

### FOUNDER'S SPEAK



“Happiness is not by chance, but by choice.” This quote looks influential and impressive, however, most of us believe in the exact opposite of it – “Happiness is not by choice, but by chance.” When I interact with people who are at different stages of life, different geographies, and different professional backgrounds, the common thread is how they have made a sad narrative of their lives, “life is like this only, there is nothing I can do about it, I can’t achieve anything, and so on.” So, while having a conversation with a friend of mine, I realized and reflected on how my formula of living life has helped me to live an exceptional life and I thought of sharing my way with people around me. My eyes beamed with the hope of spreading happiness and within a few days I came up with a plan.

At the beginning of 2022, we started a program on a pro-bono basis with five virtual sessions. Each session was for one hour and it spread over a stretch of five weeks. The purpose of this program was to ensure that people were able to unlock their true potential and understand that they can design their lives exactly the way they want. It is how the wheel rolled with the thought of creating change for good. By the time we finished the program, there was a push-back by the participants to meet in person. Little did we realize that our first retreat at Goa was taking shape. The prerequisite to being eligible for the retreat was to attend the entire five sessions, if the participants missed any one of the sessions, they could not attend the retreat.

Fifty-four people started the journey, and eighteen of them were able to reach the finish line, it included people from Dubai and Singapore. Out of eighteen, ten agreed to make it to the retreat, eventually, six of them were able to beat the odds and join the retreat. The retreat comprised three days of deep dive into how to design our lives in an exceptionally amazing way. The three days were full of activities and exercises and we all walked out with a new perspective and narrative of life.

At the end of the retreat, I realized that DEAL is an outcome of the processes I practice and follow as an individual. I have been following it for the last fifteen years and if the formula works for me, it can work for anybody who implements it sincerely. This is how the DEAL book came into existence, and it is now available worldwide on Amazon.com, Flipkart, and the publisher’s site. Do drop an email or reach us if you are keen to be a part of the upcoming DEAL Program.

**HAPPY READING!**

**Dr. Jimmy Jain**  
**Founder**  
**Society of Design Thinking Professionals**

### Editor's Speak

For the last three months, I have been adding more things to my to-do list, however, I realized, that somewhere my personality of “I can’t say no” made it impossible for me to put a tick on those listings, and anxiety became a living reality for me. In technical terms, it is called the “Planning Fallacy.” Whenever I pen down a plan, my mind automatically imagines the day I achieved it. And, if the process doesn’t connect the dots, everything seems to fall out of place. So, the simple solution that I found using Design Thinking principles is never to fall for certainty, make more realistic predictions, and stick to the process unhindered by daily interruptions. I think this is the process to follow in order to experience a sense of accomplishment. We all know that planning is a skill and the process is an art, we can create a masterpiece by maintaining the balance, and when I look back, I realized how much at peace I am!

**Afreen Fatima**  
**Content & Community Manager**  
**Society of Design Thinking Professionals**



# Thought Leader Speak – Kaushal Parikh



“As we reimagine our workplace, it demands us to look at the new world way with a new lens and application of Design Thinking is the key to redefine the new and emerging possibilities.”



HR 40 under 40, currently pursuing ACC, a facilitator, and the head of L&OD at Adani Wilmar Limited, Kaushal Parikh has worked with organizations like Bajaj Allianz Life Insurance, Cafe Coffee Day, Mahindra & Mahindra, Reliance Industries, and Vodafone West Ltd. He loves to facilitate and is a Certified Master Facilitator at RIL, FranklinCovey Certified Trainer for Seven Habits of Highly Effective People Workshop, MBTI & FIRO-B Certified, and Certified Learning & Development Manager from CAMI.

- **Where do you see the future of work and where do you see the role of design thinking?**

The role of design thinking is going to be imperative in the near future. The fundamentals of Design Thinking lie in its principles and the way we structure and approach it conceptually on a daily basis. Precisely, the Design Thinking steps help us identify specific actions that we're taking, label them and give a proper sequence to them. So, I think, Design Thinking was in the past, is in the present, and is going to be the future.

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

Our personal and professional dynamics are shifting rapidly, and to adapt and sustain accordingly, we have to be an ongoing learner to be future-ready. As new work scenarios require us to acquire new skills, it is up to us how we keep up with new skills. It is where empathy plays a crucial role because of the changes happening, the world has entirely changed during the pandemic, and the way we perceive others will reflect our own efficiency. So these are the three skills, which I feel are going to help a lot in the future.

- **What are the programs that you have done with SDTP (Square Sequel)?**

Mainly, managerial and future development programs using different methodologies. As a manager, it is very crucial to manage the different hierarchies in any organization. So, with SDTP, I have personally conducted multiple programs, especially using various simulations at the frontline level mid-management, and mid-senior management levels.

- **How did SDTP help you to make a shift personally and professionally?**

In the professional context, it has been a major turning point for my managerial team as they were able to acquire and sustain newer skill sets. The kind of content that was used in the workshops straight off helped the participants to transform it for their own benefit and apply it in their workplace, resulting in enhancing their managerial abilities.

- **Would you like to describe your journey with SDTP in one line?**

In my opinion, Design Thinking has been misunderstood to be limited to certain areas like innovation and research and development, however, that's not the case. People can develop new ideas, formulate new plans, and make new strategies by applying Design Thinking principles. SDTP has a flair for making people understand that Design Thinking can be utilized by any or every person whether it is their personal or professional life. And that is ultrasonic!

# DEAL Retreat April, 2022



## An Overview

We keep living, sometimes not even conscious of our breathing until everything stops making any sense. We lose interest in our relationships and lose confidence, perspective, and purpose. We only pay attention to the collapsing life when it starts to leave its mark on everything that matters. It is when our inner alarm activates and pushes us to collect ourselves and bring new colors into our lives.

We find ourselves confused, looking for an appropriate anchor to live life to the fullest. However, it takes the next level of discovery to find a balance in life. Amazing life starts with taking the first step to look within and value ourselves for the way we are. Everyone wants to have an exceptionally amazing life, however, most of the time we end up embracing someone else's idea of an exceptional life. We merely question ourselves, let alone create our version of the life.

It is entirely in our hands to make our life exceptional or conventional. How would it be if we unlocked a way to design the life of our dreams, a process that opens the gates to an exceptionally amazing life. DEAL [Designing an Exceptionally Amazing Life] can be the anchor to give our lives a proper direction. For Naysayers, every possibility is untouchable, they invest their time in calculating the probability and risk rather than working in that direction. We cannot see gravitational force, we only experience it. Similarly, with these methods and techniques of transformation, we have to experience them to believe them. As Henry Ford said, "Whether you think you can or you can't, you're right."

It takes a lot of effort to build an exceptional and amazing life and it requires our constant willingness to do self-reflection and all the hard work. Living an exceptionally amazing life does not eliminate the setbacks, failures, and challenges, but it gives us a firm ground to find our existence. It helps us to navigate our way through everything this life has to throw our way.

If you want to take the first step toward living the life you desire, then this book will open the gates for you. Click on the link to get your copy today:  
DEAL - Design Exceptionally Amazing Life [shorturl.at/quJUX]

We Have Ignited The Spark  
of Innovation at -



And many more...

Volume 1: Issue 3

For more information, reach out to us at [infoesdtp.co.uk](mailto:infoesdtp.co.uk)

<https://www.sdtp.co.uk/>

# Glimpse of the DEAL Retreat

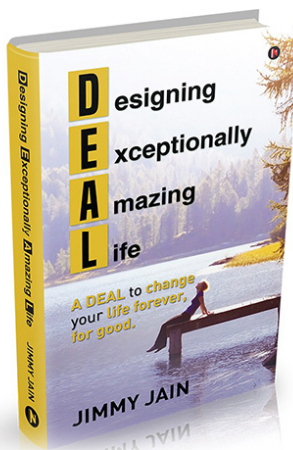


Do you ever feel lost or confused in your life? Do you wish you could be more of who you are and work in a field that interests you? Have you ever considered what your life means to you? Do you have self-doubts on a regular basis? Do you wish to do and say whatever you want? Do you have the feeling that there is more to life, but you're not sure what it is? Now, imagine that you got clarity about who you truly are and the purpose of your life. You finally found the real meaning behind why you exist. You now know that you are unique and what your soul has to offer to this world.

This is the transformation you achieve through DEAL. In simple words, DEAL is a proven method to awaken your soul and help you find the meaning of an exceptionally amazing life. Join us for a soul-inspiring retreat where you can experience contentment, stillness, and inner peace "at the moment."



## Retreat



A DEAL to change your life forever, for good.

# DEAL

By Jimmy Jain

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Volume 1: Issue 3

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