



LEADING INNOVATION WITH DESIGN THINKING

PROGRAM DETAILS

FACULTY	DATE/TIME	FEE
Sheila Singam	9 & 10 June 2026 9.00AM - 5.00PM	RM3,750 before SST*

*Fee excludes accommodation at ASB Residential for outstation/ overseas participants but can be arranged at additional cost.

Program Overview

In an era where the landscape is ever-changing and where competition abounds, the ability to design new solutions is the differentiator that sets companies apart. This requires skills in innovation and creative problem-solving.

Can these skills be taught? Definitely.

This program is anchored on Design Thinking as an approach to problem-solving that empowers participants with a framework to solve complex challenges and design new solutions with creativity, empathy, and practicality. The insights gained will transform the way individuals and teams approach problem-solving to drive innovation, enhance collaboration, and create human-centered outcomes that matter.

Through hands-on exercises, real-world case studies, and collaborative ideation, participants will learn how to think like designers – uncovering customer needs, reframing problems, generating breakthrough ideas, and prototyping solutions that truly work.

Learning Outcomes

- Adopt a proactive mindset towards innovation
- Apply the five steps of design thinking to innovate and create solutions and solve challenges
- Practice empathy to gain user insight and discover opportunities to innovate and resolve issues
- Brainstorm innovative solutions and ideas to enhance business results
- Solve complex challenges through the process of structured design thinking
- Establish a framework for building an environment that fosters innovation
- Use design thinking to develop new ways to collaborate across all functions of the organisation

Who Will Benefit?

- Leaders
- Innovators
- Entrepreneurs
- Professionals who want to build an innovation mindset

Program Outline

DAY 1

Session 1: Why Innovate When Everything is Working

This session explains the changes taking place in the ecosystem and why we need to innovate to stay ahead of the game. It also covers how to optimise business as usual; how to let go of what is holding the organisation back; and how to predict and capitalise on future opportunities.

Session 2: The Design Thinking Approach to Innovation and Problem-Solving

In this session, participants will be provided with an overview of Design Thinking and how it can be used to create new opportunities and address challenging problems. They also look at how to conduct user interviews to gather valuable intelligence they can use to innovate.

DAY 2

Session 3: Ideating to Create New Solutions

Once participants have identified needs, problems or desires from their user interviews, they learn tools to help them design solutions.

Session 4: Testing Your Prototype

In this final session, participants design a real-time prototype solution and present it for feedback.

Faculty



Sheila Singam is a dynamic professional with a passion for unleashing individual potential. With over 18 years of experience in training and development, she delivers transformative training programs blending NLP and contemporary theories. Sheila holds an Honours degree in Mathematics and Chemistry, a Diploma in Education, and certifications as a Trainer of NLP and Time Line Therapy®.

Sheila also holds a Post-Graduate Diploma in Innovation and Design Thinking delivered jointly by MIT Sloan, Columbia Business School and Tuck School of Business. She also holds a certificate in Circular Economy & Sustainability Strategies from Cambridge University's Judge Business School, as well as a certificate in Storytelling from IDEO U. In addition, she is certified in Game-Based Learning and Accelerated Learning Practice, through which she brings a learner-centric approach to all her programs.

She is a certified Virtual LearnCaster trained in delivering online programs.



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