



## WHY DESIGN THINKING?

- Design thinking is a people-centered, collaborative and action orientated way to understand, reframe and solve problems. It's less about the look of an item and more about the need that a product or service meets for customers.
- Design thinking is exciting because it puts a toolset for creativity in the hands of people who wouldn't normally identify themselves as creative.
- The successful application of design thinking creates collaboration across multiple disciplines, and therefore offers companies a way to do things better, in spite of organizational silos.

## TRAINING CONTENT

- Why Innovation
- Introduction to Design Thinking
- Design Thinking Methodology
- Empathize: Voice of Customer, Customer Critical Requirement
- Define step: Problem Statement. SMART Goal
- Ideate step: Mind Mapping, SCAMPER
- Creative Thinking: Six Thinking Hats
- Workshop: Practicing the Design Thinking Way for Innovation

## TRAINING PARTICIPANT

- All Level
- All Department
- Anyone who needs to understand Design Thinking methodology and create innovation

# REGISTER NOW !



May 26 - 27, 2025

Information & Registration

**SSCX**



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