

# INCREASING COMPETENCIES OF WORKFORCE THROUGH DESIGN THINKING

*Think Creatively, Solve Effectively*



## WHY DO OTHER TEAMS BREAK THROUGH CHALLENGES, WHILE WE KEEP FIREFIGHTING THE SAME PROBLEMS?

### Learning Outcomes

- Identify and define the right problems instead of rushing into solutions
- Empathize with users to uncover real, unmet needs
- Generate creative and practical ideas using proven ideation techniques
- Build and test prototypes quickly with minimal resources
- Use feedback to improve solutions through continuous iteration
- Collaborate more effectively across teams and functions

### Who Should Attend?

- Professionals across functions — HR, product, operations, marketing, service design
- Team leads and managers striving to boost innovation capability
- Anyone who wants to solve complex challenges better and faster

## Overview

# Why do other teams break through challenges, while we keep firefighting the same problems?

In today's fast-changing world, technology evolves rapidly, customer expectations rise constantly, and business challenges grow more complex. Yet many professionals and organizations still rely on traditional, linear problem-solving approaches that focus on quick fixes rather than real needs.

As a result, teams often:

- Solve the wrong problems
- Create solutions nobody truly wants
- Struggle with collaboration, creativity, and innovation

This course is a highly interactive, hands-on training program designed to help professionals think more creatively, collaborate effectively, and innovate with purpose. Rather than focusing solely on theory, it brings Design Thinking to life through real-world case studies, practical exercises, group discussions, and team-based challenges.

## Professional Speaker

### **Dr. Khor Wei Min**

(PhD, BKM, MILT & TTT)

Dr Khor earned his PhD in Management and Supply Chain from Universiti Utara Malaysia (UUM) in 2017. With over 35 years of professional experience, he brings extensive expertise in corporate and manufacturing environments, specialising in strategic management, Supply Chain Management, Customer Service and Quality Management and soft skills including organisational behaviour, motivation, and leadership.

During his career, he worked across diverse industries, including computer, semiconductor, food, medical devices, aerospace, and more. Notably, he held senior roles at established MNCs like NEC Computers, Dell, Semperit, and a Boeing subsidiary in Malaysia, managing teams from varied backgrounds.

Transitioning to academia full-time in late 2016, Dr. Khor began at KDU before joining TARUC and later Inti International College Penang. At Inti, he served as Head of Program for the MBA and was promoted to Dean of the School of Business and Mass Communication in 2018. Since 2010, he has also facilitated supply chain courses part-time at WOU.

Dr. Khor is a certified Business Process Improvement (Green Belt) practitioner, trained in Lean Management (Shingijutsu Kaizen), and a member of the Chartered Institute of Logistics and Transport Malaysia. He earned the Train-the-Trainer (TTT) certification from HRD Corporation in 2022 and received his Certificate of Accreditation in 2023.



## Day 1 (9 AM - 5 PM)

Introduction & Ice-Breaking

### Module 1 - Introduction to Design Thinking

- What is Design Thinking?
- Why it matters in problem-solving and innovation
- What is the main focus of design thinking
- Real-world examples and success stories

### Module 2 - The Design Thinking Process

- Empathise-Understand users and their needs - User research techniques (interviews, observations) & Creating empathy maps
- Define-Clearly frame the problem - Synthesising insights from
- What are the 5 Stages of Design Thinking
- Design Thinking 101

### Module 3 - Ideate Generation & creative solutions

- What is Ideation? (2025 Guide to Design Thinking)
- The Process of Ideation?
- Brainstorming and idea-generation techniques
- Selecting and prioritising ideas

End of Day 1 training

## Day 2 (9 AM - 5 PM)

### Module 4 - Prototype-Build quick solutions

- Step by Step building prototype
- Low fidelity vs High-fidelity prototypes
- Rapid experimentation
- How (or where) to build?

### Module 5 - Test-Validate and improve solutions

- What is a test method validation?
- What is the test validation process?
- Gathering user feedback
- Iterating based on insights

### Module 6 - Applying Design Thinking

- Hands-on exercises and real-world case studies
- Working in teams on design challenges
- Integrating design thinking into daily work
- Design Thinking is a non linear process

End of Training