



# Rethink Your Business Model with a Designer's Mindset

A public workshop by PwC's Academy

In today's fast-paced global economy, reinventing your business model isn't just an option—it's a strategic imperative for sustainable growth and long-term success. The companies that fail to adapt are often left behind, as history has shown us time and again. The landscape is shifting; customer expectations are higher than ever, behaviours are evolving, and technology continues to accelerate at an unparalleled rate.

This practical workshop will get hands on to rethink business models and opportunities using design thinking, gain customer insight, design and prototype new value propositions and revenue streams, and leave with a tested concept and an experiment plan you can run immediately.

### Who is this for:

New Leaders

Emerging Leaders

Team Managers

Innovators

### What's In It For You?

- Take-away tools to find and frame complex challenges to actionable people-centred problem statements
- Discover your own people-centric superpowers
- Practical frameworks and mindsets to lead change effectively

### Session Available:

1 day

26

March

Thursday

9.00 AM – 5.00 PM

PwC Malaysia, Menara TH 1 Sentral

(Early Bird ends: 26 February 2026)

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

[Register Now](#)

### Our Speaker:



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

Kama was a pioneer at Malaysia's first design thinking school and has more than 2000 hours of Design Thinking Coaching. She was part of the external coaching team for the Hasso-Plattner Institute d.school.

### Registration fee:

Public Workshop Only

**\*HRDC FULLY CLAIMABLE**

Was **RM 2,000**

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

**SPECIAL PROMO**

**RM 1,750**

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- **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	Welcome & Context Setting
9:15 AM	<b>Design Thinking + Business Models</b> Connect a customer centred mindset to business model innovation.
10:30 AM	Tea Break
10:45 AM	<b>Business Model with Empathy &amp; Systems Thinking</b> Review Business Model Canvas building blocks and a hands-on activity: uncover root causes through empathy interviews and systems thinking.
12:00 PM	<b>Ideation Foundations</b> Introduction to ideation principles and tools for business challenges using tools such as The-Jobs-To-Be-Done Framework
1:00 PM	<b>Lunch break and networking</b>
2:00 PM	<b>Prototyping for Rapid Progress</b> Rapid prototyping of ideas and testing for desirability, feasibility and viability using prototyping tools such as Business Model Canvas
3:00 PM	<b>Strategic Integration</b> Embedding design thinking into leadership, strategy, and culture and using tools such as Impact-Effort Framework.
4:00 PM	<b>Tea break</b>
4:15 PM	<b>Reflection and Action Planning</b> Personal reflection, peer sharing, and next steps for applying insights in your role.
5:00 PM	<b>Close</b>



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:

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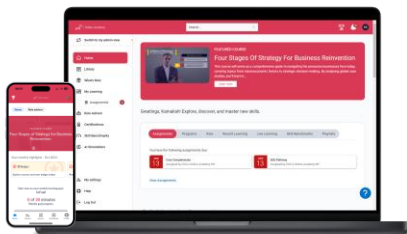
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