

FOUNDER'S SPEAK



Let me begin by thanking you as you start to read this newsletter.

Since this is our first edition, I would like to take the readers on our journey of how we started the Society of Design Thinking Professionals (SDTP). It all began in 2015 when I understood the concept of Design Thinking.

Once I realised the enormous benefits Design Thinking can give us in our lives, both professional and personal, I was wondering how do we take this to each one of you, and that's how SDTP was born.

Today, we are one of the largest organizations in the world evangelizing Design Thinking. We have 800+ practitioners across geographies who are teaching, coaching, and training on Design Thinking and other innovation frameworks.

We, at the SDTP, always attempt to bring inspiration through our stories, our projects, and what we have done so far. We intend to extend the air of freshness and excitement through this newsletter by sharing the best practices of applying Design Thinking.

By being inspired by the world's best Design Thinking Practitioners, we reflect, appreciate, and understand greater insights into our journey. Currently, at SDTP, there are multiple levels and opportunities to learn Design Thinking depending on the rigour, discipline, and intent you wish to have in you.

At the apex is the Design Thinking Master Practitioners Course for people who wish to teach, coach, train and make Design Thinking a part of their offerings. For people who wish to apply and understand Design Thinking, we have a Design Thinking Practitioner Program. For people who wish to just learn the basics of Design Thinking, we have a Design Thinking Specialist Program, and at the campus level, we have a Design Thinking Bootcamp.

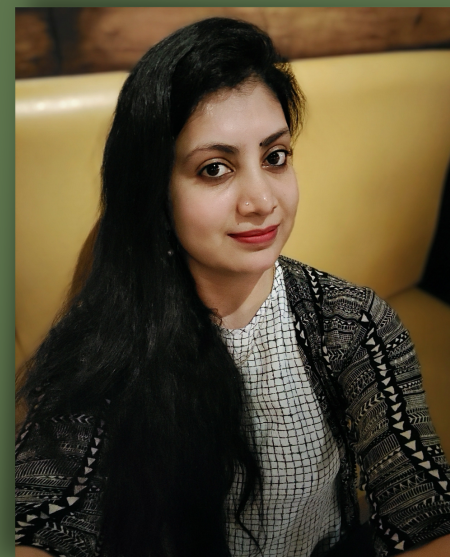
We, at present, work with large corporations around the world to facilitate a mindset shift and look at anything with a fresh pair of eyes. As I close this communication, let me ask you a question, "How would your life be when you build a mindset where you reflect and make things better from what they were and treat everything like an unfinished product that will always be iterated upon and can be reinvented?"

HAPPY READING!

Jimmy Jain
Founder
Society of Design Thinking Professionals

Editor's Speak

As a Writer and Editor, when I was introduced to Design Thinking, I felt how it helped me get past my "creative block." Design Thinking has become a process to align my thought process. It gave me the freedom to be creative using Design Thinking tools. After writing for SDTP, I realized this is how I always wanted to write my articles. And when I look back, co-authoring articles with Jimmy Jain, I realized how I manifested my wish-list (<https://squaresequel.com/what-are-the-best-ways-to-make-your-wishes-come-true/>) unconsciously first and then discovered tools as a Design Thinking Practitioner. I find myself lucky to work under the guidance of Jimmy Jain, who has established SDTP single-handedly with a mission of making Design Thinking an integral part of an individual's life. While working with SDTP, I have found the actual meaning of Life-Work-Balance.



Overview Of Our Journey



We Have Ignited The Spark of Innovation at -



Society Of Design Thinking Professionals

We rolled out our first practitioner's program in Dec 2016. It was a four-day course that included a hands-on live project. Initially, it worked well; however, we quickly were made to realize that the practitioners needed more time to assimilate, comprehend, and apply the design thinking concepts. Hence, from a four-day format, we moved to a two-day format followed by a live project. It made the program robust and gave practitioners ample time to apply the concepts.

In our journey, we continued to evolve, and we added a master practitioners course and created master practitioners who are aligned with our vision of democratizing and evangelizing Design Thinking. The pandemic made us rejig what we were doing, and we realized in the true spirit of making Design Thinking knowledge accessible to the learners. So, we started doing Design Thinking Programs free of cost, and one had to pay only when they wished to get certified. We were positively surprised to see the response.

We cater to B2B and B2C, and a large chunk is B2B. At this point, we have multiple levels of Design Thinking to offer, and we are taking it to the masses. And with this energy, we continue to expand, evolve, and establish new practices for you to learn, perceive, implement, and reap the benefits of Design Thinking.



Volume 1 : Issue 1

For more information, reach out to us at info@sdtp.co.uk

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Let us Hear the Story of Our Master Practitioner : Arvind Mishra



“After practising Design Thinking, I started believing that there is NO FINAL PRODUCT in the world.”



A Leadership Coach at Clifton Strength-Based Coaching, the first Master Practitioner with SDTP, Mr Arvind Mishra, speaks highly of Design Thinking. Let us hear his journey with SDTP in his own words.

- **What is the shift in your professional and personal life after applying Design Thinking?**

"If I speak about the impact of Design Thinking on a personal level, I think it is imbibed & has developed a way of learning within me as a person. That is how I came to understand that there is no final product. You always come up with something better with time.

I remember when I had an interview with the Head of the L&D Dept in Reliance Energies, and when the session began, she asked me, "Arvind, as you conduct such sessions frequently, which session do you think was your best one?" To that, I replied, "Every last session is my best session!" Because this is how I witness the space for improvements & enhancements.

If I talk about Design Thinking commercially, I believe it is an interesting subject for any Coach or Trainer. If I put it in simple words, I help people to identify a chance based on their interests, I set my course from designing their future to designing their lives.

- **When you get a chance to teach Design Thinking, how do you generate interest in people regarding Design Thinking?**

As a Design Thinking Master Practitioner, I was obliged to help lots of renowned and established businesses like Dr Reddy's, Yes Bank, and introduced Design Thinking to a lot of people. I conducted interviews and workshops for awareness in Schools, Colleges, SME Sectors across various areas in Uttar Pradesh.

While conducting interviews & workshops in Lucknow, I got into the Innovation Circle of ICS (One of the Prominent Institutes in Lucknow) & got in touch with Dr Amrita Das (Founder-Director, ICS Education LTD). So, gaining such diverse experiences as a Corporate Trainer, if I had to talk about Design Thinking in terms of relationships, I would say it is Empathy. You develop a particular empathy code with every kind of relationship. When you say inclusive leadership, the basic principle to that is empathy.

I believe, as we head toward the change in approaches, there is a clear cut difference between the conventional approach & the Design Thinking approach. For example, If I had to teach a person, they may have ten problems to tackle simultaneously. But, If I had to understand ten expectations about this person, all I had to give is a solution. In simple terms, Design Thinking can generate multiple solutions and can further co-generate more solutions.

- **Since you are the first Master Practitioner with SDTP, why did you choose SDTP?**

When it comes to providing Training & Solution Consultation, one never chooses the facilities that are provided; one chooses the facilitator. I chose SDTP because of the shape & form of message it has behind catering the Training & Solution Consultation. SDTP has been a great pioneer and keeps introducing brand new methods into the training industry.

Thought Leader's Speak : Anil Santhapuri



"Employers must follow holistic approach,
a balance of mind, spirit, body, and heart"



A learning leader at CGI, 2021 Young HR Leader Award (TAPMI), four times Brandon Hall Winner, three times CLO Award Winner, and Executive Coach, a Future of Work, Digital Transformation & Business Agility Enthusiast, Anil Santhapuri finds himself a lifetime learner. He is the oldest client of SDTP who has grown and evolved with SDTP. We caught up with him where he describes his journey with SDTP and Design Thinking.

- **Where do you see the future of work and the role of Design Thinking?**

I think when we say future of work, it literally means multiple possibilities playing out in multiple scenarios in the forthcoming future. When we talk about work, we can segment it into four aspects, work, worker, workplace, and the ecosystem.

Work is all about “the shifting paradigms of industries and business models,” especially when it comes to innovation through the use of technology that directly affects the industries. Worker is all of us, the talent, the employees who have become more inclined towards their psychological safety. Workers have become more future-focused lately and it has become an employee market, not an employer’s market. As the question arises if the employers can engage the workers holistically, not just mind but mind, spirit, body, and heart.

Then comes the workplace, pandemic has transformed the definition of conservative workplace. That’s how the hybrid work culture evolved, where you can work at home or anywhere. A hybrid club is a second dynamic work-style where you can go to the office or connect virtually. The third type of work-style depends on the employers and the dynamic nature of work needed, where you may have to go to the office daily.

So in ecosystem work, there are a lot of blurring boundaries between industries and also academics. It also covers small, and medium sized enterprises and a lot of dynamics including regulatory policy, economy, and sustainability.

- **What are the top 3 skills that people should have to be future ready?**

I must put it according to the facts shared by the Long-Term Economic Forum, where they listed 15 skills that people should have in the year 2025. There were some technical skills like cloud computing analytics, IOT encryption security, AI, and interestingly most of the skills listed to be future-ready were analytical thinking and innovation, learning complex problem solving, critical thinking, leadership, resilience, reasoning etc.

If i have to pick top 3 skills to make people future-ready, then they will be:

- Active learning
- Complex problem-solving skills
- Emotional intelligence and resilience

- **How would you like to describe your journey with SDTP?**

Working with SDTP is an amazing journey, being the oldest client I can say, “You guys provide out of the box solutions.” I personally feel that your uniqueness lies in being customer-centric, following a relationship-driven approach, and providing personalized solutions.