

SOCIETY OF DESIGN THINKING PROFESSIONALS NEWSLETTER



Volume 2: Issue 1

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FOUNDER'S SPEAK

"Innovation isn't a luxury; it's the lifeline of modern business. Embrace disruptive thinking as the compass, and Design Thinking as the map to navigate the turbulent seas of change, forging a future where innovation is not an option but a way of life."



In today's fast-paced and ever-changing business environment, the concept of innovation has transcended buzzword status to become an absolute imperative for companies striving not merely to survive but to thrive. The traditional methods of problem-solving, which have served well in the past, are no longer adequate to navigate the complexities of modern markets and rapidly evolving customer expectations. It is within this turbulent landscape that the concept of disruptive thinking emerges as a powerful catalyst for innovation.

Disruptive thinking challenges the conventional norms and established practices within an industry. It encourages organizations to break free from their comfort zones and explore uncharted territories. The disruptive thinker is not content with incremental improvements; they seek to revolutionize markets, products, and services.

So, where does the synergy between disruptive thinking and Design Thinking come into play? Disruptive thinking provides the bold vision and audacious goals, while Design Thinking offers the practical framework and systematic approach to turn those visions into tangible, customer-centric innovations. Together, they provide a holistic strategy for creating a future through innovation.

Let's delve into the dynamic partnership that empowers organizations to thrive amidst chaos.

Stay tuned...

Dr. Jimmy Jain
Founder
Society of Design Thinking Professionals

Editor's Speak

In a world constantly in flux, the question of how to embrace change without letting it disrupt our daily lives is both relevant and challenging. Many of us express a desire for positive change but remain attached to our familiar routines and comforts. We yearn for reinvention, yet we hesitate when faced with the prospect of altering our established habits, relationships, skills, attitudes, and beliefs.

The truth is, change is often unsettling, and making it a seamless part of our lives requires a shift in mindset. We must learn to view change as an opportunity rather than an inconvenience. Embracing what psychologist Carol Dweck calls a "growth mindset" is crucial, where we see each problem as a new and interesting challenge waiting to be tackled.

At the heart of this mindset shift is the willingness to disrupt our daily routines. Change demands new actions and behaviors, and this, by its very nature, will alter our day-to-day lives. But here's the silver lining: *"Each day holds the potential for improvement over the last."*

By pushing our comfort zones, we not only navigate change effectively but also unlock new levels of personal and professional growth. Embracing change, rather than fearing it, becomes our key to thriving in an ever-evolving world.

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

Afreen Fatima
Content & Community Manager
Society of Design Thinking Professionals



Unlocking Innovation: A Journey of Change and Opportunity



Design Thinking is a human-centered approach to problem-solving that places empathy, creativity, and experimentation at its core. It encourages multidisciplinary collaboration and iterative processes. Disruptive thinking, on the other hand, challenges the status quo and seeks to break free from conventional norms. When these two philosophies converge, magic happens.

Disruptive thinking injects the spirit of exploration and risk-taking into Design Thinking. It compels companies to question existing solutions, even if they seem successful. By constantly challenging assumptions, disruptive thinking prevents stagnation and fuels innovation. It encourages organizations to look beyond incremental improvements and consider entirely new paradigms.

Design Thinking provides the framework for executing disruptive ideas effectively. It offers a systematic approach to empathizing with users, defining problems, ideating solutions, prototyping, and testing. This process aligns seamlessly with the chaos and uncertainty that often accompanies disruptive innovation.

We Have Ignited The Spark of Innovation at -



And many more...

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The need to create a future with disruptive thinking arises from the rapid pace of change in today's technological landscape. Technologies evolve, industries transform, and consumer preferences shift at a staggering rate. Companies that rest on their laurels risk obsolescence.

Ability to Change

Embracing change as a constant signifies a fundamental shift in mindset. It means recognizing that the business landscape is in perpetual motion. Markets are not static; they evolve, consumer behaviors transform, and technologies advance. To excel in this dynamic environment, companies must cultivate the ability to pivot swiftly. It's about agility, the capability to adjust course promptly in response to market shifts and emerging opportunities. This means relinquishing the attachment to past successes that may no longer be relevant. It's a commitment to staying nimble and adaptable, ready to embrace change as an ally rather than a disruptor.

Culture of Innovation

Building a culture of innovation is a strategic imperative. It involves creating an environment that not only tolerates but actively encourages innovative thinking. It means fostering a workplace where employees at all levels feel empowered to voice their ideas and experiment with new approaches. It's about making experimentation and calculated risk-taking integral to the company's DNA. In such a culture, failures are seen as valuable learning experiences rather than setbacks. It's an atmosphere where creativity flourishes, and innovation becomes a collective effort driven by a shared commitment to progress.

Opportunity Hunting

Opportunities for disruption are plentiful. It's not enough to passively react to change; organizations must proactively seek out opportunities to innovate and disrupt. This requires a mindset shift - encouraging employees to become scouts for unmet needs, emerging trends, and potential game-changers. Every employee, regardless of their role, can contribute to the organization's ability to identify and capitalize on opportunities for disruption. It's a call to be vigilant, to constantly scan the landscape for areas where innovation can make a meaningful impact.

Adaptive Innovation

Successful innovation isn't a one-time event but an ongoing process. It's crucial to understand that initial ideas may need refinement and adaptation as they encounter the real world. Adaptive innovation involves a willingness to evolve and iterate on innovations based on feedback and changing circumstances. It acknowledges that the path to successful disruption is rarely a straight line. By being open to adjustment and refinement, companies can increase the likelihood of their innovations thriving in the ever-changing business environment.

Infectious Messaging

Effective communication is the keystone that holds the framework together. Disruptive thinking should permeate every corner of the organization. Leaders play a crucial role in articulating the importance of disruptive thinking and its positive impact. It's about inspiring and mobilizing teams by sharing stories of successful innovation. These stories serve as powerful examples of how disruptive thinking can lead to transformative outcomes. An infectious message spreads the belief that every employee has a part to play in driving innovation and disruption.

The "Create the Future" framework is not just a set of principles but a roadmap to thrive in an ever-evolving business landscape. It involves fostering a culture that values innovation, proactively seeking opportunities for disruption, staying adaptable in the face of change, and ensuring that the message of disruptive thinking resonates throughout the organization. When implemented cohesively, these elements create a powerful engine for sustained innovation and success.

"Empower Innovation. Embrace Change."

Views from Thought Leader - Dr. Rahul Vilas Ghodke

Dr. Ghodke is the Senior Vice President and Business Unit Leader of Global Technology Operations - Infra, Cloud, Automation & Emerging Tech at CGI. He is a Technology and operations leader with experience in IT Infrastructure and Application design/development. He spearheaded business leadership, establishing delivery infrastructure for both traditional and cutting-edge digital services. Pioneering cloud-based transformation platforms with integrated automation and predictive analytics, he onboarded numerous clients via global shared services. Key strengths include innovative value creation, talent development, solution engineering, strategic alliances, and client experience mastery.



“Design Thinking is a universal beacon of innovation, transcending industries and fostering transformative impact across the corporate landscape.”

Can design thinking be applied in different areas in any organization?

Design thinking is an incredibly versatile and dynamic approach, wielding the power to effectively transform myriad facets within any organization. In our journey, we've harnessed the potent force of design thinking to triumph over operational challenges, conquering the formidable task of seamlessly reintegrating employees into the office fold in alignment with our company's policies.

Moreover, this formidable methodology has unveiled its transformative prowess in domains as diverse as customer acquisition, turbocharging product development, and elevating the zenith of service delivery. Without a doubt, design thinking emerges as an all-encompassing, omnipotent methodology, capable of steering an organization through multifaceted challenges with unwavering precision. Our testament to its indomitable power goes beyond the conventional boundaries of product development; it boldly infiltrates the very essence of our operational fortitude, revolutionizing our approach to excellence.

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

The cultivation of design thinking, given its profound entwinement with an organization's culture, is a riveting journey. The seismic impact of culture on design thinking's assimilation can't be overstated, and the tempo of its evolution varies dramatically by organizational DNA. In sectors like ours, steeped in service excellence, the embrace of design thinking unfurls as a deliberate, methodical expedition.

We stand as seasoned navigators of operational routines, and the integration of design thinking mandates a meticulously orchestrated paradigm shift. Peering into the horizon, I ardently envisage that within the next half-decade, as enterprises persistently steer towards the realm of digital metamorphosis and the augmentation of customer journeys, design thinking will ascend as the unrivaled linchpin.

This revolution shall not be confined solely to product genesis; it shall sprawl across operational domains, sculpting delivery processes to seamlessly synchronize with the ever-evolving tapestry of customer exigencies and aspirations.

Post-COVID, as work-from-home culture evolved, a lot of new challenges were observed during live sessions. Do you think that a Design Thinking framework can manage this challenge?

Asserting that Design Thinking can comprehensively tackle the intricacies of remote work, particularly in the era of COVID and beyond, poses a formidable challenge. From a personal standpoint, I place immense importance on the essence of Design Thinking within a realm of collaboration, and my inclination gravitates towards the crucible of in-person interactions. To maximize the value of crucial sessions revolving around the inception of innovative services or the tailored launch of client-specific products, I lean towards the preference of assembling the team within the office's confines. It's within this face-to-face milieu that Design Thinking truly flourishes, fostering a fertile ground for creativity, connectivity, and impactful outcomes.

What recommendations do you have for organizations looking to build a Design Thinking mindset?

To instill a Design Thinking mindset, leadership must lead the charge. Senior executives must champion this approach and catalyze the cultural shift throughout the organization. In smaller firms, adaptation can be swift, but in larger entities like ours, full integration may span three to four years. While the change in large organizations is gradual, it remains imperative for sustaining competitiveness and nurturing innovation.

How has Design Thinking influenced your personal and professional life?

From a personal standpoint, Design Thinking has been a stress-reduction beacon, offering a structured path to tackle customer issues. In my professional journey, we've harnessed Design Thinking to craft service accelerators and harvest valuable customer input for perpetual enhancement. This methodology has elevated our product's maturity, enabling us to deliver streamlined services to our clientele. Design Thinking now stands as a foundational tenet, simplifying our ability to flex and innovate in direct alignment with customer demands.

Could you share your firsthand experience with the Society of Design Thinking Professionals (SDTP) and elaborate on the influence it has had in advancing the adoption of Design Thinking principles?

My engagement with the Society of Design Thinking Professionals has been nothing short of exceptional. A few years ago, I underwent their transformative training, an enlightening experience. Their dedication to educating society and demystifying Design Thinking, even for companies like ours, is commendable. I firmly advocate for an expansion of their reach, transcending IT boundaries to embrace manufacturing and non-IT sectors. The versatility and value of Design Thinking extend across industries. They are leaving a profound mark in propagating these principles, and I wholeheartedly endorse their continued invaluable efforts.

Reimagining The Future



Everything has changed, is changing, and will continue to change. We all acknowledge how quickly the world is changing. The present is not like the future. The way we conduct business today won't be how we do it tomorrow. Furthermore, predicting the weather for the upcoming year is just as challenging as predicting a company's performance. We're all more closely related than we realize.

It is when Design Thinking assists us in understanding and making sense of the intricate connections between individuals, groups, places, things, events, and ideas, whether they are related to business or any other systems-level organizational difficulty. It is the strongest force behind the innovation. The long-term strategic planning is based on it. It is what creates company choices that must be focused on potential prospects in the future rather than on the past. It is what stimulates the mind.

"The de facto design of management is not designed to ask managers to be creative but to deter managers from doing the wrong thing or taking extra risks.

- Henry Mintberg, Author and Cleghorn Professor of Management Studies

It is a vibrant and definite sea change from the way business was always done when financial profit was a driving force. Today, people are not afraid to say, Screw business as usual!—and show they mean it."

- Richard Branson, Business Leader and Author

"Culture drives strategy. At our startup, we realized that fostering a culture of innovation was the key to winning the future."

- Alex Turner, Founder, Visionary Ventures Group

"The best way to predict the future is to create it."

- Peter F. Drucker, Management Consultant, Educator, and Author