INTRODUCTION
Public sector has to become more creative if it wants to excel in tackling today’s complex challenges and meet society’s changing problems. But becoming highly creative requires deep and broad changes to organisational culture, individual mind sets and operation processes. Design thinking methodology is a customer-centred approach to solving problems which can make processes within government more inclusive, customer-friendly and creative. Public officials will be equipped with a series of tools to explore the customer perspective in their day-to-day work. Design thinking can infuse creativity for innovation within the decision-making process and can provide a constructive interface between organisation and citizens.

LEARNING OUTCOMES
• Internalise the fundamentals of design thinking to improve organisational performance
• Solve complex or wicked challenges either product, services or personal development through the holistic process of structured design thinking
• Drive better results by combining design thinking with analytical decision making and sustainable business model canvass
• Institutionalise a framework for building an environment that fosters creativity
• Embrace new ways to collaborate across all functions of the organisation

TRAINING METHODOLOGY
This workshop will introduce the fundamentals of design thinking within the context of government. The basic elements of the problem-solving approach will be explored through hands-on learning. Using the principle of ‘Learning by Doing’, this 2-day will be a high energy and interactive. Participants will be challenged to work in small teams on a real problem and apply the Design Thinking tools. You will be presented with a series of policy and services challenges – for examples, how to improve the existing service or how to find creative new ways to offer and deliver services; how to develop an impactful programmes or bring dramatic improvement to a valuable process segment for productivity; how to maintain adequate balance of social, environmental and economic values while allowing for economic development or decision-making processes within government or a policy challenge of your choosing. Over the course of two days, the participants will explore these challenges using various design thinking tools.

I attended Design Thinking workshop at USM on Dec 11 -12, 2017. I enjoyed the interactive and hands-on structure of the workshop. This way of learning enhances retention and made grasping a subject that is complex easier especially being a first timer to this subject. I like the fact that the model is applicable not just to enhance organization success in innovations but also applies to how to enhance working relationship with superiors in the organization, Your sharing style is very engaging and encouraging. Thank you for sharing this alternative and improved way of thinking to solving pain points creatively.

WOW participant,
SM KONG

I know nothing about Design Thinking. Under the kind invitation of my course mate Perjit. I attended the 2 day session. It provides me wz a great overview n fairly good understanding of the subject matter. It opens up my mind n have me a fresh perspective when face with a given problem. Day 2 was full of fun learning wz Lego set. I’ll deploy design thinking Concept whenever possible in my life fully. I would advice all undergraduate student to learn this skills when u are young. Better mileage. U ve 40 odd yrs to work. Knowledge acquired is good for your life n career progression

Thank you.
KM Loo
TARGET GROUP
This training is ideal for top management, heads of department, executives, managers, administrators and professionals who are responsible for policies making, problem solving and are looking for new approaches to finding solutions.

COURSE LEADER
Sofri Yahya, PhD • Associate Professor in Accounting and Strategy at Graduate School of Business and Director at the Islamic Centre, Universiti Sains Malaysia (USM) • Former Dean of the Graduate School of Business, USM • Started specialising in innovation and design thinking since 2010 under the guidance of Professor Yoo from Temple University Fox School of Business, USA. Since then Sofri has applied design thinking in teaching, research, training and consultancy/advisory/coaching as a methodology to solve problems. From issues such as, products, services, self-development to building strategic plans. • Has conducted more than 20 workshops on Innovation using Design Thinking for various groups of participants and organisations, including Department of Higher Education, Ministry of Higher Education. • Visited Graduate School of Business and the Design School, Stanford University, the United States the centre where design thinking was established. • Holds a Bachelor's degree in business administration specializing in accounting using a liberal arts curriculum from a university in Michigan, USA. • After working with several organisations, in 1992 he pursued a Masters degree in Accounting and Management Science and subsequently to PhD in Accounting at Southampton University, United Kingdom. -Being an educator in USM since 1998 in Accounting, Islamic Finance and Strategy, Sofri has published more than 100 publications in various international journal and in the proceedings. • Consultant to several companies such as Tenaga Nasional and Pharmaniaga. • Consultant/adviser to Universitas Teknologi Yogyakarta, Indonesia. • Life member of the Malaysian Association of Certified Coaches. • Senior Assessor of Malaysian Qualification Agency (MQA)

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Administration Details:

ORGANISATION: APPROVAL OFFICER:

ADDRESS:

PHONE: FAX: E-MAIL:

• Package includes meals, course fee and certificate awarded by Universiti Sains Malaysia
• Payment can be made via Cheque I Local Order I Bank Draft under the name of USAINS HOLDING SDN. BHD. and send to: Centre for Innovation and Productivity in Public Administration, Level 2, TORAY Building, USM, 11800 Pulau Pinang, Malaysia.
• PIPPA reserves the right to alter the programme schedule and details without prior notification. Fees quoted are subject to terms and conditions outlined in PIPPA’s Registration Policy.
• Any cancellation made after confirmation letter has been issued by PIPPA, a 100% fees will be charged to the participants or to the organisations.
• Fees for cancellations / changes are calculated based on the total value of the booking.