

PUBLIC WORKSHOP

CREATIVE PROBLEM SOLVING MASTERY

Date : 27 - 28 August 2025

Venue : Wyndham Grand Bangsar, Kuala Lumpur

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Workshop Description

Creative Problem-Solving Mastery is a 2-day public training designed for working professionals in Malaysia to enhance their ability to think creatively, solve complex workplace problems, and make impactful decisions. Participants will explore the Creative Problem Solving (CPS) model, apply tools like root cause analysis, SCAMPER, and mind mapping, and engage in hands-on activities such as group challenges, real-case discussions, and a mini design sprint. The training focuses on building a solution-oriented mindset, encouraging collaboration, and translating ideas into actionable plans using practical templates and frameworks

Workshop Learning Outcome

By the end of the session, the participants will be able to:

- Identify and reframe problems with clarity and purpose.
- Generate innovative ideas using structured creative thinking tools.
- Evaluate and select effective solutions collaboratively.
- Apply real-world decision-making strategies confidently.

Who Should Attend

- Team Leaders
- Supervisors
- Managers
- Executives

TRAINING METHODOLOGY

The training methodology will be based on the **ATCEN PEAK** methodology.

This includes:

- Pre learning
- Post learning
- Group activities
- Exercises
- Discussions
- Presentations
- Lots of reflection and sharing

Workshop Outline / Agenda

Day 1 | Foundations of Creative Problem Solving

9:00 AM - 10:30 AM

Module 1: The Problem-Solving Mindset

- Definition of “problem” in the workplace
- Common barriers to problem solving in Malaysian context
- Fixed vs growth mindset for creative thinkers
- The role of EQ in problem perception

Activity: “What’s the Real Problem?” Game

10:45 AM - 1:00 PM

Module 2: The CPS Model (Creative Problem Solving)

- Overview of the CPS model (Osborn-Parnes framework)
- Divergent vs Convergent thinking

Activity: Group Mapping: “Map Your Current Challenges”

2:00 PM - 3:30 PM

Module 3: Defining the Real Problem

- Problem sensing vs problem solving
- Root cause analysis: 5 Whys, Fishbone Diagram

Activity: Real Case Studies Discussion: Diagnose & Define

3:45 PM - 5:00 PM

Module 4: Generating Creative Solutions

- Encouraging psychological safety during ideation
- Techniques: Brainstorming, SCAMPER, Mind Mapping

Activity: Speed Ideation: Solve a Local Industry Case

Day 1 | Turning Ideas into Action

9:00 AM - 10:30 AM

Module 5: Evaluating and Selecting Solutions

- Applying criteria-based evaluation
- Risk-benefit analysis
- Prioritization techniques: Impact vs Effort Matrix

Activity: “Idea Shark Tank” – Present & Defend

10:45 AM - 1:00 PM

Module 6: Planning for Action

- From ideas to implementation
- Developing action plans and assigning responsibility
- Measuring progress and feedback loops

Activity: Action Board: “From Post-It to Plan”

2:00 PM - 3:30 PM

Module 7: Creative Collaboration

- Building team trust for group problem-solving
- The role of diversity (generations, backgrounds, functions)
- Facilitating productive solution-based meetings

Activity: Mini Design Sprint (Team Challenge)

3:45 PM - 5:00 PM

Module 8: Sustaining Problem-Solving Mastery

- Continuous improvement mindset
- Dealing with failure and building resilience

Activity: Personal Commitment: “My Mastery Journey”

Formal and Professional Education

- Chartered Global Management Account (CGMA), Associate Chartered Management Accountant (ACMA), Certified Accountant (Malaysia), CA(M)
- MSc. in Engineering Business Management (Warwick University, UK)
- Doctorate in Business Administration- ongoing (UNITAR, MY)

Certifications

- John Maxwell Certified Speaker, Coach and Trainer
- Brian Tracy Certified Trainer (Sales, Personal Mastery and Leadership)
- Certified Personal Profiler in DiSC (Thomas International)
- Certified Professional Coach (CCA and MACC)
- Certified NLP Practitioner (NPNLP)
- Certified Master Trainer (Western Kentucky University, USA)
- HRD Corp TTT Certified and Accredited Trainer (PSMB)

Working Experience

- Owner of College, Film Production House, Recruitment Agency, Event & Technology Firms.
- Worked in Accounting, External Audit, Internal Audit, IT, Vacation Ownership, Hotel, Oil Plantation, Consulting, BPO for Contact Centre and Customer Experience

Significant Achievements:

Jeremy has facilitated sessions with Senior Managers and can manage diverse personalities. He has trained and consulted over 300 companies.

- He has over 3000 days of workshop training experience.
- He has conducted 1-to-1 coaching sessions (3-6 sessions each) for over 40 business owners, senior managers and senior executives.
- Designed, developed and completed Leadership/ Management/ Supervisory/ Graduate Development Programs for CNI, ELK Desa, Etiqa, Danone Dumex, DiGi, DCH Auriga, Heitech-Padu, Heineken, Havi-Logistics, IBM, Maxis, Polyplastics, Sony Marketing, Sony EMC (PG), TM, Toyota Capital, Universiti Malaya Hospital
- Conducted 360 Leadership Evaluation for over 90 participants from 5 different companies.
- Led the CX and Digital Transformation Project in Hong Leong Bank- 7000 participants & CX Value re-designed (2013-2015).
- Co-lead multiple CX and Transformation Projects in Amanah Raya Berhad, CIMB, Bank of China, Bank Negara, Bank Rakyat, DHL Express, Etiqa, Digi, EON, Intertouch, KWSP, MGCC, TMNet
- Facilitated Strategic Planning and Business Acumen Training for multiple MNC and large SME Companies.
- Partnered Siemens to upskill their clients.
- Partnered HP to successfully brand 20 MSC status companies via MDEC in 2010
- Successfully got approval for 2 MSC status companies 2000 and 2008.
- Set up in-house Training Academy for Berhad Company 2001.
- Undertaken multiple mid-size M&A personally and for clients.
- Team Lead on joint Accenture IT Project to develop online trading system 2000.
- Project Manager for 1st worldwide ISO 9002:1994 for Vacation Ownership and Hotel Operations, completed in 18 months 1999.



Companies Jeremy has trained inhouse:

ACI Worldwide, ADT, AEON Credit, Alegion, Acer Sales and Service, Affin Hwang, Altera, Alam Flora, Alliance Bank, Al Rajhi Bank, Ajinomoto, Atos Origin, AIA, AIA Shared Services, Air Liquide, AMEX, Altera, AmBank, Amanah Raya Berhad, Antah Schindler, Asia Assistance Network, Atlas Capco, Astro AXA, Baby Kiko, Bandaraya Development, Bank Islam, Bank Rakyat, Bangkok Bank, Bank of China, Bacfree, BASF, BASF Petronas, Big Dutchman Agriculture, Blackchem, Bolton, Brand Suntory, Bursa Malaysia, Bytedance, Cambodia Brewery, Cambodian Public Bank, Canon Marketing, Carlsberg Malaysia, Celcom, Cellnet, Cerebos Asia Pacific, CCGC, Chuan Huat, CIMA(UK), Cima, CIMB Bank, CMA-CGM, Chin Hin, Comex Genesys, CNI Bhd, Continental Automotive, CSC, CTOS, Danone Dumex, Danisco, DCH Auriga, Dell, DHL Express, DHL IT, DHL Logistics, DiGi, Duopharma, Easy Call, ELK-Desa, ENVO BPO, EON, EON Bank, EPIC Group, Etiqa, EPIC-I Exxon Mobil, Fibertex, Fuji Xerox, FXM, Gamuda, Great Eastern, GE Engine, GRAB, Grand Millennium Hotel, Guinness Anchor Berhad, Havi Logistics, Healthmetrics, Heitech Padu, Hitachi, Hitachi ebwrox, Hong Leong Bank, HP, Hilti, Hwang-DBS, IBBM, IBM, ICDM, IJM Corp, IOI Corporate, Inokom, Intertouch, Inti University College, IPG Media Brands, ISATEC, Iskandar Regional Development Board, JCL Management (China), Kenanga Investment Bank Berhad, KLK Oleo, KLK Kepong, Kuwait Finance House, KWAP, KWSP, LaFarge, Lenovo, Ilaollao, LHDN, MAA, Maxis, Maybank, Maybank Life, Maybank General Assurance, Mazars, MBF Cards, MCIS, MMC Corporation, MMC-Gamuda JV MRT, MDEC, Merck, Mesiniaga, MLRe, Monarch, MSIG, MYOB, NIAM, Nike, Nirvana, Nistrans Logistic, Nokia, North-West, Nu Skin, OCBC, OSK Securities, UOB Bank, Pantai Hospital, Palm Oleo, Perodua, Pharmaniaga, Philips, Petronas, PLUS, Prestech, Prometric, Prominent, Protank, PSDC, Public Bank, Puswari Hospital, Quinetics Rangkainan Segar, Resource Entity, Resmed, RHB Bank, RHB Insurance, Sapura Crest, Scomi, Sony EMC, Sony Marketing, Shell Trading, Shell (Miri), Siemens, Siemens Healthcare, Sipco, SIRIM, Sliverlake, SME Corp, Spices and Seasoning, SP Setia, SRG, Standard Chartered, STAR CNC Penang, Sudong, Sunway, Sunway Medical, SWIFT, Takaful Ikhlas, The Food Purveyor, The STAR, Telekom Malaysia, Telekom Sales and Service, Tanco Berhad, TM Touch, TM Net, TNT Worldwide Express, Tenaga Nasional Berhad, Tokio-Marine, TimeDotcom, Top Glove, Toshiba, Toyota Capital, U-Mobile, UMW Toyota, UKM Holdings, UOB Bank, VADS, Vsource, Volvo Trucks, Vision IP, Waterco, Zenith Media, Zuellig Pharma, ZTE.



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Bacteria Free Water Filter	Grand Millennium Hotel	MIMOS	StemLife
Baker Hughes Malaysia	Great Eastern	MISC	Success Electronics
Bangkok Bank	Gucci (Malaysia)	MIT Insurance Brokers	Sudong (Singtel)
Bank Islam	GuocoLand	Mitsubishi Motors	Sumitomo Mitsui Banking Corporation
Bank Rakyat	Habib Jewels	MMC Corporation	Sunpower Malaysia Manufacturing
Bank Muamalat	Hai-O Enterprise	MNRB Holdings	Sunway Group
Bank Negara Malaysia	Halal Industry Development Corporation	Monash University	Suruhanjaya Syarikat Malaysia (SSM)
Bank of China	HAVI Logistics	Mr. D.I.Y	SWIFT Support Services Malaysia
Bank of Maldives	HealthMetrics	MSIG Insurance	Symphony BPO
Bank Simpanan Nasional	Heineken Malaysia	Mydin Mohamed Holdings	Takaful Ikhlas
BASF Petronas Chemicals	HeiTech Padu	MYOB Asia	Taylor's University
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Bridgestone	IBM Malaysia	NS BlueScope	TNT Worldwide Express
British Council	IBPO Group	OCBC Bank	Tokio Marine Insurans
Brother International	iFast Service Centre	OMRON Malaysia	Top Glove
Bursa Malaysia	IJM Corporation	Pacific Mutual Fund	Toshiba
ByteDance (TikTok)	IKEA Malaysia	Panasonic	Touch 'n Go
Canon Marketing	Infineon Technologies	PayNet	Tourism Malaysia
Carlsberg	Inokom Corporation	PayPal	Toyota
CCM Pharmaceuticals	Institut Jantung Negara	Pembangunan Sumber Manusia (PSMB)	Toyota Capital
Celcom	Intel Malaysia	Penang Port	Toyota Tsusho
Cement Industries of Malaysia (CIMA)	International Medical University	Penang Skills Development Center (PSDC)	Toyo Tyre
Cerebos	International School of Kuala Lumpur (ISKL)	Perkeso	U Mobile
Chin Hin Group	INTI College	Pernec	UEM Group
Chuan Huat Resources	IOI Group Corporation	Perodua	UITM
Chubb Insurance	IPG Mediabrands	Petronas	UKM Group
CIDB	Iskandar Investment	Pfizer	UMW Group
Cigna International Health Services	Jobstreet Malaysia	Pharmaniaga	United Overseas Bank (UOB)
CIMB Bank	Johnson Controls	PHHP Marketing	UOA Group
Cisco Systems Malaysia	Johor Corporation	PLUS	VADS
Citibank Malaysia	Johor Port	Pokka Ace	Vale Malaysia
ClubMed	Jotun Paints	Polyplastic	ViewPoint Research Corporation
Columbia Asia	Juristech	Pos Malaysia	Volvo Malaysia
Continental Tyre PJ Malaysia	KDU College	PPG Coatings	Wasco Berhad
Credit Guarantee Corporation	Kementerian Kesihatan Malaysia	Prasarana	Waterco
CTOS Data System	Kementerian Pelajaran Malaysia	Primer Kenrich	Watsons Personal Care Store
Cuckoo	Kenanga Investment Bank	Prince Court Medical Centre	Weir Minerals
Cycle & Carriage	Kerry Ingredients	Prokhas	Western Digital
Daikin Refrigeration Malaysia	Khazanah Nasional	Prometric Technology	Wilmar
Danone Dumex	KLK Oleo Group	ProMinent Fluid Controls	WISE Payments
DayThree	KPJ Healthcare	ProtectHealth Corporation	Worldline
Dagang Net Technologies	KPMG Malaysia	Proton Holdings	X-FAB Sarawak
Decathlon Malaysia	Kumpulan Wang Persaraan (Kwap)	Prudential	Yeo Hiap Seng (Yeo's)
Dell Asia Pacific	Kumpulan Wang Simpanan Pekerja (KWSP)	PTPTN	YTL Corporation
Dhiraaghu Maldives	Kuwait Finance House	Public Bank	Zakat Selangor
DHL Group	Lee Kum Kee	QES Group	Zenith Media
Digi	Lembaga Hasil Dalam Negeri (LHDN)	QSR Brands	Zuellig Pharma
DRB-Hicom	Lembaga Tabung Angkatan Tentera (LTAT)	Reckitt Benckiser	Zurich Insurance



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