MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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DESIGN THINKING

"Innovate with Empathy — Solve Complex Problems through Human-Centered Design."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

In a rapidly changing world, traditional problem-solving approaches often fall short of meeting evolving customer and business needs. Design Thinking provides a powerful, human-centered framework for innovation — encouraging teams to think creatively, empathize deeply with users, and design meaningful solutions that deliver real impact.

This interactive course introduces participants to the five stages of Design Thinking — Empathize, Define, Ideate, Prototype, and Test — and guides them through hands-on exercises that simulate real-world challenges. Whether developing products, improving services, or refining internal processes, this course equips professionals with the mindset and tools to drive innovation and create value with empathy and creativity.

Objectives

By the end of this course, participants will be able to:

- Understand the principles, stages, and philosophy of Design Thinking.
- Apply empathy to uncover real customer needs and pain points.
- Redefine challenges to encourage innovative problem-solving.
- Generate creative ideas using structured ideation techniques.
- Develop prototypes to test and refine potential solutions.
- Facilitate design sprints and collaborative innovation sessions.
- Integrate Design Thinking into organizational strategy and culture.
- Build a mindset of experimentation, empathy, and continuous improvement.

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Why Attend

Design Thinking is more than a process — it's a mindset for innovation. This course empowers individuals and teams to approach problems creatively, collaborate effectively, and design solutions that truly resonate with users. Participants will walk away with practical tools and a new way of thinking that fosters innovation, adaptability, and customer-centricity — essential skills in today's dynamic business landscape.

Target Audience

This course is ideal for:

- Business Leaders and Managers
- Product Developers and Designers
- Innovation and R&D Teams
- Marketing and Customer Experience Professionals
- Entrepreneurs and Start-Up Founders
- Project Managers and Strategy Executives
- Anyone seeking to foster creativity and innovation at work

Individual Benefits

- Learn to think creatively and empathetically in solving problems.
- Gain confidence in leading innovation and design workshops.
- Improve collaboration and communication in multidisciplinary teams.
- Master ideation and prototyping tools for real-world projects.
- Build a portfolio of innovative, user-centered solutions.
- Adopt a growth mindset that embraces experimentation and feedback.

Organizational Benefits

- Cultivate a culture of innovation and continuous improvement.
- Strengthen customer understanding and responsiveness.
- Enhance collaboration across departments and disciplines.
- Accelerate product and service development through iterative design.
- Reduce risk by testing ideas before implementation.
- Drive measurable business growth through customer-centered solutions.

Instructional Methodology

This course uses an experiential, hands-on approach through:

- Interactive Design Workshops and team-based challenges
- Case Studies of leading innovators (Apple, IDEO, Google, etc.)
- Design Sprints simulating real business problems
- Prototyping Exercises using low- and high-fidelity tools
- Group Brainstorming Sessions to foster creativity
- Feedback and Reflection Rounds for personal growth

Participants engage in a cycle of learning by doing, reflecting, and iterating — the essence of Design Thinking itself.

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Course Outline

Module 1: Introduction to Design Thinking and Its Mindset

Module 2: Empathize — Understanding User Needs and Experiences

Module 3: Define — Framing the Right Problem to Solve

Module 4: Ideate — Generating Creative and Innovative Ideas

Module 5: Prototype — Building and Visualizing Possible Solutions

Module 6: Test — Gathering Feedback and Refining Solutions

Module 7: Applying Design Thinking in Business and Strategy

Module 8: Facilitating Design Thinking Workshops

Module 9: Case Studies of Successful Design Thinking Projects

Module 10: Capstone Project — Solve a Real-World Challenge Using Design Thinking

Certification

Upon successful completion, participants will receive a Certificate of Achievement in Design Thinking, recognizing their proficiency in applying human-centered innovation methods to solve complex business problems creatively and collaboratively.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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