

DESIGN THINKING MASTERCLASS

Implement a Practical Framework with 5-Stage Process to Solve Complex Problems and Practices

19th - 20th March 2025

18th - 19th June 2025

Kuala Lumpur (In Person) / Online Training

Major Benefits of Attending

- **ACQUIRE** a deep understanding of the Design Thinking principles, process and tools
- **APPLY** the Design Thinking methodology and tools to generate breakthrough ideas and co-create an improved customer experience journey
- **IMPROVE** personal effectiveness by becoming a more empathetic service provider
- **LEARN** Design Thinking and **EXPERIENCE** the effects
- **WORK** with people who have implemented Design Thinking and Innovation projects

Course Methodology

Client has the option to choose to participate either below method.

Online Training : This course will be conducted via Zoom.

Kuala Lumpur Hotel: This course will be conducted at the hotel with the trainer on site. Participants will need to bring their own laptop. Lunch/Dinner and 2 networking breaks will also be provided.

In conjunction with the Fasting Month of Ramadhan, all our Muslim Delegates would be given Complimentary Dinner Buffet Vouchers to remunerate the usual Lunch Buffet. Each fasting delegate will receive One (1) Voucher per Training Day. These vouchers are redeemable for dine-in in HOTEL VENUE, valid during Ramadhan month only.

Why you Should Attend?

In today's increasing complexity of digital technology and modern business, customers are increasingly choosing products and services based on the quality of the experiences they have with them. To help meet these challenges, an approach known as "Design Thinking" is playing a greater role in finding meaningful pathways - it is increasingly common in Lean Six Sigma processes and in organizational innovation initiatives.

Organizations embarking on digital transformation should start with a Design Thinking workshop. Industry practitioners of Design Thinking include Apple, Google, Airbnb, IDEO, Samsung, Nike, Procter & Gamble, SAP, Singapore Airlines and DBS Bank.

Attend this training to create innovative solutions for superb employee experiences.

Who Should Attend?

This workshop is suitable for all departments from cross-industries. This training is particularly recommended for...

- ✓ HR Managers
- ✓ HR Directors
- ✓ Top Management
- ✓ Senior Managers
- ✓ Senior Executives



Empathize



Define



Ideate



Prototype



Test

Organized by:



For more details, contact hello@fdb.sg

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