



DESIGN THINKING 2026

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

15-16 April 2026 | 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.

Exclusively by:



Overview :

The vital, urgent need for constant creative thinking is as pervasive in industry today as computer terminals and interminable meetings. To survive in the 21st century, you need to be a potent idea generator. Nevertheless, good ideas are wasted unless brought to market. That is why, the need for Design Thinking process is vital to give life to the ideas generated. Today, with the pace of change constantly increasing in business, there is always a need to maintain a competitive advantage.

“DESIGN THINKING” is a different way of creative thinking by putting the customer/users needs and perspectives in mind. It is widely used by iconic industries in designing products, processes, solutions, services and customer service experiences. In this program, the participant will learn various tools that will assist in thinking into exploration, ideation, innovation, and implementation process for Process or Service Innovation.

Program Outline:

Day 1

Module 1: UNDERSTANDING AND DEMYSTIFYING CREATIVITY & INNOVATION

- The CREATIVE ENGINE Framework.
- Adopting Innovation Process from World Class Design Thinking Powerhouse
- The GOLDEN RULE In Innovation
- The 3 Dimensions In Innovation
- Innovation Engine – Redefining Innovation Through Design Thinking
- The IDEO's Process In Design Thinking

Module 2: DESIGN THINKING SCOPING

- Scoping and Focusing the Innovation process.
- Identifying Value Proposition and determining Business Goals
- Framing The Problem Into HMW Question.
- Crafting Personas and Understanding the Customers Psychology

Day 2:

Module 3: DESIGN THINKING EMPATHIZING THROUGH FIELD RESEARCH & ANALYSIS

- 3 Type Of Stakeholders Needs And How to Decode It
- Analyzing and Dissecting Users/Customers Journey – Journey Mapping
- Preparing & Conducting Interviews
- Studying & Observing Behaviors Through Ethnography
- Conducting Market Study & Analysis
- Decoding The Market Needs
- Identifying The Leverage Points
- Synthesizing The Leverage Points

Module 4: DESIGN THINKING IDEATION

- Fragmenting The Ideas & creating Clusters
- Blue Card Brainstorming Techniques
- Using Various PROVOCATION Method to come up with WILD IDEAS
- AI Driven Ideation Strategies

Module 5: DESIGN THINKING PROTOTYPING

- Selecting and Refining Ideas For Prototyping
- Deciding The Right Prototype
- Designing User Interface
- Designing Storyboards
- Designing Process or Service Blueprints