Society of Design Thinking Professionals Newsletter

FOUNDER'S SPEAK

Time is a brisk wind, for each hour it brings something new. So, here we are going back and forth with the times we set the foundation of SDTP and set afloat our primary programs. The journey has been an upheaval and led us to unleash innovation to the next level. We understood Design Thinking, applied it to an entire organizational level, and then deep-dived into different verticals of an organization.

We are ecstatic to announce the launch of two new programs. We felt a need to facilitate the benefits of Design Thinking applications to different business functions. The introduction of these programs helped the organizations to revisit their business model and how they should function in pandemic times.

The Purpose of Reimagining Strategy using Design Thinking.

Design Thinking makes sense, simplifies procedures, and focuses on customer engagement. Its practice cuts costs by accelerating projects by $20.6 million, reduces risks, and increases portfolio profitability by $18.6 million, two times faster time-to-market, benefits PV by $48.4 million, and NPV by $36.3 million. [Source: The Total Economic Impact of IBM's Design Thinking Practice, © 2018, Forrester Research, Inc.]

It becomes a necessity to reimagine strategy when the strategy goes stale or obsolete. When it becomes challenging to bring out productive outcomes. Then the organizations come up with innovative ways to reimagine those strategies. The best way to make sure the strategies are human-centric is to apply Design Thinking to them.

It is when Reimagining strategy blends with Design Thinking to generate a robust tool to rethink and reimagine strategy. It begins with gaining an understanding of customers' or users' unaddressed or unstated requirements. The ultimate goal of design is to improve people's and the planet's quality of life.

Design Thinking for Sales

"There is nothing permanent except change." Time changes and so should our way of looking at things and implementing new ways to gain productivity. The need to apply Design Thinking to sales emerged when Design Thinking took root in product development teams, it was yet to establish a foothold in sales departments.

As the sales cycle is becoming complex and the users are demanding more customized experiences, the sales teams are moving forward to incorporate the Design Thinking approach into their day-to-day activities. Recently, the sales team of Salesforce adopted Design Thinking in their sales discovery process and witnessed an increase in revenue growth by 100 percent.

Design Thinking makes it more of a pull sale rather than a push-sales process. Once the sales team is aware of the pain points of their customers, it will be easier for them to market their messages relevantly, powerfully, and clearly. Design Thinking helps the sales teams to cart stories that sound relevant to the buyer's journey.

HAPPY READING!

Jimmy Jain
Founder
Society of Design Thinking Professionals

Editor's Speak

As they say, opportunities are blessings in disguise, and Design Thinking is the concept to unveil those opportunities. As a mother and a working woman, I used to follow my instincts to guide me whenever I felt slackened in any situation, and after joining SDTP, I amplified those instincts with design thinking skills. Be it creativity, management, problem-solving, or research, and now I intensely apply the concepts of Design Thinking to them. I used to set goals every year, however, this is the first time that I am able to actually achieve them in an organized way. Even in my personal life, I thoroughly apply Design Thinking concepts to comprehend my daily life situations to call it a night with peace of mind.

Afreen Fatima
Content & Community Manager
Society of Design Thinking Professionals

A Brief of the Programs

Reimagining Strategy using Design Thinking

When you apply design principles to innovation and strategy, it drastically improves the success rate of innovation. Many Design-led industries have outshined the S&P 500 over ten years remarkably by 211% as recorded by the Design Value Index 2015 established by the Design Management Institute and Motiv Strategies. Improved collaboration and business strategy drove increased customer experience and sales, streamlined processes, and reduced project labor.

When Design comes into the picture with reimagining strategy, it is transformative that helps leading industries create value. It has changed the definition of innovation, and now it has become design-driven from engineering-driven. It is user-centric, and user-experienced focused. An increasing number of CEOs now take Design Thinking as the core of organizational change and strategic development.

Learn more about the program at: https://sdtp.co.uk/programs/reimagining-strategy-using-design-thinking/
https://sdtp.co.uk/reimagining-strategy-using-design-thinking/

Design Thinking for Sales

Empathy, customer-centered strategy, and exploration are the key elements of the Design Thinking life cycle. Design Thinking is associated with understanding user problems and providing a viable solution. Design Thinking in Sales is a Method and a Platform that was created to address the issues of new business growth. In the high-value, high-touch sale, it's a strategy to defend value over price.

Everything that starts with empathy has a successful end with productive results. Radical thinking gives the salespeople an opportunity to focus on the customer pain points rather than getting to the closing point of the problem. Radical thinking results in achieving a pull-sale rather than a push-sale, where the customer is keen to see the different facets of his problem with an outstanding solution.

Learn more about the program at: https://sdtp.co.uk/programs/design-thinking-for-sales-professionals/
https://www.forbes.com/sites/forbescoachescouncil/2022/04/14/design-thinking-for-sales/

We Have Ignited The Spark of Innovation at -

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And many more...

"Design Thinking brings a fundamental difference in the way you think, do things, and interact with people."

With more than 33 years of experience in the Technology Industry, Dr. Lalit S Kathpalia has seen it all. He is a growth-oriented Management, Technology, Leadership, and Education Professional, and a Design Thinking Practitioner with SDTP. Let us hear his experience and journey with SDTP.

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

I would say Design Thinking is my new girlfriend, which has brought a lot of change in my life. It has made a fundamental difference in the way I think, do things, and interact with people. Initially, there were times when I used to stumble upon the elements in life, may it be applying them to technology, project management, software development, or program management. However, the kind of transformation empathy and new ideas in Design Thinking has brought, made me convert those stumbling stones into milestones. A design research perspective pays a big tribute to the success of technology and automation. A company like Apple uses Design Thinking for its ever-upgrading products and innovations, I think it's time when Design Thinking must play a primary role in everyone's life.

- **How will you generate curiosity among the people who are unaware of the concepts of Design Thinking?**

Generating curiosity is a challenge for people. I believe in the philosophy that Design Thinking is a "do or die" for me. If we do not implement Design Thinking, then we are mere luddites who are against any bandwagon progress. As a Master Practitioner with SDTP, I walk, talk and breathe Design Thinking. Design Thinking has transformed companies like Airbnb and Netflix who started their journey from a garage, and when I share these live examples with people, there certainly is a spark of excitement and curiosity to know more about it. I believe in teaching Design Thinking in a manner that results in a wow experience.

- **Out of all the consulting firms, why did you choose SDTP?**

SDTP relates to the founder's commitment, Jimmy's commitment to the Design Thinking practice. The reason I feel connected with SDTP is that it is a homegrown firm where I see Design Thinking from a local community to the local community. SDTP relates to the championship of Design Thinking practice in India. The SDTP methodology of Design Thinking begins with the discovery of a design thinker. It is about the people and the ways to empathize with them. SDTP encourages people who bring knowledge to the table and accepts them for who they are. The factor that appeals to me the most is that SDTP thinks about Design Thinking as a holistic competency rather than a concept to understand.

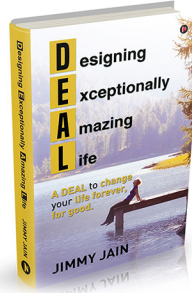- **If you can explain SDTP in one line, how would you quote it?**

I would say SDTP is Design Thinking for people of people and by people.

- **Any concluding thoughts for this interview?**

We have to go a long way to make India the Design Thinking capital of the world. We should make sure that India should be known for implementing Design Thinking practices. I think it's time when India should embrace Design Thinking as a philosophy. It should be an intrinsic part of every vertical, may it be manufacturing, healthcare, or well-being. As Japanese products are known for their quality, India should be known for putting Design Thinking concepts into practice.

The pandemic has shaken us to our souls. We still remember the last in-person workshop, how the pandemic took over our lives and the world turned on its axis. However, it could not imprison our spirit of "going on," and "the show must go on." We changed as it was time to change, and created a virtual world to melt away the distance and got an opportunity to look at this world with a new lens. We grabbed the opportunity, reinvented ourselves, and brought digital transformation. We were up and running virtually while facing the music of the pandemic. Virtual mode is here to stay, and we are grateful to stay connected to each other that way. However, the in-person sessions have unique energy, and we are thrilled to be back in the game with a bang!