

FEE
USD 5,000

DESIGN THINKING AND AGILE CREATIVITY FOR INNOVATION EXCELLENCE: **AI ASSISTED**

29 MARCH – 3 APRIL 2026
DOHA, QATAR

■ SYNOPSIS

This 3-day workshop empowers leaders and professionals to drive transformation through design thinking, agile creativity, and AI-assisted innovation. In an era of rapid digital disruption, businesses and organizations must evolve from traditional, process-driven models to human-centered, adaptive, and agile systems that deliver a meaningful impact for customers and stakeholders. This module bridges that gap by equipping participants with the mindset, methods, and tools to innovate effectively and sustainably.

Participants will gain practical knowledge in applying design thinking to solve complex problems and address service challenges, utilizing empathy-driven approaches to understand the needs of customers and stakeholders, and co-creating solutions. They will also learn agile principles to enhance flexibility, collaboration, and iterative improvement in project delivery. The integration of AI tools will demonstrate how data-driven insights can accelerate ideation, prototyping, and decision-making, ensuring innovation is both efficient and evidence-based.

The workshop is highly interactive, combining short lectures, group discussions, real-world case studies, and hands-on exercises. Participants will work on live challenges, applying the design thinking stages of empathizing, defining, ideating, prototyping, and testing, supported by AI-assisted tools for research, visualization, and solution testing. By the end of the program, participants will be able to lead innovation initiatives, foster creative teams, and embed a design thinking culture within their organizations.

■ KEY TAKEAWAYS:

- Mastery of design thinking and agile frameworks for innovation.
- Practical experience in using AI tools for ideation, prototyping, and decision support.
- Enhanced creative confidence and problem-solving capability.
- Strategies to build customer-centric, sustainable, and future-ready products and services.
- A personalized innovation roadmap for organizational transformation.



PROGRAMME SCHEDULE

Day 1

Understanding Design Thinking and Empathy Building Theme: From Mindset to Method

Time: 9:00 AM – 3:00 PM

Session 1 (9:00 AM – 10:30 AM)

Introduction to Design Thinking and Innovation

Explore the principles of Design Thinking and its relevance in business and organizational transformation. Understand how empathy, creativity, and experimentation drive innovation. Participants will reflect on their current problem-solving approaches and identify opportunities for improvement.

The topics:

- Overview of Design Thinking and Agile principles
- The link between creativity, innovation, and leadership
- Case study: Innovation through Design Thinking

Session 2 (10:45 AM – 12:15 PM)

Empathize – Understanding Stakeholders' Needs

Learn empathy tools, including persona grids, empathy maps, and customer journey mapping. Participants will work in groups to identify key stakeholders and uncover their pain points, motivations, and aspirations through guided exercises.

The topics:

- Tools: Persona Grid, Empathy Map, Customer Journey Map
- Group Work: Develop a persona based on real or simulated user data
- Hands-on: Conduct empathy interviews and observations

Session 3 (1:15 PM – 3:00 PM)

Define – Framing the Right Problem

Translate empathy findings into clear problem statements using the “Point of View” and “How Might We” frameworks. Teams will synthesize insights to identify human-centered challenges that align with organizational goals.

The topics:

- Synthesizing empathy findings into insights
- Developing Point-of-View (POV) statements
- Group Exercise: Define user problems using “User needs _____ because” framework

Output:

- Completed Empathy Map and POV statement for selected user persona.

PROGRAMME SCHEDULE

Day 2

Ideation and Prototyping for Innovation

Theme: From Insight to Idea

Time: 9:00 AM – 3:00 PM

Day 2: Ideation and Prototyping for Creative Solutions

Session 4 (9:00 AM – 10:30 AM)

Ideate – Generating Innovative Ideas

Participants will apply brainstorming, mind mapping, and “verbing” techniques to generate multiple creative ideas. The focus will be on quantity and diversity of ideas before selecting the most promising ones for development.

The topics:

- Brainstorming and “How Might We” techniques
- Encouraging divergent thinking and collaboration
- Group Work: Generate multiple solutions using verbs derived from empathy findings

Session 5 (10:45 AM – 12:15 PM)

Prototype – Bringing Ideas to Life

Teams will transform selected ideas into tangible prototypes using simple materials or digital mock-ups. The session emphasizes “show, don’t tell” to visualize concepts and gather early feedback. AI-assisted tools will be introduced to enhance design efficiency.

The topics:

- Concept of rapid prototyping and iterative design
- Hands-on: Build low-fidelity prototypes (sketches, storyboards, mock-ups)
- Group Work: Develop a prototype for one selected solution

Session 6 (1:15 PM – 3:00 PM)

Hands-On Group Work: Prototype Development

Participants will collaborate to build and refine their prototypes. Each group will present their prototype for peer feedback, focusing on feasibility, desirability, sustainability, futuristic, and scalability. The facilitator will guide iterative improvement.

The topics:

- Demonstration: Using AI tools for ideation and prototyping
- Exercise: Apply AI-assisted creativity tools to refine ideas

Output:

- Prototype model or storyboard ready for testing.

PROGRAMME SCHEDULE

Day 3

Testing, Iteration, and Agile Implementation

Theme: From Prototype to Practice

Time: 9:00 AM – 3:00 PM

Day 3: Testing, Agile Integration, and Implementation Strategy

Session 7 (9:00 AM – 10:30 AM)

Test – Learning from Feedback

Teams will test their prototypes with simulated users or peers to gather insights. The session emphasizes the importance of iteration, feedback loops, and continuous learning in refining solutions before implementation.

The topics:

- Conducting user testing and gathering feedback
- AI tools for data collection and analysis
- Iterating based on user insights

Session 8 (10:45 AM – 12:15 PM)

Agile Creativity – Applying Agile Principles to Innovation

Participants will explore Agile methodologies, including sprints, backlogs, and iterative development. They will learn how to integrate Agile with Design Thinking to manage innovation projects effectively in dynamic environments.

The topics:

- From prototype to product, service, or policy: scaling innovation
- Measuring impact: desirability, feasibility, viability, sustainability, futuristic, and scalability.
- Applying Agile principles: sprints, feedback loops, and MVPs
- Case Study: Agile in action
- Group Exercise: Plan a mini Agile sprint for solution refinement

Session 9 (1:15 PM – 3:00 PM)

Action Planning and Reflection to Build a Culture of Innovation

Each group will develop an action plan to apply Design Thinking and Agile methods in their workplace. The workshop concludes with reflections on mindset transformation, leadership for innovation, and sustaining a culture of creativity in their organization.

The topics:

- Leadership for creativity and change
- Developing innovation champions and cross-functional teams
- Action planning: Creating a personal and organizational innovation roadmap
- Building an innovation mindset in teams and organizations
- Action planning: How to sustain creativity and innovation post-workshop
- Reflection and presentation of group projects

Output:

- Final prototype and Agile implementation plan
- Group presentation and peer feedback



■ TRAINING METHODOLOGY:

- Interactive lectures and discussions
- Group work and collaborative problem-solving
- Hands-on prototyping and testing sessions
- AI-assisted creativity exercises
- Reflection and feedback loops

■ CERTIFICATION:

Participants will receive a Certificate of Completion for the “Design Thinking and Agile Creativity for Innovation Excellence : AI-Assisted” workshop from MTalent and strategic partner(s) in Qatar.

■ TARGET GROUPS:

Executives, senior managers, board members, policymakers, academicians, entrepreneurs, innovation officers, consultants, and leaders from corporate, government, and non-profit sectors who aim to enhance their strategic innovation capabilities.

■ END OF WORKSHOP OUTCOME:

Participants will leave with a personalized innovation roadmap, actionable strategies for embedding Design Thinking and Agile practices, and the confidence to lead AI-assisted innovation initiatives that create lasting impact.



■ PAST PARTICIPANT'S TESTIMONIES

"The Design Thinking workshop was highly informative and practical. It provided clear guidance that deepened my understanding of the methodology. I now feel much more confident in applying Design Thinking principles to my daily work, particularly in problem-solving, idea generation, and process improvement. Overall, it was a valuable learning experience that will have a positive impact on my professional practice."

■ **SENIOR EXECUTIVE**
Qatar Rail

"As an HR professional, this workshop truly opened my eyes to how Design Thinking can humanize our talent development strategies. It showed me practical ways to understand employees more deeply, design solutions around their real needs, and create learning and development initiatives that are more engaging, empathetic, and impactful. This new perspective will definitely influence how I approach HR programs moving forward."

■ **HR SENIOR EXECUTIVE FROM A MNC**

"I have attended many leadership and development programs, but this one truly stood out. The Design Thinking provided a structured yet flexible framework for crafting more citizen-centric policies and services. The empathy-mapping exercise, in particular, was an eye-opener; it highlighted how meaningful innovation begins with a deep understanding of the people we serve. This experience has reshaped the way I approach policy design and public service delivery."

■ **GOVERNMENT OFFICIAL
(PUBLIC SECTOR)**

"The workshop was a game-changer for our procurement operations at DRB-HICOM. By applying Design Thinking, we have streamlined supplier collaboration and introduced innovative sourcing strategies."

■ **PROCUREMENT SENIOR EXECUTIVE**
DRB-HICOM Bhd

"The Design Thinking workshop completely transformed how I approach problem-solving at FLEX"

■ **ENGINEER AT FLEX**

"The workshop bridged the gap between academia and industry. I now use Design Thinking frameworks to redesign our university's curriculum, ensuring it aligns with sustainability, AI, and future workforce needs. It's inspiring to see how creativity can be taught, practiced, and scaled."

■ **ACADEMIC AND RESEARCHER**
Albukhary International University



COURSE LEADERS

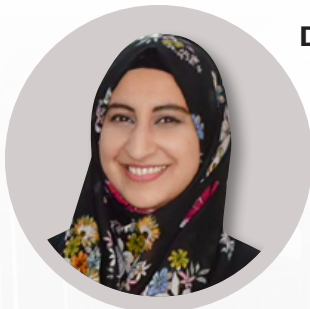


Professor Dr. Sofri Yahya is an academic, consultant, and innovation coach with over 25 years of experience in higher education and industry transformation. He holds a PhD and an MSc from the University of Southampton, UK, and a BBA from Eastern Michigan University, USA, grounding his work in strong global academic foundations.

A pioneer in applying Design Thinking for innovation, problem-solving, and creativity development, Dr. Sofri has been shaping innovation capabilities in Malaysia and abroad since 2013. He has conducted more than 60 high-impact workshops locally and internationally for MNCs, public-listed companies, government agencies, universities, and SMEs, covering both public programmes and in-house corporate trainings.

Trained under Professor Yoo at Temple University's Fox School of Business (USA) and the Design Thinkers Academy in Amsterdam, he combines world-class service design, business model innovation, and strategic capability-building approaches.

Dr. Sofri is known for his practical, human-centred, and empowering style, helping organizations rethink service delivery, enhance customer experience, build an innovation culture, and strengthen leadership for sustainable growth. His work consistently unlocks value, inspires creative confidence, and drives transformative progress across sectors.




Dr. Hira Amin is an Assistant Professor at the College of Public Policy at Hamad Bin Khalifa University. After completing her PhD in History at the University of Cambridge, she has been involved in various interdisciplinary projects. Her research interests broadly fall into two categories: the first is social, cultural, and religious transformations in the modern Muslim world; the second is social inclusion, accessibility, and disability.

She is currently working on multiple research grants that utilize these various tools and methods, such as education for sustainability and global citizenship, strategic foresight in culture, identity, and education, and systems mapping the disability diagnostics landscape in Qatar

FOR FURTHER INFORMATION, PLEASE CONTACT:

MTalent Training & Consultancy Services Sdn Bhd
Suite 160, Level 1, Eureka Complex,
Universiti Sains Malaysia,
11800 Pulau Pinang

 admin@mtalent.com.my

 +604-653 4196

 +6018-767 8160

 <https://mtalent.com.my>

CLOSING DATE : 29 Feb 2026

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