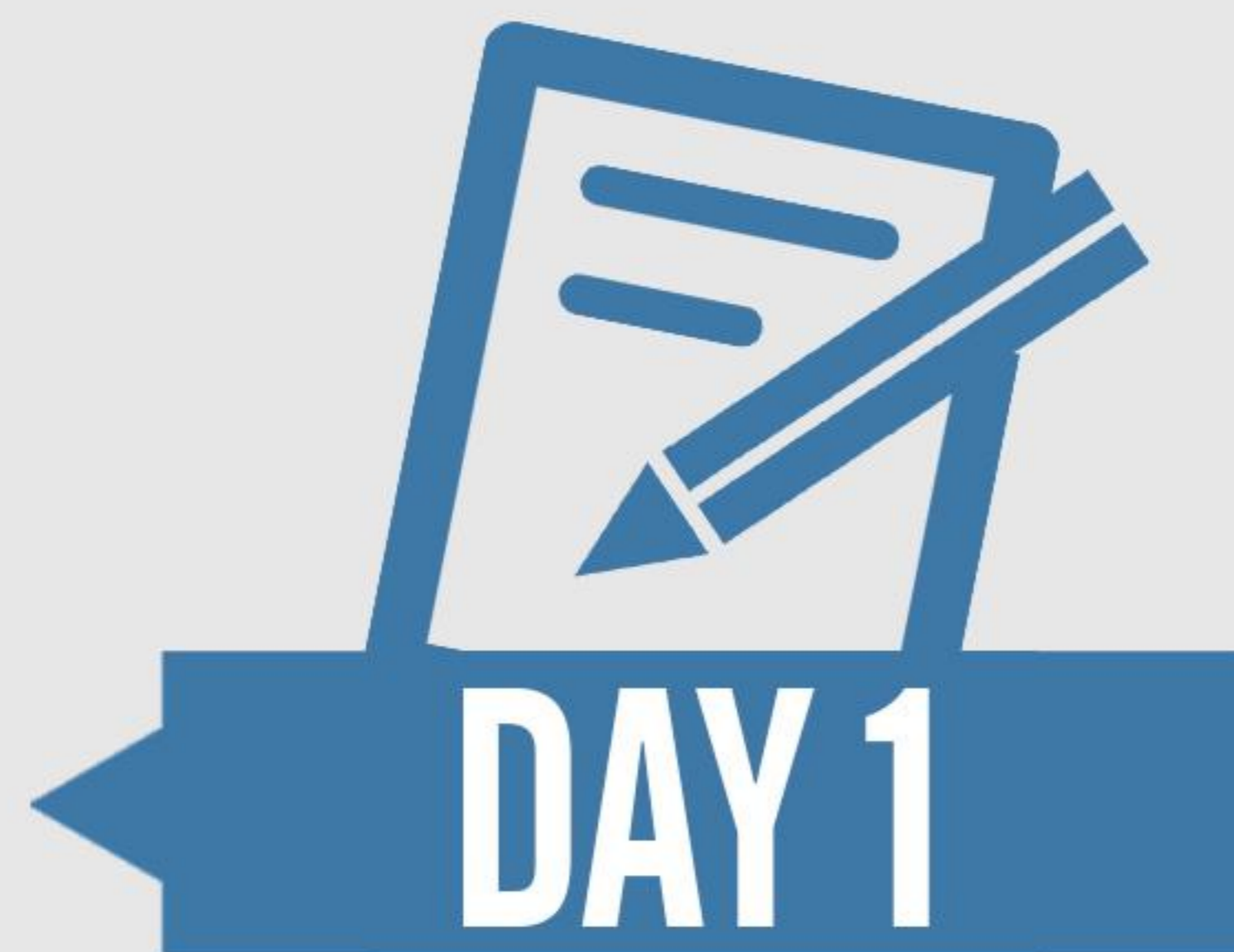
Number of Participants	: Maximum 20
Duration	: 2 days
Course Fee	: -

# WHAT SEPARATES DESIGN-LED BUSINESSES FROM THE PACK?

THE FOLLOWING STATS BELOW PAINT  
A CLEAR PICTURE OF THEIR COMMONALITIES.



# MODULE



## Session 1: Design Thinking Introduction

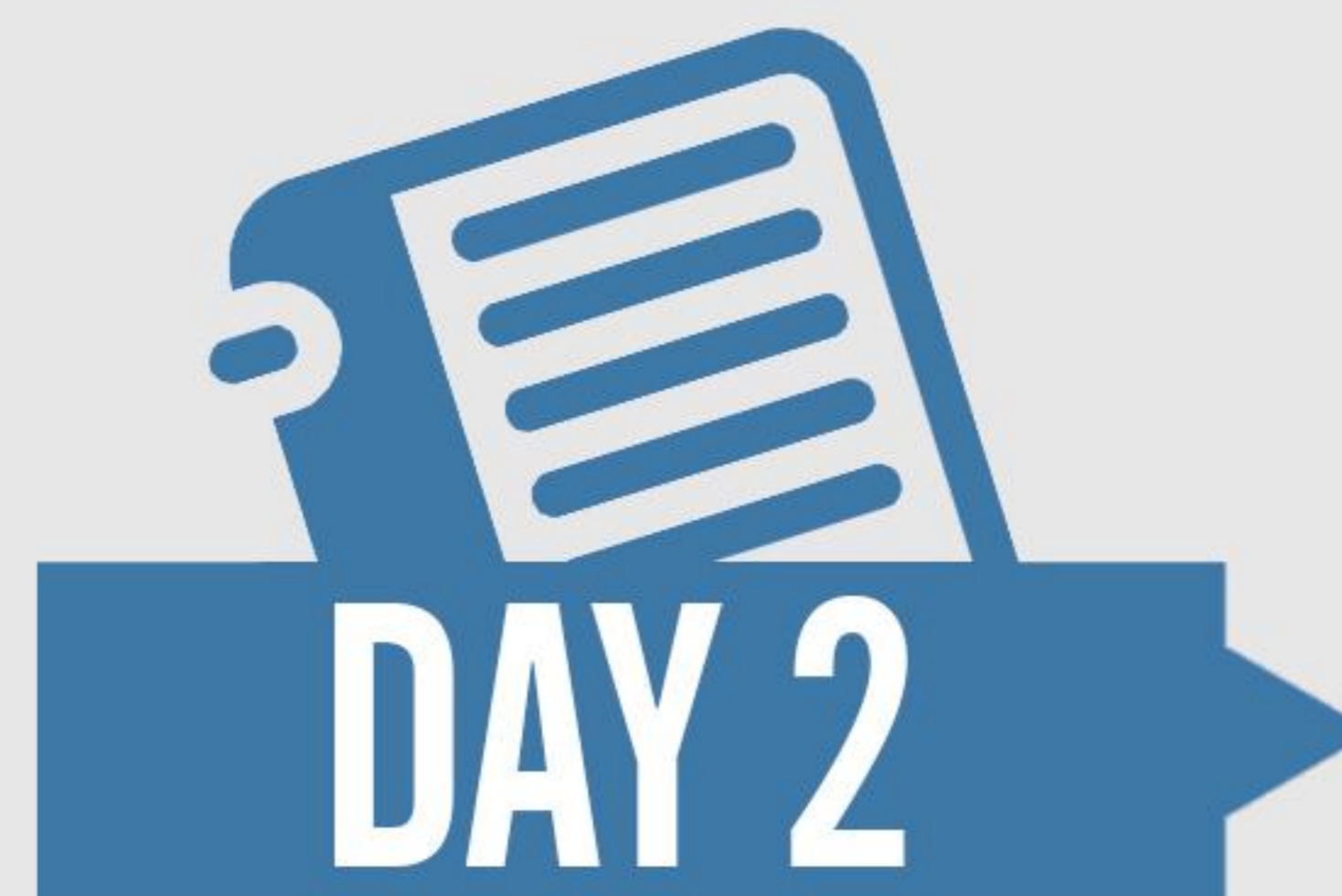
- Understanding Design Thinking Concept
- 5 stages of Design Thinking
- Design Thinking Challenge

## Session 2: Empathy Fieldwork

- Develop background knowledge as a springboard to address the Design Challenge. Observation and interview activities to help the team develop a sense of empathy.

## Session 3: Define

- Results are synthesized based on the empathy fieldwork. A conceptual framework to yield a description of the solution space is developed and participants will be challenge to see, think and feel like their consumer.



## Session 4: IDEATE

- This is the stage where we generate ideas; participants will be put into process where countless ideas are generated through various methods of brainstorming and discussion.

## Session 5: Prototype

- Ideas are turn into prototypes which are physical or visual representation of idea. It is a way to convey an idea quickly, with low cost of investment using our unique materials.

## Session 6: Testing

- Any design / process is useless if the customer would not want to use it , the testing process is whereby the participant will test their product with the customer to obtain insight and feedback to improve their design.

## Session 7: Bringing design thinking back to the workplace

- Participants will be ask to formulate steps of implementation in their workplace.

# COURSE TRAINERS



## ALFRED NETTO

*Alfred is a published author of the book 'Habitude' that can be found in our bookstores across Malaysia, being one of the youngest coaches in Malaysia to be an Associate Certified Coach credentialed by the International Coach Federation (ICF). Alfred specializes in helping organizations change their employees' behaviors. According to some of his clients, he is proficient in fostering self-awareness, focus and discipline, as well as in promoting action. He is very knowledgeable in several coaching approaches and has a proven track record of helping clients achieve the desired outcomes.*

*Armed with a qualification as a Certified TRAIT Personality Assessor by the Aston Business School in the United Kingdom, Alfred is an advocate of creative thinking. He also brings new innovation ideas into processes and products, always pushing the boundary of norm to strive for differentiation that leads to the success of his clients.*

*Alfred's training is an innovative combination of the latest research and methods from the areas of Neuro Linguistic Programming (NLP), Business & Life Psychology and Coaching to enable his clients to achieve sustainable change and progressive personal and professional development.*

*Alfred has developed several signature programmes specifically customised for his training, this includes his trademark and hugely popular Wolf Training programme. He has successfully coached and facilitated change in behavior and the mindset of many of his participants. His sessions always begin with challenging the participants on their beliefs and perceptions towards a more empowering self.*

*A serial entrepreneur, he currently juggles 3 different businesses in 3 different industries. Apart from his training firm "THE WOLF TRAINER", he set up and oversees an education center currently with an enrolment of more than 300 students. He is also the managing partner of Printing Lab, specialising in printing and advertising.*

*His entrepreneurial experience immensely helps him apply real life practicality with theoretical methods in psychology to give the best to his coaching and corporate clients.*

*Alfred has successfully imparted his knowledge with clients such as HSBC, VOLVO Malaysia, SAP, Lafarge Malaysia, Samsung Malaysia, Telekom Malaysia, MUDA Holdings Bhd, CryoCord Group, Hitachi Malaysia, HUNTSMAN, Pantai Hospital, Cold Chain Network, KDU University College, Royal Malaysian Police, SME Bank, Axiata Berhad and Malaysia International Chamber of Commerce just to name a few.*

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# COURSE TRAINERS



## DR. EUGENE PEK

*Dr Eugene Pek specialises in training and teaching design thinking for corporate personnel and university students locally and abroad. Eugene delivers seminars and talks on design thinking in academic conferences and facilitate workshops on applying design thinking into solving practical problems of business organisations.*

*He was trained in design thinking at the Innovation Academy of University College of Dublin and has since become an avid practitioner applying this mindset into his research, teaching, university administration and citizenship works. Eugene applies design thinking into his sustainable development planning teaching and consulting.*

*He is a certified trainer registered with HRDF Malaysia and certified trainer and planner of sustainable development registered with the World Institute of Sustainable Development Planners, UNESCO Hong Kong Association.*

*Eugene is also a Professional Green Economist of Green Economics Institute, United Kingdom. He has been an academic for the past two decades and was formerly an associate professor at the University of Nottingham Malaysia, where he had coached students for international business competitions and had achieved an illustrious list of championships.*

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