



# Designing Change: Practical Tools to Lead Change

A public workshop by **PwC's Academy**

In a world of constant disruption, innovation and change thrive not on authority, but on empathy. Leaders who understand and connect deeply with people unlock creativity, resilience, and trust—critical drivers of transformation. This workshop explores dynamics of change and how empathy can be a leadership superpower: shaping inclusive cultures, inspiring innovation, and guiding teams through uncertainty. Through practical change management frameworks and immersive exercises, participants will learn to lead with empathy without losing strategic focus—turning human insight into meaningful action.

## Who is this for:

Innovation Lead

Strategic/Change Lead

Innovation Teams

Strategic/Change Teams

## What's In It For You?

- Discover how understanding real human needs drives creativity and breakthrough ideas.
- Lead change with trust and clarity: Gain practical frameworks to guide teams through uncertainty while keeping engagement high.
- Build a human centred change plan for inclusive, resilient cultures: Get equipped with tools for collaboration, adaptability, and meaningful action

## Session Available:

1 day

9

April

Thursday

**9.00 AM – 5.00 PM**  
**PwC Malaysia, Menara TH 1 Sentral**  
(Early Bird ends: 9 March 2026)

For more information, contact [my.academy@pwc.com](mailto:my.academy@pwc.com)

**Register Now**

## Our Speakers:



**Kamaliah Kasmaruddin**  
PwC's Academy  
Learning Advisory and  
Online Academy Lead



**Goh Ser Li**  
Futures Thinking Lead,  
PwC's Academy

## Registration fee:

**Public Workshop Only**

**\*HRDC FULLY CLAIMABLE**

**RM 2,000**

**per participant**  
(inclusive of service tax)

## Bundle Pass

**Save 53% off the regular price**  
RRP: RM 2,800

Public workshop + 12-month subscription to PwC's Online Academy  
Subscription-based online learning platform – **Fully HRDC Claimable\***

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**RM 3,300**

**per participant**  
(inclusive of service tax)

**10% off**

- **Early Bird Registration;** or
- **Multiple Module Selection;** or
- **Group Registration** (3 or more people, single module).

**15% off**

**Group Registration (3 or more people with multiple modules)**

Note: Discounts are not cumulative; only the higher discount applies.

# Programme Details



Time	Session
9:00 AM	<b>Welcome &amp; Why Leadership by Design</b> Why empathy is critical for innovation and change.
9:15 AM	<b>The Design Leadership Model</b> Explore the 4 pillars of Design Leadership Model: Sense, Frame, Ideate, Prototype
10:30 AM	Tea Break
10:45 AM	<b>Leadership by Design in Action</b> Real transformation case studies from global and local contexts and what science tells us about change
12:00 PM	<b>Leading Through Change</b> Discover your default leadership style on the Directive-Generative spectrum.
1:00 PM	Lunch Break
2:00 PM	<b>Change Readiness Design</b> Map your adoption journey: Awareness, Understanding, Acceptance, Adoption, Advocacy.
2:50 PM	<b>Leadership Design Challenge</b> Apply all frameworks to solve YOUR real leadership challenge.
3:30 PM	Tea Break
4:00 PM	<b>Sharing &amp; Reflection</b> Sharing of your solutions and feedback.
4:30 PM	<b>Putting Together a Change Plan</b>
5:00 PM	Close



Scan or [click](#) to register

For group registration, kindly provide participants' names by emailing [my.academy@pwc.com](mailto:my.academy@pwc.com)

### Exclusive Discounts:

**10% off**

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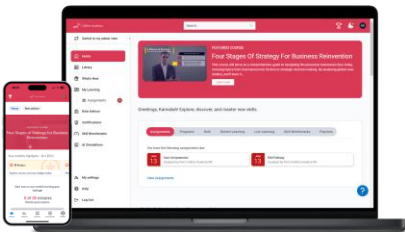
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