

# INNOVATING WITH DESIGN THINKING

**DATE:** 22-23 April / 4-5 July / 13-14 November 2024  
19-20 February 2025

**DURATION:** 2 Days

**FEE:** RM1,100

**HRD CORP SCHEME:**  
HRD Corp Claimable Courses

## PROGRAM CONTENT

Innovation is applied creativity. In challenging times, every member of staff needs to step up and be proactive in helping the team innovate. Design Thinking is an approach that can help foster this innovation. This program is designed to introduce participants to Design Thinking as an approach or framework they can use to start innovating wherever they are. Participants will also gain an appreciation of the need for empathy, analyze stakeholders and getting buy-in from various parties to ensure their solutions can be effectively and efficiently implemented.

### LEARNING OUTCOMES

Upon completion of this program, participants will be able to:

- Appreciate the mindset and attitude needed to solve problems and innovate at work
- Gain the skills to manage emotions and pressure and use your brain effectively
- Gain the skills to have mental flexibility in analyzing a particular situation
- Gain the skills to identify problems and their root causes
- Gain the skills to prioritize your problem solving and decision making
- Gain the skills to use Brainstorming and SCAMPER to generate creative solutions
- Gain the skill to do a Stakeholder Analysis and learn strategies to get buy-in
- Gain the skills to do a SWOT analysis for decision making

### METHODOLOGY

- This program uses Adult Learning approaches including minimal two-way lectures, use of multimedia aids, demonstrations, case studies, group discussions, self-evaluations and self-reflections.

### WHO SHOULD ATTEND

- First Level Manager
- Executive/Supervisory

## FACILITATOR

### Brien Lee Meng Siong

With 18 years of industry experience and 12 years of public speaking and corporate training experience, Brien specializes in leadership and management. He consults and trains in the areas of organizational development, human capital development and strategic thinking. His expertise is in communication related skills in the areas of Leadership, Management and Team Dynamics.

## PROGRAM CONTENT

### Module 1

Attitude and Mindset for Innovation

- Appreciating attitude and mindsets
- Getting out of Boxes: Bias and mental traps
- Avoiding learned helplessness
- Good enough is a good start
- Problems can be opportunities

### Module 2

Introducing Design Thinking

- What is Design Thinking and how to apply this
- How different is it from the usual problem solving and creative thinking approach?
- The five parts of Design Thinking
- Examples of Design Thinking in action

### Module 3

Why Start With Empathy

- Empathy: A business case for appreciating the stakeholders / end-users
- How multiple perspectives make sense
- How emotions work and why you should care
- Effective emotion management techniques and strategies when working under stress / pressure
- Empathy - Group Practice

### Module 4

Defining What To Innovate

- It's not just about problems
- Separating root causes and their symptoms
- Fishbone Diagram as a tool to refine the focus
- Define - Group Practice

### Module 5

Prioritizing Your Focus

- Appreciating resources are often limited
- Prioritizing your innovation focus with the Pareto Principle (80 / 20 Rule)
- Group Practice

### Module 6

How Do We Ideate Solutions?

- Key principles for creativity and innovation
- Unstructured ideation with Brainstorming
- Best practices for group Brainstorming
- Unstructured Ideation: Group Practice

### Module 7

A More Structured Approach For Ideation

- Structured ideation with SCAMPER technique
- Examples of SCAMPER being applied
- Best practices for using SCAMPER
- Structured Ideation: Group Practice
- Resources for more ideation techniques

### Module 8

The Benefits of Prototyping & Testing

- A prototype helps to make your ideas real
- Examples of prototyping your ideas
- How testing helps to refine your solutions
- Best practices for prototyping and testing
- Prototype: Group Practice
- Case study: How to test solutions

### Module 9

Appreciating The Realities

- The need for buy-in and support
- Communication and relationships are key
- Prepare for the unexpected
- Constantly observe, learn and improve

### Module 10

Final Practice

- Case Study: Pick a relevant situation to innovate
- Design Thinking – Group Practice

### Module 11

Presentations And Closing

- Presentations from each group
- Debriefing for each group
- Discussion and Sharing
- Closing

## PROGRAM SCHEDULE

### Day 1

9:00am - 10:30am	:	Module 1
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 2 & 3
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 4
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 5
		<b>End of the day</b>



**Day 2**

9:00am - 10:30am	:	Module 6
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 7 & 8
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 9
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 10 & 11
		<b>End of the day</b>