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Innovation Fortitude by Design Thinking

BY **Khairul Anwar**

Executive Director & Certified Coach
DT Leadership Sdn. Bhd.

Khairul Anwar puts premium on innovation and execution simply because it's the only measure of success. Currently, he is thought leader in design thinking innovation and leadership development. DT LEADERSHIP SDN. BHD. interest is in people development, leadership behavioural change and innovation skills development.

Amongst Khairul's International Projects Countries were The United Kingdom, Ireland, Scotland, UAE, Qatar, Indonesia, Brunei, Singapore and Germany.

Professionally, Khairul Anwar has obtained various prestigious certifications and accreditations, i.e:

- Certified Executive Coach, Marshall Goldsmith (USA), ICF-Accredited.
- Certificate in Design Thinking specializing in Empathy & Prototyping, Stanford Center for Professional Development (USA).
- Certificate in Design Thinking & Coaching, genovasi, Hasso-Platner Institute (HPI) & Stanford Executive Education (USA).
- Verified Certificate & Capstone Project, Interaction Design, University of California, San Diego (USA).
- Certified Professional Trainer, HRDF/PSMB (Malaysia) (TTT/0493).
- Certificate in Clinical Hypnosis, London College of Clinical Hypnosis (LCCH).

He spends his free time playing with start-up ideas and watering his plants (hoping either one will bear fruits some day!). He holds Master of Business Administration (MBA) and Bachelor of Business Administration (Honours) from Asia e University (AeU), Malaysia.



Suddenly the Group CEO townhall was interrupted by someone asking the obvious, "Tan Sri, will we get bonus this year? It has been 5 years since." Silence. Stoned. It was a guy from the floor.

Unseen someone. The five letter words that breaks many sleepy heads in the large townhall. Most probably pretend listening to the CEO's "careful messaging", "downplay" and "pandering" the workforce.

That guy have guts. Asking the obvious. Asking what's in everyone's head. Making an effort to understand. Bring the pains visible to the stakeholders. Risk his job to clear the grapevines he heard in the hallways.

That guy; has the F-word - F-ortitude. Innovation in today's business needs fortitude. The bravery and candour to do and make things.

Ideas are cheap. Swarmed by technological superspeed; organisations feel overwhelmed. Workforce were displaced and the top disillusioned by what matters to the customers. Old products retrofitted. Change becomes a lip service. New ideas shunned. Trust diminished. Too many KPIs and SOPs – we worship stability over diversity. Hmm . . .

Design thinking helps organization develop innovation fortitude. These days attitude is over rated; we need fortitude. The bravery and candour to do and make things. Let's be amazing again!

KEY HIGHLIGHTS FROM THIS SESSION

1. What does innovation fortitude means?
2. Why **design thinking** should be in the mind of Board / Chiefs, HR and L&D list?
3. How by understanding **design thinking** reimagined your organization?

BY INVITATION TO ALL IMM MEMBERS

WHEN & WHERE?

Date : Thursday, 29 November 2018
Time : 2.30pm - 4.30pm
Venue : TM Convention Centre
Address : Jalan Pantai Baharu, 50672 Kuala Lumpur.

Limited Seats - Register Now!

Organized by:



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CEO TALK

by **KHAIRUL ANWAR**

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PROGRAMME DETAILS

- 2:00 pm : Registration and Networking
- 2:30 pm : Arrival of Encik Khairul Anwar
- 2:45 pm : Session with Encik Khairul Anwar
Q & A
- 4:00 pm : Refreshments
- 4:30 pm : End of Programme

REGISTRATION FORM

Please register the following participant(s) to the **CEO TALK**

No.	Name of Participant	Organization	Membership Number	Mobile	Email
1.					
2.					
3.					

Note : Corporate Members are invited to send three-(3) participants per organization.
Kindly fax completed form to IMM at: **03 – 7876 3726** or email to: **imm.malaysia@gmail.com**

FOR INQUIRIES & FURTHER INFORMATION PLEASE CONTACT:

INSTITUTE OF MARKETING MALAYSIA

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