



# DESIGN THINKING

Human Centric Approach for New Innovation



## TRAINING OBJECTIVE

- Understand the Importance of Innovation Mindset
- Grasp the Basic Concept of Design Thinking
- Know step-by-step Design Thinking structured methodology
- Understand the process of Empathize and Define Problem
- Comprehend the Creative Thinking method in Ideation phase
- Understand how to apply Design Thinking method for Innovation



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## WHY DESIGN THINKING?

- Design thinking is a people-centered, collaborative and action oriented way to understand, reframe and solve problems. it's less about the look of an item and more about the need that a product and service meets a 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!**



Schedule

**Sept 14 - 15, 2026**