



DESIGN THINKING FOR INNOVATIVE LEADERSHIP TRAINING COURSE

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KUALA LUMPUR

5200 € (PER PERSON)

REF: #LE6924_196919



COURSE INTRODUCTION / OVERVIEW:

This intensive training course is designed to equip future leaders with the mindset and toolkit of design thinking to drive sustainable innovation. In today's rapidly evolving business landscape, the ability to approach challenges with a human-centered perspective is no longer a niche skill but a core leadership competency. This program moves beyond theoretical knowledge, immersing participants in a practical, hands-on learning experience. We will explore the seminal concepts articulated by pioneers like Tim Brown in his book "Change by Design," focusing on how to integrate empathy, ideation, and experimentation into strategic decision-making. Participants will learn to navigate ambiguity, foster creative confidence within their teams, and build a resilient culture of innovation. At BIG BEN Training Center, we have crafted this curriculum to transform managers into innovation catalysts, capable of identifying unmet needs, framing problems effectively, and leading the development of breakthrough products, services, and processes that deliver genuine value. This course provides a structured framework for creative problem-solving, enabling leaders to inspire their organizations to think differently and achieve remarkable results.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- Team Leaders and Supervisors.
- Department Managers and Directors.
- Project and Program Managers.
- Product and Service Developers.
- Entrepreneurs and Business Owners.
- Strategy and Business Development Professionals.
- Human Resources and Organizational Development Leaders.
- Executives and Senior Leadership seeking to foster an innovation culture.

TARGET SECTORS AND INDUSTRIES:

- Technology and Software Development.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical Industries.
- Retail and Consumer Goods.
- Telecommunications and Media.
- Manufacturing and Engineering.
- Consulting and Professional Services.

- Government Agencies and Public Sector Organizations.

TARGET ORGANIZATIONS DEPARTMENTS:



- Research and Development (R&D).
- Product Management and Development.
- Marketing and Sales.
- Strategy and Corporate Planning.
- Operations and Process Improvement.
- Customer Experience and Service Design.
- Human Resources and Talent Development.
- Information Technology (IT).

COURSE OFFERINGS:

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

- Master the five-stage design thinking process from empathy to testing.
- Apply human-centered design principles to solve complex business challenges.
- Develop and facilitate effective ideation and brainstorming sessions.
- Create low-fidelity and rapid prototypes to test and validate ideas.
- Utilize customer journey mapping to identify critical pain points and opportunities.
- Frame and reframe problems to uncover more innovative solutions.
- Lead cross-functional teams through a collaborative innovation project.
- Foster a culture of psychological safety and creative confidence.
- Communicate and pitch innovative concepts persuasively to stakeholders.
- Integrate design thinking into strategic planning and business development.

COURSE METHODOLOGY:

The training methodology at BIG BEN Training Center is grounded in the principle of experiential learning, ensuring that participants not only understand the concepts but can also apply them effectively in their professional roles. This course is highly interactive and workshop-oriented, moving away from traditional lecture-based formats. A significant portion of the training will be dedicated to hands-on activities, including team-based projects where participants will tackle a real-world business challenge using the design thinking framework from start to finish. We will utilize a blend of case study analysis of successful innovations, collaborative brainstorming exercises, prototyping sessions with simple materials, and peer-to-peer feedback loops. The facilitator will act as a coach, guiding teams through each stage of the process, offering expert insights, and challenging assumptions to deepen the learning. This immersive and practical approach ensures that leaders leave the course with not just new knowledge, but also the confidence and practical skills to immediately implement design thinking and drive innovation within their organizations.

COURSE AGENDA (COURSE UNITS):

UNIT ONE: FOUNDATIONS OF DESIGN THINKING AND INNOVATIVE LEADERSHIP

- Introduction to Design Thinking as a Leadership Tool.
- The Mindset Shift: From Problem-Solving to Opportunity-Finding.
- Understanding the Five Phases: Empathize, Define, Ideate, Prototype, Test.
- The Role of the Leader in Fostering an Innovation Culture.
- Developing Creative Confidence in Yourself and Your Team.
- Case Studies of Leadership-Driven Innovation.
- Aligning Design Thinking with Business Strategy and Goals.



UNIT TWO: EMPATHIZE AND DEFINE: THE HUMAN-CENTERED APPROACH

- The Power of Empathy in Business and Leadership.
- Techniques for User Research and Observation.
- Conducting Effective Stakeholder and User Interviews.
- Creating Empathy Maps and User Personas.
- Customer Journey Mapping to Uncover Insights and Pain Points.
- The Art of Problem Framing and Defining the Right Challenge.
- Crafting a Compelling and Actionable Point of View (POV) Statement.

UNIT THREE: IDEATE AND PROTOTYPE: FROM CONCEPT TO TANGIBLE SOLUTION

- Principles of Effective Brainstorming and Ideation Facilitation.
- Divergent and Convergent Thinking Techniques.
- Moving Beyond Brainstorming: SCAMPER, Mind Mapping, and Storyboarding.
- The Importance of Rapid Prototyping for Learning.
- Building Low-Fidelity Prototypes: Sketches, Models, and Role-Playing.
- Developing a Minimum Viable Product (MVP) Mindset.
- Techniques for Selecting and Prioritizing Promising Ideas.

UNIT FOUR: TEST AND IMPLEMENT: VALIDATING AND LAUNCHING INNOVATIONS

- Designing and Conducting Effective User Testing Sessions.
- Gathering and Synthesizing Feedback for Iteration.
- The Build-Measure-Learn Feedback Loop.
- Storytelling for Impact: Pitching Your Innovative Solution to Stakeholders.
- Developing a Lean Business Model Canvas for Your Idea.
- Strategies for Overcoming Resistance to New Ideas.
- Planning for Implementation and Scaling Innovations.

UNIT FIVE: LEADING A CULTURE OF SUSTAINABLE INNOVATION

- Building and Leading High-Performing, Innovative Teams.
- Creating Psychological Safety to Encourage Risk-Taking.

- Metrics and KPIs for Measuring Innovation Success.
- Integrating Agile Methodologies with Design Thinking.
- Change Management Principles for Driving Innovation Adoption.
- Developing a Long-Term Vision for Organizational Innovation.
- Personal Action Planning for a Future-Ready Leader.



FAQ:

QUALIFICATIONS REQUIRED FOR REGISTERING TO THIS COURSE?

There are no requirements.

HOW LONG IS EACH DAILY SESSION, AND WHAT IS THE TOTAL NUMBER OF TRAINING HOURS FOR THE COURSE?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

SOMETHING TO THINK ABOUT:

How might leaders balance the structured processes of design thinking with the inherent uncertainty and ambiguity of true innovation?

WHAT UNIQUE QUALITIES DOES THIS COURSE OFFER COMPARED TO OTHER COURSES?

This course distinguishes itself by deeply integrating the principles of design thinking with the core competencies of modern leadership. While many programs focus solely on the mechanics of the design thinking process, our curriculum is uniquely structured to empower participants not just as practitioners, but as catalysts and leaders of innovation. We move beyond the tools to cultivate the essential leadership mindset required to build and sustain a culture where new ideas can flourish. The emphasis is on practical application through a continuous, project-based workshop format, ensuring participants learn by doing rather than by listening. This hands-on approach builds tangible skills and creative confidence. Furthermore, the course content is specifically tailored to address the challenges leaders face when implementing innovation, such as managing team dynamics, overcoming organizational resistance, and aligning creative projects with strategic business objectives. It focuses on developing leaders who can inspire, guide, and empower their teams to solve complex problems and create lasting value.