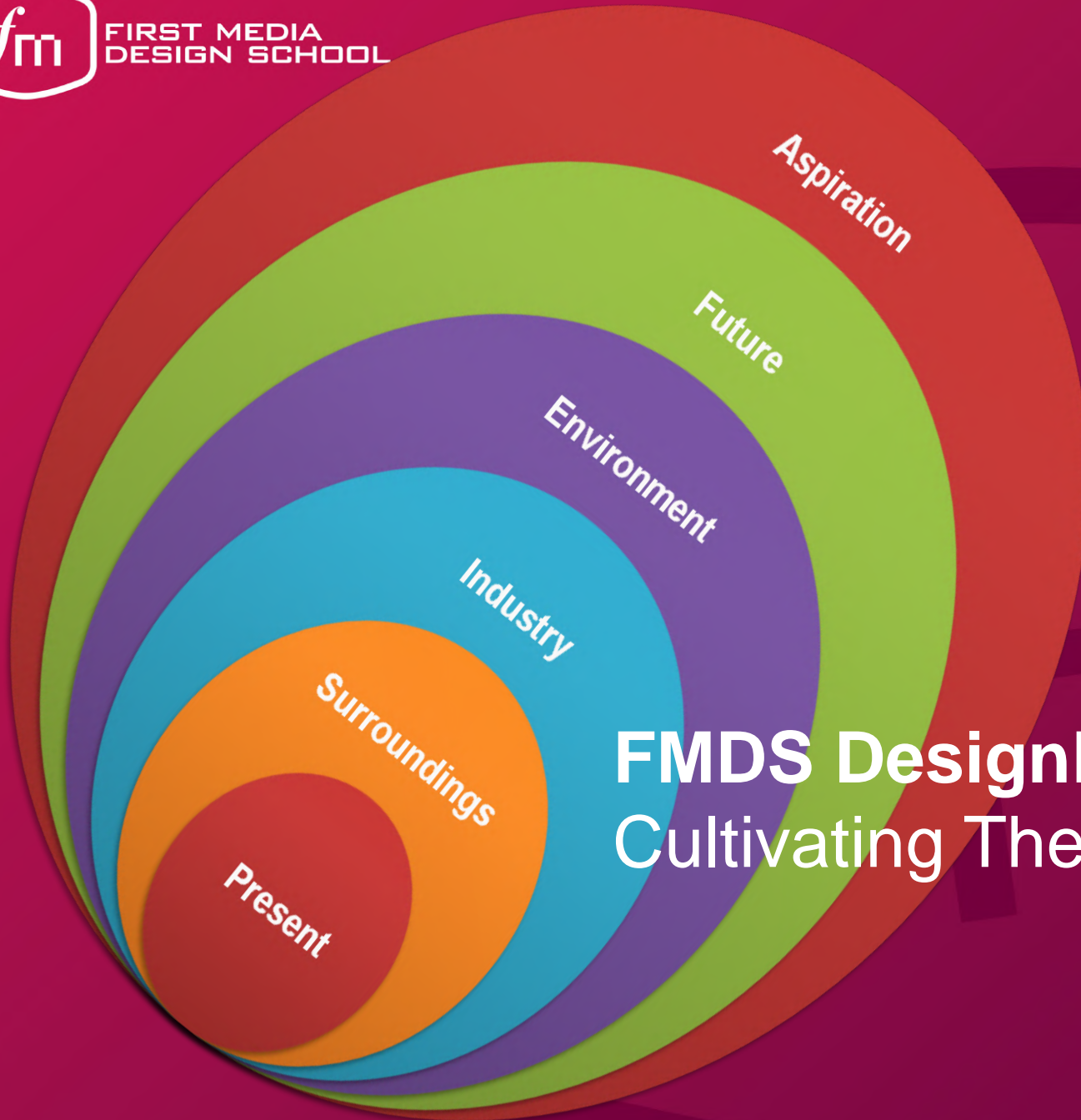




# Improving Thinking Ability



# FMDS DesignPreneurship

## Cultivating The Big Picture



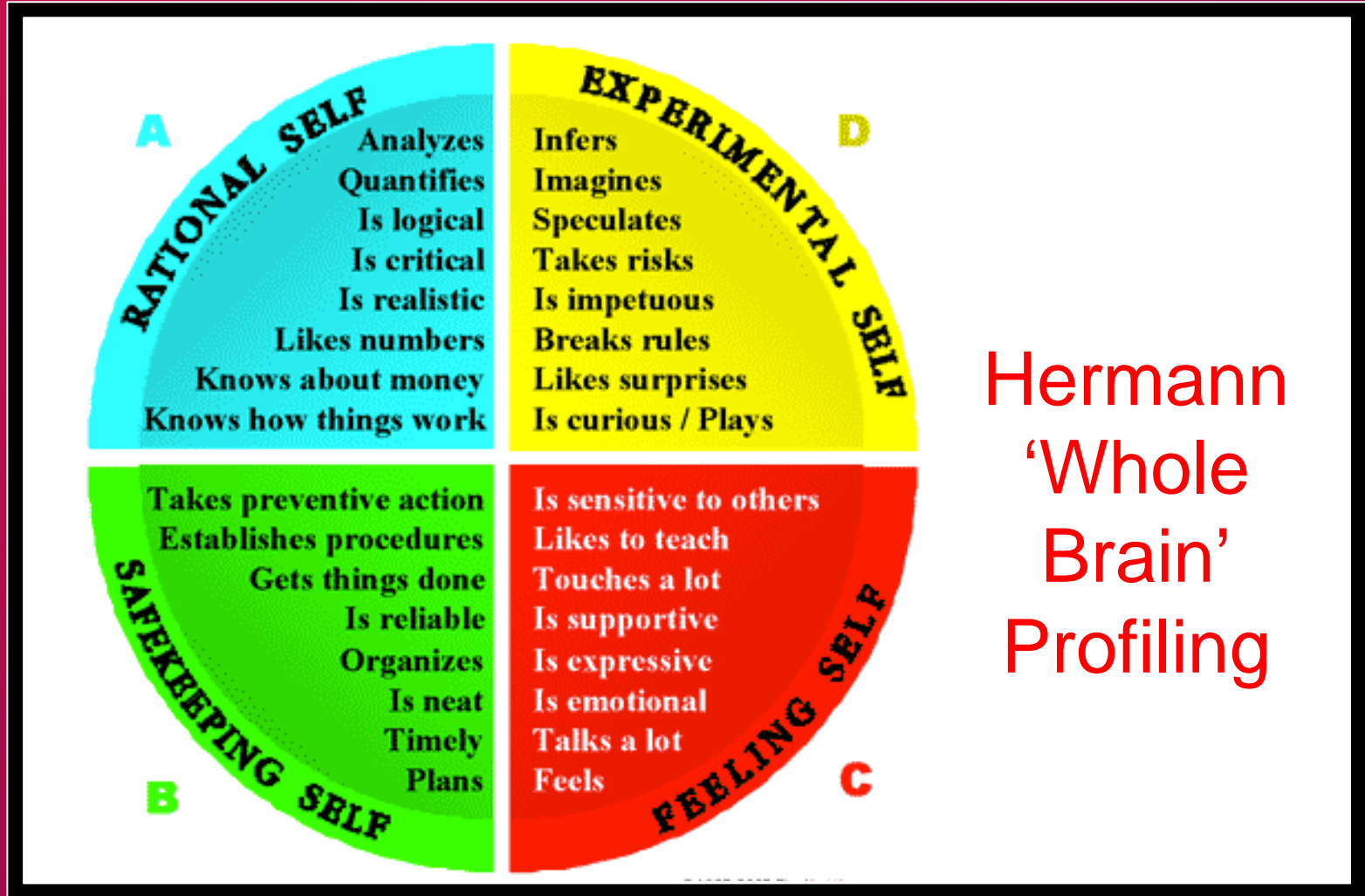
# Be a Thinking Designer

*“Think How You Think”*

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Whole Brain Thinking  
Design Thinking  
Design Thinking Business Innovation  
Design Thinking Digital Marketing  
Design Thinking Content Creation  
Conceptual Thinking  
Generative Thinking  
Systems Thinking





# Hermann 'Whole Brain' Profiling

## **Blue – Logic**

Critical thinking  
resulting in over  
analysing and  
risk averse.

## **Yellow –**

## **Experimental**

Overwhelm by  
excitement. Willing to  
experiment and take  
risk.

## **Green –**

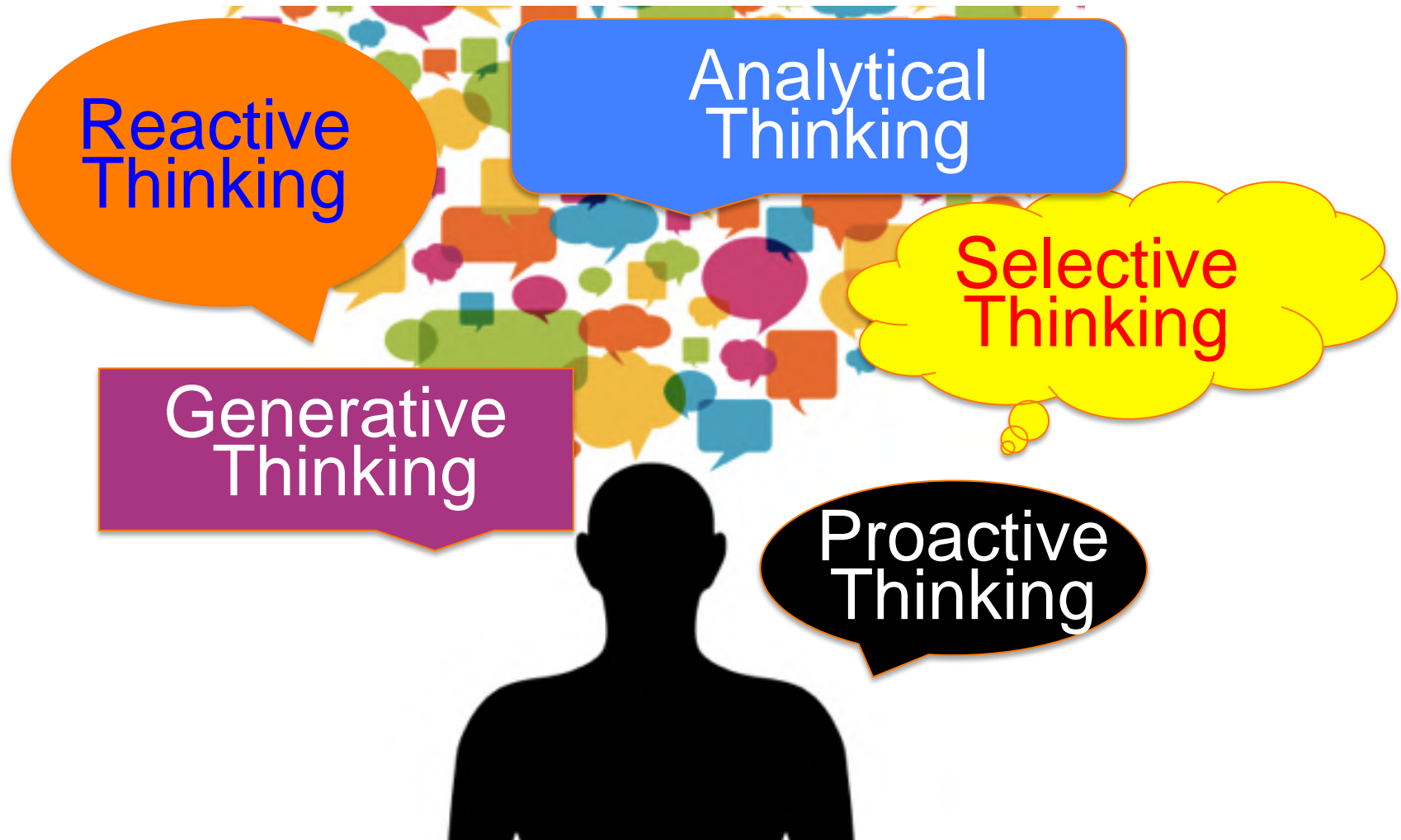
## **Systematic**

Rigid, not adaptable  
and inflexible  
creating more  
obstacles.

## **Red – Emotion**

Trigger your pulsation  
and base on  
unqualified moment  
of senses to decide.

# How to Activate our 5 Common Thinking Modes





**Conceptual** Thinking

## The Big Picture

Your dream, ideas & wishes

**Strategic** Thinking

## Benefits & Values

Decide on your goals & action plans

**Operational** Thinking

## How To Do It

Skill sets needed, process, tasks, timeline

