



# DESIGN THINKING 2025

**From Ideas to Impact: Empathy-Driven Innovation for Organizational Growth**

**5 & 6 November 2025 | Parkroyal Collection Kuala Lumpur**

In today's rapidly changing world, innovation is vital for survival and success. But to turn ideas into meaningful products and services, you need Design Thinking. By putting the needs and perspectives of customers and users at the heart of the process, Design Thinking creates experiences that resonate deeply with people.

From exploring to implementing, this workshop will equip participants with the tools and mindset to drive innovation and maintain a competitive advantage. Embrace the Design Thinking mindset and transform your organization into an idea incubator where empathy-driven solutions take root and grow into tangible, user-centered success.

## **Learning Objectives:**

- Maximize efficiency & boost productivity with our Systematic Approach to Problem-Solving
- Create the Core Strategy Tools in the 3 phases of Design Thinking & its Implication
- Develop the Project Charter to focus the Thought Process in the project.
- Unlock the Power to Master the Draft to Design brief to brainstorm the Innovation process
- Gauge and identify insights from the data collected.
- Learn, understand and establish Service Design criteria and brainstorm Ideas in the service Innovation Process
- Develop Workable Testing methods using Prototypes and Storyboards.

This course is essentially participative and practical which is crafted with Project Based Learning Methodology, emphasizing learning through experience. The following methods are used:- Interactive Lectures, Role plays, Group work, Brainstorming and Discussions.

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