

GLOBAL CHANGE AGENT
Module 5

**EMPATHETIC LEADERSHIP:
LEADING INNOVATION BY DESIGN**

May 18, 2018

Sunway University, Kuala Lumpur, Malaysia

Investment: RM3,500 per participant (limited to 40 participants)

Group Rate of 3 or more - RM 2,800 per participant

This program is claimable under HRDF. Program fee includes teaching fee, program materials and meals (excludes travel and accommodation expenses).

CONTENT OVERVIEW

The pace of technical progress and globalization of the world has made innovation no longer a luxury, but a necessity. Design Thinking, rooted in the most innovative companies of Silicon Valley, is widely lauded as an effective approach to uncover real user needs and solve problems creatively. This approach has been applied to varied products, services, spaces, and interactive experiences.

To transform the way we see ourselves and the world around us, this program consists of two parts: in part one you will learn the foundations of design thinking through hands-on workshops. Specifically, you will be exposed to key frameworks such as user empathy mapping, process mapping, stakeholder mapping, immersion, fly-on-the-wall observation, story-sharing, identifying insights, themes, and patterns, point-of-view statements, rules of brainstorming, generating a volume and variety of ideas, framing 'how-might-we' statements, rapid prototyping, transforming ideas into the physical world, failing cheap and fast, co-creating with end users, learning and iterating. Part two comprises of a session on topics that look to the future of business and innovation.

The aim of the program is to help you effectively develop deep consumer insights that can address the needs and aspirations of your customer or user. To this end, you will engage in a mini-project and be expected to go out into the field, equipped with the necessary tools, to cull observations and insights for solutions. You will also look at cases of how Design Thinking has been employed to create more agile and innovative organizations and reflect on the implications of your own organization.

By the end of the program, you will have the tools you need to better understand your users and their needs, discover new opportunities, and innovate your way to success.

TEACHING FACULTY



Rajan Patel is an avid maker cum educator who believes we can build things to help others. He co-invented the Embrace incubator, a product of empathy-driven design that has impacted and saved the lives of over 250,000 babies across the developing world and has won numerous awards including The Economist Social Innovation Award, Top Innovation from the World Health Organization (WHO), and the McKinsey Social Innovation Award. Today, Rajan is passionate about empowering the makers and problem solvers of tomorrow. He trained at Stanford's d.school, where he was selected as part of the d.leadership cohort and coached for the Executive Education programs. Recently, he was awarded Stanford GSB's Social Innovation Fellowship to build Dent Education, an organization that empowers innovators and creative problem solvers through design thinking. He has led programs across eight countries for over 3,000 participants, ranging from K12 and university students, Fortune 500 companies, tech startups, leading non-profits, and government entities. Rajan holds a BS in Biomechanical Engineering from Stanford, an MBA from Stanford, and an MPA from Harvard.



AGENDA

Time	Agenda
08:00	Registration
09:00	Welcome Ceremony
09:10	Session 1
10:30	Break
10:50	Session 2
12:10	Lunch
13:00	Session 3
14:20	Break
14:40	Session 4
16:00	Break
16:20	Panel Discussion
17:10	Debrief
17:30	Closing Ceremony

WHO SHOULD ATTEND

This program is ideal for working professionals in decision-making roles, government officials, community leaders, and entrepreneurs.

KEY BENEFITS

- Through the program, you will
- Understand the design thinking process
 - Gain perspective on using design thinking to understand the unique needs of different segments
 - Identify best practices to initiate the process of creating thoughtful, human-centric solutions that meet today's business performance challenges
 - Develop models and a roadmap for on-going ideation and innovation

PROGRAM HIGHLIGHTS

PLENARY SESSION

The 80-minute sessions will engage participants in theory and practice through a variety of interactive lectures, real-life simulation cases, peer coaching, and in-depth discussions.

Session 1: Introduction to Design Thinking - Problem Solving with Empathy

Session 2: Field Immersion and Empathy

Session 3: From Ideas to Prototypes

Session 4: Implication and Impact on Design Thinking on the Wider Community

PANEL DISCUSSION

Led by the Teaching Faculty, this 50-minute session serves as an arena for discussion and debate on emerging topics on leadership, innovation, politics and education. It is also a platform for participants to be informed and inspired to pursue living a life that will benefit others.

DEBRIEF

The 20-minute exercise is for participants to discuss the program materials on the kinds of strategies and competencies that managers require to exercise leadership that generates values.

APPLICATION

Email: cal@asialeadership.org

Phone call (WhatsApp): +603-7491-8716/7

- Early application is encouraged. Candidates are admitted on a rolling, space-available basis.
- No transfer of registration is allowed after the commencement of the program. The organizer reserves the right to alter the information published in the best interest of the program

CANCELLATION AND REFUND POLICY

All cancellation must be submitted in writing to CAL prior to program commencement to receive a refund and subject to the following:

- Less than 21 days prior to commencement - 50% refund
- Less than 14 days prior to commencement - no refund, substitution is allowed provided CAL is notified in writing

PERSONAL DATA PROTECTION ACT

CAL reserves the right to use photographs and videos taken during the program and names of participants for promotional purposes and reserves the right to change without prior notice any statement in the brochure concerning, but not limited to, rules, policies, fees and curriculum.

ABOUT CENTER FOR ASIA LEADERSHIP INITIATIVES

The Center for Asia Leadership Initiatives is a group of non-profit international organizations established in 2014 with the purpose of **addressing social, business, and policy challenges in Asia** through **training, research and publications, and public service trips**, in the areas of **leadership, innovation, and educational practices**.

To date, the Center is proud to have served over **36,000 individuals**, published **10 books**, and worked with over **700 organizations** through a regional network across **72 cities in 31 countries in Asia**. Founded and headquartered in **Boston**, the Center hosts regional offices in **Kuala Lumpur, Seoul, Tokyo, and Manila**.

Facts in Brief

Establishment: April 23, 2014

Offices: Boston, Kuala Lumpur, Seoul, Tokyo, and Manila

Staffs: 15 representing 9 nationalities

Key Initiatives: Asia Leadership Trek, Asia Leadership Institute, Acumen Case Center, Acumen Publishing

Publications: 10 Books

Background: Center was sparked by the hope of sharing the vast educational resources at Harvard University with individuals and organizations in Asia to address the core challenges of our times. In line with this principle, we exist empower them (1) to think deeply and broadly about their responsibility and service to their communities, and the possible impacts of their interventions, (2) to own the mindset and mechanisms of effective and innovative leadership, and (3) to generate bold new ideas to put into definitive action.

Website: asialeadership.org, asialeadershiptrek.org