Society of Design Thinking Professionals Newsletter

SDTP

FOUNDER'S SPEAK

"*Design Thinking is a human-centered approach to innovation that draws from the designer's toolkit to merge the needs of people, the potential of technology, and the requirements for business success,*" *says Tim Brown, Executive Chairman of IDEO.*

Design Thinking Insights: Emerging Trends in 2022

"The goal of Design Thinking is to develop new products and technologies. Today, it is utilized globally in all business sectors, whether they are commercial, public, professional, or personal. The design consulting company IDEO has used, implemented, and popularized the Design Thinking methodology.

Design Thinking helps businesses create value for their customers. It provides answers that are in line with people's needs and seeks to address actual issues that have an impact on people. Additionally, it helps designers to address issues that consumers find challenging to define or articulate.

Why Business Leaders Need To Think Like Designers?

"The government, businesses, and society can all benefit from applying Design Thinking principles to address people's needs in more inventive, humane, and creative ways."

When the businesses give top-shelf priority to the needs and wants of their customers, then the businesses' success skyrockets. Leading businesses are utilizing Design Thinking to promote innovation in their marketing, services, and products.

I've seen a rise in the need for training and consultation in active listening techniques and empathy-building strategies, from both nonprofit and for-profit companies.

Professionals are progressively being exposed to the broader Design Thinking process through online and live workshops. In my opinion, it demonstrates a profound comprehension of the Design Thinking framework, as the strength of a design thinker depends on the quality of their fundamental abilities.

Design Thinking Cornerstone - Human-Centric Culture

Design Thinking has evolved over the past several years from its origins as a tool for product design to become a robust approach to problem-solving in a variety of industries. This change in the application of Design Thinking coincides with a change in how we as a society define problems and comprehend solutions.

The following trends are based on my experiences as a Design Thinker and are not meant to be all-inclusive or official. I'm interested in hearing what trends and themes other people envision developing in the future.

Editor's Speak

As of today, I've completed six months as a Content and Community Manager with one of the most prestigious organizations (SDTP), and one thing that kept me going was my way of managing my mental health. As a topic, mental health has been one of the most discussed aspect in everyone's life after COVID-19. However, I conceptualized it through a simple technique of mind-mapping.

"A mind map is a creative and logical method of note-taking and note-making that physically "maps out" your ideas. It is a highly effective technique to get information in and out of your brain."

As my morning starts with creating to-do list for the day, it sort of helps me in establishing life-work balance. However, I observed the most important factor for my mental health balance was to invest in self awareness, and I realized 'one step at a time' is not a philosophy, but has become a concept to me after using mind mapping techniques.

So, it all begins with believing in having an amazing day ahead!

Please write to me at afreen@sdtp.co.uk, in case of feedbacks, inputs, or if you want us to cover any specific topic.

Afreen Fatima
Content & Community Manager
Society of Design Thinking Professionals

Emerging Design Thinking Trends

- **Inclusive Thinking - Diversifying Collaboration**

Having a deeper understanding of varied origins and sources is crucial because creativity is at the heart of innovation. Therefore, inclusive thinking requires a dual approach, being inclusive of the users and the contributors. Being an inclusive collaborator will benefit from many perspectives and backgrounds. While having a diverse user base would attract a group of users who would minimize the probability of ignoring any community.

- **Systems Thinking - Progressive Adaptability**

The world today is an interlinked web. Information flow is instant. The rapid information flow and connections have a substantial effect on the entire system. This is where Systems thinking comes into the picture. Identification of each system stakeholder's interests and needs is made possible by the discipline of systems thinking. It enables them to assess the goods or services to develop the most persuasive ones.

- **Human-Centered Design - Sustainable Solutions**

The idea of "human-centric design" exclusively emphasizes ecologically friendly methods by suggesting long-term solutions. Additionally, it readily accepts the idea that something unpleasant to a person can also have a significant negative impact on the group. Therefore, it is imperative to come up with a solution that offers a great experience and leads to a sustainable future.

- **Master Framing The Problem - Empathy Mapping**

Instead of giving their complete attention to problem-solving, designers who use the Design Thinking approach concentrate more on defining challenges and framing them. As it shifts attention to the essential component of innovation—listening to people and focusing on their needs—Design Thinking is the most sought-after method. You need emotional intelligence for this, in essence, empathy.

- **Resilience Thinking - Identifying Root Cause**

Resilience thinking, also known as contingency planning, focuses on tackling relevant problems that may arise, in contrast to Design Thinking, which focuses on solving problems for people. Therefore, it is essential to understand the broader problem while adding resilience to Design Thinking.

An important technique to innovate and be creative in structuring how we look at problems and how we approach framing obstacles before developing answers is through the concept of Design Thinking. We grow closer to providing innovation as we gain a better knowledge of what needs fixing, what is wrong, and what is failing us as individuals.

HAPPY READING!

Dr. Jimmy Jain
Founder
Society of Design Thinking Professionals

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SDTP

Design Thinking shifts your approach to being customer-centric and helps understand the challenges occurring in the system more clearly.

Design Thought Leader, Business Growth Expert: Associate Vice President - MSME CIMSME, Gold Member, Director on Board at Indian Society of NLP, Deepak Kumar is a well-established business coach. He believes that everyone is capable and resourceful, and they just need to be nudged. His life's purpose is to help others achieve their dreams. Below is a detailed discussion around Design Thinking and his views about SDTP.

- **How did Design Thinking make a shift in your professional as well as personal life?**

My journey with Design Thinking started two years back when Jimmy walked me through the process of the Design Thinking Master Practitioner Course. I became a certified Master Practitioner with SDTP, and I found this program very interesting and it became transformative for me subsequently. I had branched out to focus on L&D interventions.

Today, I find myself immersed in Design Thinking. I am training and mentoring individuals and teams in organizations in Design Thinking. At the personal level, I find that Design thinking has impacted the way I approach it. For example, I try to be student-centered when I am interacting with my son on how his academics are progressing. This helps me understand the dynamics in which he is studying. I even find that the way I converse with him has changed.

- **If Design Thinking is a new concept to people, how will you generate curiosity in them?**

Generating curiosity about Design Thinking is a challenge as this is absolutely a new subject. People have heard about it, but they are not aware of how it can help. Normally, it is seen as another fad that has come and will fade away soon.

I share examples with the participants of our day-to-day life and show them the reality. This makes them curious. For example, I normally share a scenario where a student is taking his virtual class. Generally, most of the participants agree that the teachers are investing a lot of effort in online teaching. Then when I show them the reality as to what the students are doing at any point during study hours, they realize that the teachers' approach is just about teaching and hence, the students are deviating. They begin to realize that the teachers need to be student-centered rather than academic-centered.

I also share organizational stories where the organizations have transformed using the concepts of Design Thinking. The examples draw the participants towards Design Thinking and then they want to know more.

- **Why did you choose SDTP out of a multitude of training and consulting firms in India?**

II must tell you, it was spontaneous. I didn't know anything about Design Thinking but the way Jimmy shared how Design Thinking can be a skill people and organizations need, I grabbed the opportunity. My decision to go with SDTP proved fruitful. The support structure provided by SDTP went beyond the training. SDTP has been a tremendous support since the beginning of my journey with Design Thinking.

- **How will you define SDTP in one line?**

SDTP is warming up to be one of the most preferred firms for Design Thinking Training under the dynamic leadership of Jimmy Jain.

We Are Back With DEAL Retreat - 2

The idea of well-being has evolved over the past 40 years and now people are inclining more towards their wellness in all aspects. Our well-being is the complete integration of mind, body, and spirit - a realization that everything we do, feel, believe, and think impacts our state of well-being. The encounter with the pandemic has brought a mental shift across the globe and work-life balance is now swapped with life-work balance.

It gave me an opportunity to bring the concepts of DEAL to the light, and it is how we successfully completed the journey of DEAL Retreat 1. The outcome of DEAL Retreat 1 was a remarkable achievement and the appreciation from the participants broke out like a wildfire.

Yet again, we started our DEAL pro-bono program with five virtual sessions from June 12, 2022, onwards. The sole purpose of this program is to ensure that people are able to unlock their true potential and understand that they can design their lives on their own terms. The wheel is rolling for the second time and the thought to create change for good is setting its course. DEAL Retreat 2 will take place from 12th to 14th August, 2022. For more information, please go to the link below -

https://squaresequel.com/deal-retreat/

A DEAL to change your life forever, for good.

DEAL
By Jimmy Jain

Designing Exceptionally Amazing Life

JIMMY JAIN

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