

DESIGN THINKING VIRTUAL WORKSHOP

3 X LIVE SESSIONS + 1 LIVE FOLLOW UP

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agenda

DAY 1 (0900-1300)

- What is Design Thinking?
- Global Case Studies
- Unleash Design Thinking Project
- Project Discussion

DAY 2 (0900-1300)

- Customer Empathy
- Unpacking Insights
- Review Empathy Maps
- Reframe Touch Points

DAY 3 (0900-1300)

- Personas & POVs
- Ideation Techniques
- Prototyping Tools
- Rapid Prototyping

DAY 4 (0900-1300)

- Follow Up
- Testing Insights
- Storytelling
- Learning Safari

learning outcomes

- Develop stronger sense of empathy to stakeholders & customers
- Acquire & familiar with design thinking 5-steps methodology
- Attempt to find sweet spot and generate value adding ideas
- Increase innovation and leadership capacity in adversity

participants



EXECUTIVES &
MANAGERS



ENTREPRENEURS &
CONSULTANTS

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RM 350/
person



DTLEADERSHIP
INSPIRING LEADERSHIP IN SINGAPORE

