



**DTLEADERSHIP**  
REIMAGINE | REFRESH | RECREATE





innovation,  
change,  
entrepre-  
neurship



# EXECUTIVE CERTIFICATE IN DESIGN THINKING

**INTEGRATING YOUR  
EXPERIENCE TO ACCELERATE  
INNOVATION & CREATIVITY  
IN YOUR BUSINESS VENTURE.**

[www.designthinking.com.my](http://www.designthinking.com.my)

# WHY DESIGN THINKING?

In the world of uncertainties, organizations have realized, innovation couldn't be confined to selected group of people from pre-defined departments. Innovation needs to be pervasive, ubiquitous and momentous. Our own workforce can help us go through adversities for organization survival.

Imagine, if we could allocate more time with the workforce to finding ways to innovate, make things better for the customers, act on their ideas with business goals in mind and at the same feeling responsible while doing it, would it be good for the society?

Today's pandemic demanded all of us to strike something on innovation, right away. We waited for too long and doing too little in this area.

Let's find out more.



# WHAT IS DESIGN THINKING?

Design Thinking is an innovation tool used by many global organizations to impact customers' experience, develop innovative leadership, improve productivity, coping with uncertainties and change, create new products and services, aligning change management, initiate social change and myriad other human-centered challenges.

Design Thinking for organization is about positive psychology that trigger leadership, collaboration and appreciative inquiry to create transformational business results.

Years ago, it felt as though business was easier, or at least less complex. Today, it seems everything is being challenged. Design Thinking is the newer approach to help you, the organization and your clients' drive transformation, business differentiation and innovation.

# THE CURRICULUM OBJECTIVE

Design Thinking can be taught hence they are learnable. You will be provided extensive materials and guidance along the way.

In Executive Certificate Design Thinking, our goal is to enable individuals and organizations integrate their professional experiences together with deeper understanding of Design Thinking tools. With this knowledge upgrade, you will be able to discover new insights when approaching business challenges which possibly be turned into innovation opportunities or breakthrough business ideas.

As a result, you will be more empathic, open to new ideas, impatient about status quo and ultimately value your own curiosities. All these qualities are needed to create new ways of thinking and influence others joining you changing the world.



# WHAT'S IN IT FOR YOU?

There are many ways how you can benefit from enrolling in Executive Certificate Design Thinking. Other than for self development, here are other reasons why you should consider it:

- + Design Thinking simplicity makes it one of the most practical innovation and creativity tools for organizations and your clients.
- + Design Thinking is very popular and trending up globally including ASEAN countries
- + Design Thinking can help you realize your own ideas into business opportunities
- + Design Thinking prepares your managerial experiences for leadership positions
- + Design Thinking easily integrated into your other professional qualifications and certifications
- + Design Thinking is a recognized innovation methodology globally.
- + Virtual education is supporting United Nation Sustainable Development Goals (SDGs) initiative.
- + Learners will be qualified as DT Alliance (resource) of Design Thinking projects

# KEY HIGHLIGHTS

**SELF-PACED  
ONLINE  
MODULES**

**6+1 LIVE SESSIONS VIA  
ZOOM & LEARNING  
PLATFORM**

**ONLINE  
COLLABORATIVE  
WORKSPACE**

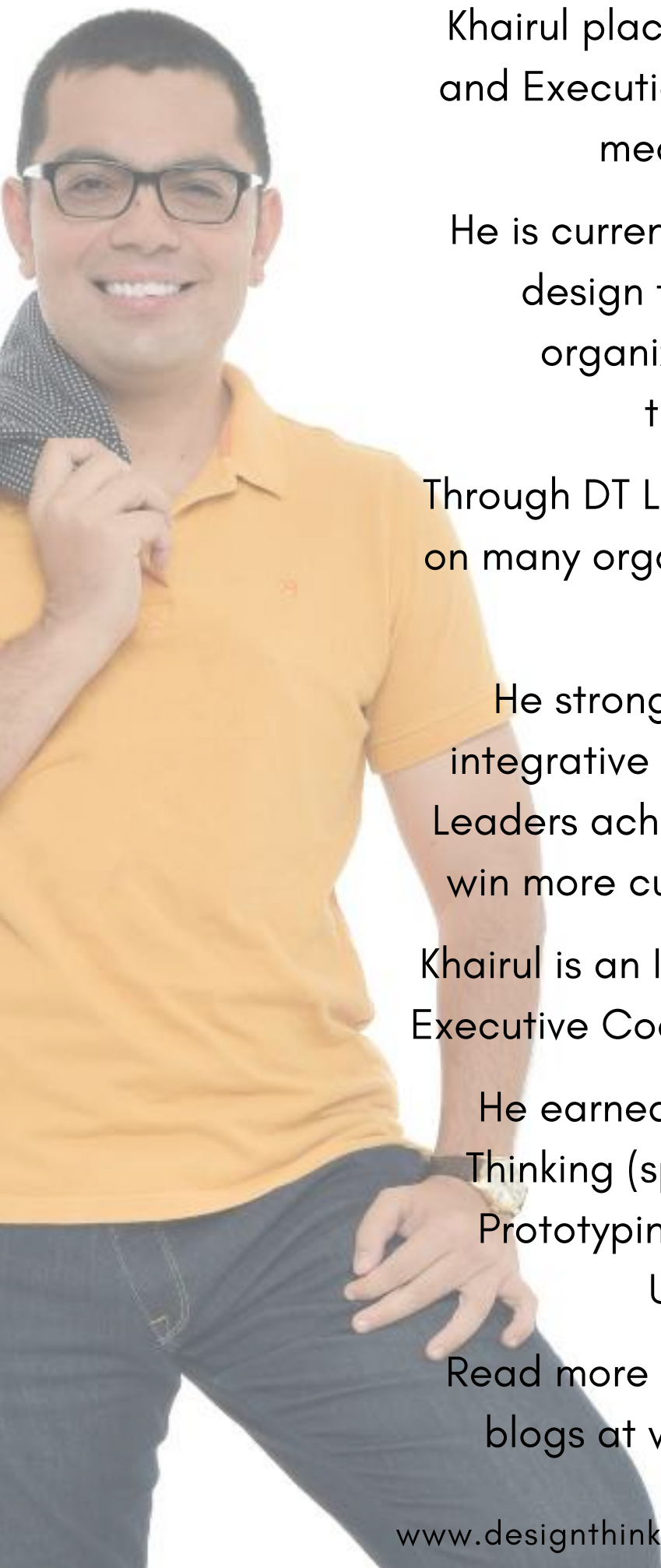
**COURSE MATERIALS  
AND PROJECT  
CURATION HUB**

**VERIFIED  
ASSESSMENT AND  
DIGITAL CERTIFICATE**

**COACHING FOR  
INNOVATION PROJECT  
& BUSINESS VENTURE**



# LEAD COACH: KHAIRUL ANWAR, MBA



Khairul places premium on Innovation and Execution because that's the only measure of success.

He is currently an active advocate of design thinking for innovative organizational change and transformation.

Through DT LEADERSHIP, he has worked on many organizational level innovation initiatives.

He strongly feels design thinking integrative feature could help Senior Leaders achieve more in their jobs and win more customers in current times.

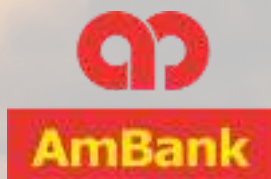
Khairul is an ICF-trained and a Certified Executive Coach by Marshall Goldsmith.

He earned a Certificate in Design Thinking (specializing in Empathy & Prototyping) from SCPD, Stanford University, USA.

Read more about him on LinkedIn. He blogs at [www.khairul-anwar.com](http://www.khairul-anwar.com)



# OUR CLIENTS







**SECURE YOUR SEAT TODAY!**

# **EXECUTIVE CERTIFICATE IN DESIGN THINKING**

**RM 1,000/USD 200**  
(excluding tax)

**25% DISCOUNT FOR FULL PAYMENT  
BEFORE 30 AUGUST 2020**

*\*Schedules are spread over 2 months (weekly Live Session)*

*\*Course starts in mid-September 2020*

**DT LEADERSHIP SDN BHD  
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