PART 2: TRAINING PROGRAMME DETAILS

Section A: Course Details

1.	**Course Title**	Design Thinking Fundamentals
2.	**Type of Course**	Non-technical
3.	**Training Methodology**	The training is designed as a two-day workshop, classroom delivering design thinking fundamentals to participants in order to enhance their ability to drive innovation within their respective organizations. The workshop will be a hands-on, activity-based workshop that will take participants through one full design cycle anchored on a real-world project challenge. Each participant will experience the full cycle of design thinking through a series of learning activities. At the end of the workshop, all participants will be expected to apply what they have learned in their individual work routines.
4.	**Skill Area**	Innovation management, change management, empathy interviewing techniques, experimentation, creative idea generation, complex problem solving, communication skills, team collaboration, critical thinking.
5.	**Duration**	2 days (14 contact hours) 9:00am – 5:00pm
6.	**Level of Certification**	Certificate of Completion of Design Thinking Fundamentals
7.	**Certification Body (If Applicable)**	Certificate of Completion issued by Innothink Advisory Sdn. Bhd.
8.	**Course Overview**	The IR 4.0 is impacting the world and Malaysia businesses. There is a huge surge of innovation driven by disruptive technologies. Today, many business leaders discovered that they need to innovate quickly in order to pivot their business models in respond to the disruptions caused by Covid-19. They realized that the key to survive is innovation. The proposed Design Thinking Fundamentals course will provide the Employers with a structured approach to innovation enabling them to put in place innovation processes and mindsets.

		Design thinking takes a human-centered design-based approach to helping organizations innovate and grow. Design thinking draws inspiration from deep empathy of human needs and the process brings about changes to the way we solve complex problems through intuitive collaboration in generating ideas and concepts for rapid experimentation. The iterative process allows for adaptation and pivoting to workable solutions for implementation. This workshop will focus on inspiring and empowering participants to develop own creative capacity and ability to create change in both personal and work routines through a structured innovation approach, Design Thinking.
9.	**Prerequisites**	Minimum fresh undergraduate degree or equivalent
10.	**Course Objective**	The course aims to equip each participant with a structured approach to innovation and the course objectives include: • To learn a step-by-step process on how to innovate. • To learn behavioural values and mindset needed to be more innovative. • To learn to grasp new insights and reimagine new possibilities to the challenges they face.
11.	**Learning Outcomes**	• **Problem solving skills**. Approach problems in a systematic manner, yet think outside the box. • **Entrepreneurial mindset**. Enjoy trying new things. Do not see the risk of failing as a threat, but an opportunity to learn and progress. • **Customer empathy**. Take a customer perspective. Better at listening to customers, and then selling to them. • **Experimentation skills**. Experiment at earliest stages to learn what works and what doesn't. • **Collaboration skills**. Able to work together in multi-disciplinary teams to achieve common goal.
12.	**Course Content**	Please refer to **Attachment I** for details. The course outline is as summarized below: 1. Design Thinking Overview – Overview understanding of Design Thinking 2. Empathy Fieldwork – To conduct field interviews to gain empathy 3. Synthesis – To synthesize interview findings and identify insights 4. Definition of Point-of-View – To reframe design challenge based on synthesis 5. Ideation – To generate ideas to solve problem 6. Prototype – To develop prototype on selected idea(s)

		7. Testing – To conduct field testing of prototype(s) in order to determine feedback on selected idea(s)
		8. Iteration – Based on feedback, iterate the idea(s)
		9. Application at Work -To determine how can be applied at workplace
		10. Reflection – To share learnings of the workshop
13.	**Learning Activities**	1. The workshop will begin with lecture on what design thinking is and how to apply design thinking in real-world situation with case studies of leading companies using design thinking for innovation management. Some case studies will be presented using video presentation.
		Lecture will be provided when each design thinking step is introduced and some steps will involve the trainer to model behave the steps.
		2. The workshop will be a hands-on, activity-based workshop that will take participants through one full design thinking cycle anchored on a real-world project challenge.
		The learning of the design thinking process will require all participants to have experiential learning; which means learn by doing or practice exercises.
		a. The learning activities involve getting the participants to get outside the building to conduct real-world interviews with people as part of the empathy fieldwork.
		b. Participants will then practise how to unpack and synthesize information gathered, followed by making presentation of their initial hypothesis.
		c. Participants will then practise technique introduced in brainstorming to generate ideas to solve the real-world problem.
		d. Selected ideas will be made into rough prototypes for testing. Testing will require participants to engage with people outside the training participants for feedback on their prototypes.
		e. After testing, participants will synthesize testing feedback to iterate their respective conceptual ideas for final presentation to the Employer's management.

		3. Upon completion of one full cycle of design thinking through a series of learning activities, all participants will be expected to complete a practical exercise to document how they will apply what they have learned in their individual work routines.
14.	**Target Group**	Executives and above with minimum academic qualification of undergraduate or equivalent, across all industries.

Attachment I – Course Content/Hours

Design Thinking Fundamentals Course - Day One

MODULE	CONTENTS/ACTIVITIES	OBJECTIVES	OUTCOMES	DURATION
Introduction	Introduction to Innovation Approach: - Design Thinking - What, Why, How - Case Studies - Leading Companies in Design Thinking	To introduce design thinking as a structured approach to innovation To demonstrate how leading companies use design thinking	Understand design thinking as a structured innovation process and application of design thinking	1.5 hour
Practical #1	Launch Project & Customer Empathy Fieldwork Customer Empathy involves Observations, Immersion and Engagement Model Behavior on Empathy Interviewing Techniques Activity #1A: Interview Preparation Participants will get outside the building. Activity #1B: Customer Empathy Fieldwork	To introduce real world project to learn and apply design thinking To explain how to conduct customer empathy fieldwork, the first step of design thinking process	Understand empathy towards customers through observation, immersion and engagement	2.5 hours
Practical #2	Debrief Empathy Fieldwork experience Introduce Empathy Map used to unpack findings Model Behavior on Synthesizing Findings Activity #2A: Synthesis	To explain how to unpack findings using Empathy Map and make inferences from the findings, the second step of design thinking process	Understand method to synthesize findings gathered from empathy fieldwork	2 hours
	Define Point-of-View (POV) Activity #2B: Define and Present POV	To define and present POV based on synthesis of findings	To define and present POV	0.5 hour
Reflection	Group Reflection of Day One learnings	To reflect and share personal learnings	Reflect Day One learnings	0.5 hour

Design Thinking Fundamentals Course - Day Two

MODULE	CONTENTS/ACTIVITIES	OBJECTIVES	OUTCOMES	DURATION
Practical #4	Transition to Ideation - No, Yes/But, Yes Game Introduction to Ideation - How-Might-We? Technique Introduce brainstorming rules and mindsets Activity #4A: Idea Generation Activity #4B: Idea Selection and Concept Description	To introduce ideation technique using How-Might-We questions To generate ideas based on POV defined on Day One, the third step of design thinking process	Learn ideation techniques to generate and select ideas	1 hour
Practical #5	Introduction to Experiment: Prototyping Translating Ideas to Prototypes to test assumptions Examples of Prototypes for Testing Activity #5A: Prototyping	To introduce experiment, the fourth step of design thinking process To explain importance of experiment to test ideas and assumptions To introduce testing as another customer empathy fieldwork To use Testing Feedback Grid to unpack findings from Field Testing	Understand importance of experimentation to test key assumptions of conceptual idea Learn rapid prototyping techniques Learn use of Testing Feedback Grid and deepen further understanding of customer empathy fieldwork	1 hour
	Introduction to Experiment: Testing Model Behavior on Good and Bad Testing Testing key assumptions of conceptual idea Introduce Testing Feedback Grid Activity #5B: Testing Preparation			1 hour
	Participants will get outside the building. Activity #5C: Field Testing Activity #5D: Unpack Testing			2 hours
Practical #6	Introduction to Iteration and Concept Poster Based on Testing feedback, iterate conceptual idea Activity #6A: Iterate and Complete Concept Poster Activity #6B: Present Concept Poster	To introduce iteration, design thinking not being a linear process To introduce Concept Poster to present iterated conceptual idea	Understand the need to continuously iterate conceptual idea Learn use of Concept Poster to present conceptual idea	1 hour
Practical #7	Introduction to Innovation at Work Examples of Application at Work Routines Determine how to apply at work individually Activity #7: Innovation at Work	To reinforce learning and application To share examples of application at workplace	Learn to apply design thinking process to personal work routines	0.5 hour
Reflection	Final Group Reflection of the Workshop	To reflect and share group learnings	Reflect Workshop learnings	0.5 hour