

NEWSLETTER

SOCIETY OF DESIGN THINKING PROFESSIONALS

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FOUNDER'S SPEAK



It is the time of the year when we walk through our lives, room by room, drawing up a list of work to do, new leaves to turn, and a few habits to burn."

Let's usher in new beginnings by taking stock of what we are doing, where we stand currently, and how we look at our desired future state. Appreciating the journey and accepting wherever we are in the walk of life is paramount.

The most terrifying step is to reach the start line, however, the moment we make it to the start line, we automatically start to run, and the momentum keeps us going.

So, we have to reach the start line, and the rest will fall into place as performe.

It will take sheer courage to take the first step to the start line, then the road to redefining and reinventing our future is clear. Let's ignite the spark of leading steps towards redefining and reinventing our desired future state.

Happy New Year!
Thank You.
Happy Reading!

Dr. Jimmy Jain
Founder
Society of Design Thinking Professionals

Editor's Speak

Design Thinking can be a fantastic tool to design life. Not too long ago I joined a position of much greater responsibility at SDTP. Concurrently, I was also navigating life as a mother to a preschooler. Initially, I did not find the change challenging, however, with time everything started weighing on me. I started missing deadlines, procrastinating, being always busy, however, less productive, and worst of all, losing my patience with my kid.

It was the wake-up call to step out of the situation and deal with it. I got help from my boss and support from my team to meet my best self at least halfway, for a start. It is when I started journaling almost everything, and it freed me mentally. The old-fashioned paper journaling led me to self-empathy and it made me take one step at a time. Then I diligently started practicing patience, especially for my kid.

These three activities have really pulled me out of the mud and helped me regain control of my life. Now, find clarity in journaling, prioritize my work to meet deadlines, and practice patience to improvise how I can communicate with my son without getting agitated. With the new beginnings, I intend to meet a better version of myself.

Please write to me at afreen@sdtpro.co.uk, in case of feedback, or input, or if you want us to cover any specific topic.

Afreen Fatima
Content & Community Manager
Society of Design Thinking Professionals



Building People's Capability Using Design Thinking



As the world changes at a rapid pace, businesses must develop new capabilities not only to adapt, however, also to thrive in changing business conditions. Sustainability places new demands on businesses to think beyond the present moment or short-term development. Digital disruption and rising customer expectations have made capability building critical for a company's long-term growth. Companies that understand the importance of building people's capability have been able to map effective learning journeys for addressing capability gaps. This enables their frontline and knowledgeable workforce to devote time to learning and development in order to develop new skills.

Building people capability is a tried-and-true method of future-proofing your organization and positioning your business for success and sustainability. Building people capability is the strategic process of preparing your company for long-term success and sustainability by developing the skills, processes, and resources needed to realize its full economic potential. It encompasses a wide range of activities, from staff upskilling and leadership development to risk management and business transformation.

How To Build People Capability Using Design Thinking?

Let's collect the thoughts of what business leaders have learned through the turmoil of Covid-19 at the workplace both physically and virtually. What did we learn? Unquestionably, there are ample key takeaways. However, one aspect that was concretely prevailing in those learnings was - Organizations adopted a human-centric approach.

And Design Thinking remained the torchbearer the entire time.

Design Thinking has gained significant traction among business leaders. This has aided in breaking into business strategy and recognizing Design Thinking as an effective driver of innovation and long-term growth. The goal of Design Thinking capability development is to assist organizations in consistently generating and managing breakthrough customer experience-related concepts, as well as solving complex problems, in order to move the organization closer to its strategic vision and increase its value for its customers.

We Have Ignited The Spark
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And many more...

Tips For Effective Capability Building Strategy

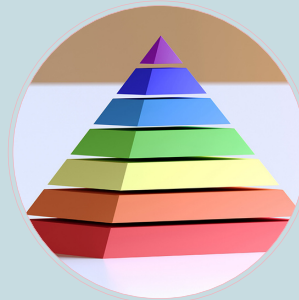


The potential for reviving and transforming business fortunes could explain why 80% of business leaders now say capability building is extremely important to their companies' long-term growth, up from 59% prior to the pandemic. While business leaders agree that developing capabilities is critical to future success, doing so isn't always easy. According to Harvard Business Review, because 'capabilities' are intangible, they are more difficult to measure and manage than more visible business assets.

When done correctly, capability building has the potential to transform the success, efficiency, and sustainability of your service business. Here are five pointers for effective capability development in your service-based business.

It is applicable from the top down

When it comes to capability building, McKinsey recommends that senior leaders lead by example. They discovered that when senior leaders model the behavioral changes that they expect their employees to make, transformations are 5.3 times more likely to succeed.



Build from the ground up

'Effective organizations are communities of engaged human beings, not collections of passive human resources,' management expert Henry Mintzberg observes. If capability building is to be effective, colleagues must feel involved. Listening is more important than telling.



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And many more...

Tips For Effective Capability Building Strategy

Critical mass engagement

For capability building to be successful, it must be widely implemented. It stands to reason that the more employees you directly engage with, the more opportunities you will have to change their individual behaviors and competencies. According to McKinsey, a capability-building program should directly engage at least 25% of the workforce in order to achieve widespread change in working practices. This is referred to as "the tipping point" for a minority of employees to establish a new cultural norm.



Accept remote technology

Remote collaboration tools, fortunately, have made it easier than ever to deliver capability-building initiatives, removing the constraints imposed by in-person attendance. Whereas training and workshops were previously restricted due to cost and logistics, remote sessions can now be accessed by any and all employees. This means that you can directly involve employees in initiatives even if they are spread across the globe.



Focus on small changes

Employees were trained on how to run more effective meetings, such as setting clear objectives for the meeting and ensuring that everyone leaves with a clear understanding of the actions that must be taken. This reduced the number of time employees spent in redundant or bloated meetings and freed up 2 to 3% of the time on employees' calendars. That created significant space for more productive activity across the entire organization.



It emphasizes people, so the business leaders have the opportunity to be designers, resulting in a more engaging and effective solution. Design thinking, when used correctly, is a rigorous, disciplined method of problem-solving. It represents an opportunity to reshape how it collaborates with the organization and redesign its own procedures, all while leveraging technology to ensure positive employee interactions. When done correctly, design thinking creates a virtuous cycle that results in increased employee satisfaction, engagement, and productivity for the company.

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Volume 1: Issue 7

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Thought Leader Speak – Katie Lewis

"We, as thought leaders, have to understand the problem from all the layers of the business, as it is the process that drives change in different ways of working."

Chief Operating Officer at ASPIRE – a startup training program with a difference. ASPIRE is designed for corporates and individuals to equip learners with startup skills, tools, and mindsets imperative to discover and transforming ideas into new ventures. She has worked with startups and scaleups for more than 10 years focusing on access to early-stage investment. Previously she worked in a privately owned company preparing it for a prosperous trade sale and turned her hand to a start-up of her own with a successful advertising venture in New Zealand.



Can we apply design thinking in different departments of any organization?

Absolutely! I believe design thinking can be applied across various departments in any organization, given its diversity in unfolding opportunities in any large organization to upskill.

The talent pool across every business discipline is how we use these tools, skills, and mindset to identify new opportunities, and new ways of working and looking for competencies. One thing that fuels my passion is when we start applying the principles of design thinking, methodologies, and innovation practices within organizations. It is when we bring together cross-discipline teams to work together and bring some humongous challenges to the table. So, I can 100% advocate for the fact that we can apply these methodologies across any organization. All the way from the very senior leadership through to the middle management and into the teams that are working on the different projects and different business disciplines across an organization.

As a thought leader, do you think design thinking can be built with time as its concepts are culture-driven?

When we work with organizations to upskill them, the leaders recognize that it takes time to first acquaint them with the concepts, theories, and fundamentals of the Design Thinking process. Then we share the tools and help people within the organization to apply those tools and think out of the box. It takes a common perspective to learn and apply these theories and tools in their respective jobs. It is an experience to observe them reviewing, iterating, and reflecting and how that brings diversity to their tasks.

As Design Thinking is an iterative process, they can get to the problem and start again to understand, apply, and bring that collective learning to their organization. One thing to keep in mind is to understand the problem from all the layers of the business, as it is the process that drives change in different ways of working. It's a continuous process to build the confidence of teams and individuals to learn by applying their knowledge to the process.

Post-COVID, as work-from-home culture evolves, a lot of new challenges were observed, including live sessions. Do you think design thinking can manage this challenge?

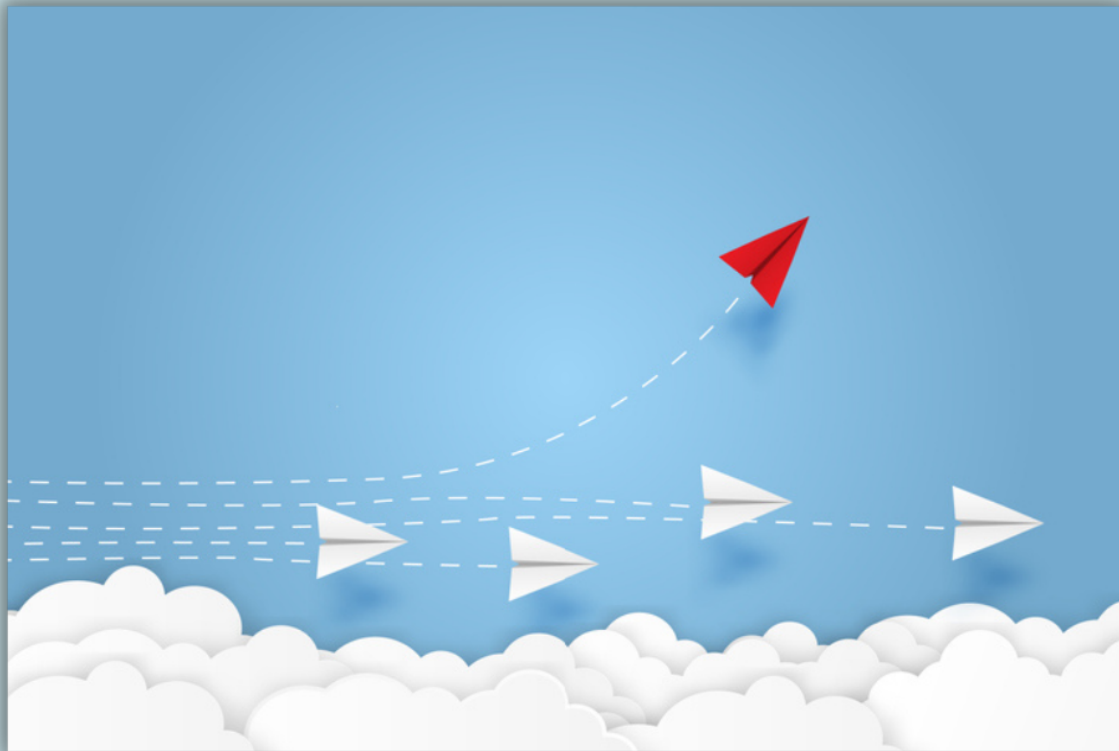
Design Thinking is an immense topic, and every organization wants to have an innovation-driven culture. We are seeing organizations being directive to every team to be back in the office. Since post-COVID, we as DesignThinking professionals, are working with the middle step of the employee working model – a 60:40 ratio. In this we allow 60% of your time to be in your office and 40% are flexible working hours. However, we still observed many organizations are not yet stipulating or allowing the employees to mandate how they are best working and engaging. So, we think, there are many varying degrees of how we approach the post-COVID working model using Design Thinking.

In the simplest way, Design Thinking caters to one of the greatest opportunities to serve the needs of different audiences within an organization, ensuring the technology is driven to enhance the hybrid work model where they are workshoping and collaborating in an adaptive way. However, we do acknowledge that there is serendipity while collaborating, meeting, and learning together. Here we have to adopt an optimal balance in the way we approach new applications, tools, and concepts in this given scenario. In the context of Design Thinking, we were all very quick to adapt and deliver meaningful and impactful workshops and sessions while unlocking more opportunities through Zoom, Teams, and other tools to serve our clients. One of the beneficial opportunities we discovered was to work globally, and this is a democratized access across our organization to learn and upskill around Design Thinking in particular.

Innovative solutions are the need of the hour, considering Design Thinking as a framework for innovation, what would be your recommendation for building this mindset?

Building an innovative mindset within any organization is like finding an inquisitive mind who is open to growing and learning new ways of working. So, as a Design Thinking master practitioner, we focus on such a group of people who have a growth mindset.

Such a group of people can be easily identified by their appetite for experimenting and approaching new ways of learning. For us, these groups are like stakeholders and ambassadors to unlock the wider organization's population. By empowering such people who are aware of how their work is connected within different departments of the organization - we slowly create an understanding of the culture of innovation using the Design Thinking framework to allow them to be able to test within their discipline first and then share knowledge and opportunities across other departments.



“In the global disruption era, Design Thinking can be a catalyst to drive life-changing innovations and opportunities to solve planet-sized problems.”

We are encountering a global pace of change on the social, health, climatic, political, and business fronts. It becomes a very subjective experiential problem to aid from a single solution. In this context, Design Thinking is an incredible catalyst that addresses the current challenges to upskilling on a long-term span.

Design Thinking and Digital Innovation



The constant innovation rush seems to be the need of the hour. It carries along the need for offbeat/unconventional thinking. The need to bring creativity to the table to shape diverse perspectives and Design Thinking seems to be the only option to fit the bill. Organizations are embarking on their transformation journeys globally to realize that the digitally transformed organization's structures and processes will effectually deliver only with a deep understanding of the stakeholders - the customers, partners, and employees, making the concept of Design even more interesting for the business leaders.

"Design thinking is a great enabler of innovation. Organizations today are more seized on innovation than ever before. Technology leaders have realized that their customers (internal or external) no longer need vendors who are hawking their products and services but partners who will co-create and co-innovate an exciting future with them."

- **Navyug Mohnot, Founder and CEO at QGLUE**

"Design Thinking is one of the best investments any leader can do, and the only observation it takes is time to change the way we think so the effects of it will not be immediate. It's a brush in the hands of a tech leader to create masterpieces using the power of empathy and imagination. Thankfully, there is a process that we can follow and manage in the short term."

- **Ayan Pal, Chief Creative Officer, Deloitte Digital in India**

"The truth is design thinking is probably the only inclusive fabric that solves both behavioral and business metrics. And the proof is in the numbers. Businesses have experienced and enjoyed the impact of driving decisions arising from the clarity that design thinking brings. A methodology is only as good as the impact it unlocks - and the customer experience-centric approach to problem-solving inevitably shapes the best outcomes for businesses."

- **Krupali Raiyani, Co-founder, Head of Design, HumanX**

"Empathy is the crux of Design thinking. People might not remember what you said to them but they will always remember how you made them feel. At each life stage and even more micro touch points than the life stage, there are realities and insights that govern every decision they make personal or professional. And to be able to empathize with that becomes absolutely critical to making the brand relevant to them."

- **Suparna Menon, Partner, Enterprise Strategy & Customer Engagement Design, IBM Client Innovation Centres**

'2022' in a Glimpse

We thrivingly trained **7020** participants in 2022

The Sessions Delivered

1. The Search for the Lost Dutchman Gold Mine - **1210**
2. Drum circle - **2145**
3. Design Thinking - **571**
4. Coaching cohorts - **920**
5. Campus to corporate - **281**
6. Sales capability building - **847**
7. Leadership programs - **450**
8. BEI - **220**

Topics Covered

1. Customer Focus
2. Self Development
3. High Impact Presentation
4. Collaboration
5. Communication skills
6. Managing Conflict
7. Feedback skills



HAPPY NEW YEAR!