



**SOCIETY OF DESIGN THINKING  
PROFESSIONALS  
NEWSLETTER**

Volume 2: Issue 8

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

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

### FOUNDER'S SPEAK

*"In the eyes of a child,  
curiosity knows no limits,  
creativity thrives without  
judgment, and every  
challenge is an invitation to  
play."*



As leaders navigating a rapidly evolving business landscape, it's easy to become ensnared by the need for predictability and structure. But what if we paused to observe how children approach their world? Their innate ability to adapt, their unrelenting curiosity, and their resilience in the face of uncertainty offer valuable lessons that resonate deeply with modern leadership.

The Harvard Business Review article, *What Leaders Can Learn from Children*, highlights how children embody traits we often undervalue as adults: the courage to ask simple yet powerful questions, the willingness to embrace failure as part of growth, and the creative freedom to explore uncharted territory without fear. These traits are not only relevant but essential for leaders tasked with fostering innovation and navigating complexity.

Consider how children react to unexpected rain. While adults instinctively seek shelter, children often see an opportunity—to play, to explore, and to adapt. This mindset, free from fear of failure or judgment, is precisely what leaders need today as they tackle unprecedented challenges in their industries.

Leadership, when viewed through the lens of a child's curiosity and resilience, becomes less about rigid strategies and more about adaptive thinking and genuine connection. The next time you face a "rainstorm" in business, consider how a child might respond—not with trepidation but with excitement, creativity, and play.

Let's take inspiration from the youngest among us to foster a leadership style that is bold, empathetic, and innovative.

***Stay Curious, Stay Creative!***

**Dr. Jimmy Jain**

**Founder**

**Society of Design Thinking Professionals**

### Editor's Speak

Children have a remarkable way of viewing the world—unfiltered, boundless, and endlessly curious. My 6-year-old son has become one of my greatest teachers, not just in motherhood but in creativity and innovation. He asks the kind of questions that make you pause, rethink, and explore possibilities you hadn't considered before.

As a writer, I often find myself caught up in structure and expectations. But watching my son create stories out of thin air, build imaginary worlds, and break the rules of storytelling with ease has reminded me that true creativity thrives when we step away from the 'shoulds' and embrace the 'what ifs.' His curiosity has taught me that innovation doesn't come from having all the answers but from being open to discovering them.

More importantly, he has taught me the beauty of growing a little every day—whether it's learning a new word, asking a better question, or simply finding joy in small victories. The power of curiosity, the courage to experiment, and the joy of storytelling are the same principles that guide great leadership and innovation.

Feel free to write to me at [afreen@sdtp.co.uk](mailto: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**





# Leadership Lessons: Through the Eyes of a Child



In the vast expanse of leadership literature, certain principles remain perdurable. As the corporate world searches for insights to navigate today's complex challenges, lessons from the book *Lasting Leadership: Lessons from the 25 Most Influential Business People of Our Times* come to mind. Among its eight identified attributes of great leaders, we find echoes of qualities children naturally embody: honesty, imagination, curiosity, and the willingness to take calculated risks.

Children, in their raw and unfiltered approach to life, offer leadership insights that are often overshadowed by structured frameworks and traditional strategies.

## 1. The Power of Truth-Telling

Children are honest, unapologetically so. They communicate with authenticity, without the layers of hesitation or diplomacy adults often adopt. For leaders, this is a vital reminder: communication that is clear, genuine, and timely fosters trust and drives action.

We Have Ignited The Spark  
of Innovation at -

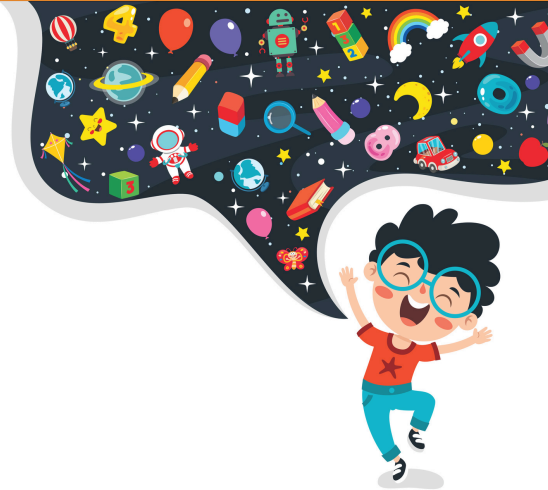


And many more...

# Leadership Lessons: Through the Eyes of a Child

## 2. The Magic of Imagination

Children play games that often begin with, "Imagine if..." This childlike creativity can transform leadership. Instead of asking "Why?" leaders should embrace the question "Why not?" Innovation stems from seeing the invisible and envisioning what others might deem impossible.



## 3. The Spark of Curiosity

A child's insatiable curiosity fuels their learning. They ask questions not to challenge but to understand. For leaders, nurturing this curiosity is key to uncovering opportunities and addressing challenges with fresh perspectives.



## 4. The Courage to Take Risks

Children take risks instinctively—sometimes calculated, sometimes not. They leap into puddles, embrace the rain, and take chances with an adventurous spirit. Leaders, too, must balance the fear of failure with the excitement of opportunity, trusting that growth often lies on the other side of uncertainty.



These traits—trust, collaboration, responsibility, and a zest for discovery—reflect qualities we often associate with great leaders. By observing and emulating the natural tendencies of children, leaders can find new ways to inspire their teams, challenge norms, and foster innovation.

As Eartha Kitt wisely said, *"I am learning all the time. The tombstone will be my diploma."* The best leaders are perpetual learners, drawing wisdom from every corner of life. Perhaps it's time we pause, look to the children around us, and remember that leadership, at its core, is about learning, growing, and leading with authenticity and imagination.

Let's embrace the child within to become leaders of tomorrow.



# Embracing Curiosity: Amazon's Leadership Principle



Curiosity is a trait we often associate with childhood—a boundless drive to explore, ask questions, and learn. However, the principle of Learn and Be Curious, as championed by Amazon, shows us that curiosity is equally essential in leadership. It fosters growth, innovation, and meaningful connections. Here's how embracing curiosity, both as a leader and as a parent, can create phenomenal outcomes.

## Lessons in Curiosity from Children

- ***Fearless Exploration:*** Children embrace the unknown, asking questions and experimenting without hesitation. Their curiosity is a tool for discovery and learning.
- ***Finding Joy in the Unexpected:*** When faced with surprises, like getting caught in the rain, children turn the situation into an opportunity for joy and exploration. Leaders can adopt this mindset to approach uncertainty creatively.
- ***The Power of "Why Not?":*** While adults often focus on "why," children instinctively ask "why not," challenging limitations and inspiring fresh perspectives.

# Embracing Curiosity: Amazon's Leadership Principle

## 2. Open Communication as a Catalyst for Growth

- **Encouraging Questions:** Children are taught to question and express their views, even if it makes us uncomfortable. In leadership, fostering open dialogue creates space for innovative ideas.
- **Learning from Tone and Delivery:** A child's tone might challenge us, but their honesty often holds valuable insights. Similarly, in teams, the message can be more important than its delivery—leaders must stay open to learning despite discomfort.
- **Building Connections:** Children often communicate in ways that reflect their world, such as calling a parent "yaar" or using casual nicknames." While unconventional, this reflects trust and connection—an example of how adapting communication styles can strengthen relationships.

## 3. Staying Curious as a Lifelong Learner

- **Learning from the Unexpected:** Parents often find their children teaching them new words, trends, or perspectives. Leaders, too, should seek out diverse input and challenge their own assumptions.
- **Investing in Knowledge:** Whether it's researching how to build better relationships or exploring industry trends, staying curious helps leaders evolve alongside their teams.
- **Adapting and Evolving:** Just as children grow and change, so must leaders. Curiosity allows us to adapt to new challenges and opportunities with resilience and creativity.

## 4. Leading by Example

- **Inspiring Curiosity in Others:** When leaders show excitement for learning and discovery, it inspires their teams to adopt the same mindset.
- **Creating a Culture of Exploration:** Sharing books, articles, or ideas with your team—or inviting them to do the same—builds a culture of curiosity and innovation.
- **Learning Through Play:** Just as parents bond with children during play pretend or family activities, leaders can foster teamwork and creativity by encouraging collaborative and playful problem-solving approaches.

# Embracing Curiosity: Amazon's Leadership Principle



In a business world defined by rapid transformation and complex challenges, curiosity is the driving force that propels leaders toward growth and innovation. It's not just about having the answers, but about asking the right questions. Leaders who embrace curiosity open the door to continuous learning and improvement, fostering an environment where innovation thrives.

Curiosity helps leaders build deeper connections with their teams, unlocking new ideas, solutions, and ways of working. It encourages a mindset of possibility rather than limitation, ensuring that we remain adaptable and agile in the face of change. More than a tool for problem-solving, curiosity serves as a powerful foundation for creating a culture of collaboration, empathy, and resilience.

By championing curiosity, leaders inspire their teams to think critically, explore new avenues, and challenge conventional thinking. This isn't merely a leadership strategy; it's a way of life that empowers leaders to stay ahead of the curve, build stronger relationships, and drive meaningful, sustainable success in a world that's constantly evolving.

Ultimately, curiosity is a key that unlocks the potential of both leaders and organizations. It's a commitment to lifelong learning, an openness to new perspectives, and a dedication to personal and collective growth. In a world where change is constant, curiosity is the constant that will guide us forward.



## Views from Thought Leader - Ms. Deepa Kaur Padda

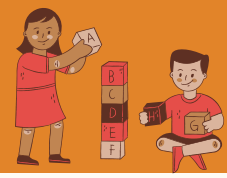
*“Children remind us that the path to discovery is paved with curiosity, questions, and fearless attempts. When we embrace their spirit, we unlock the courage to fail, the joy of exploring without limits, and the wisdom to see challenges as opportunities to grow.”*



Deepa Kaur Padda is the founder of Leadership with Deepa and a leadership coach with 18 years of rich experience in shaping globally competent leaders. With a mission to empower leaders to navigate complexity with clarity and confidence, she has worked with over 300,000 executives, helping them unlock their potential through engaging, game-based learning programs. Her approach has driven measurable outcomes, including improvement in decision-making and team productivity.

*Deepa is passionate about fostering ethical leadership and achieving gender parity in leadership roles, believing these are essential pillars for building resilient, purpose-driven organizations. She specializes in areas such as executive presence, global competence, and talent retention, guiding leaders to achieve impactful and lasting transformations. Join Deepa as she shares her insights and strategies to inspire trust, lead inclusively, and deliver exceptional results in today's dynamic business environment.*





***Children are naturally curious and creative. From your experience, how can we harness these traits in professional settings to drive innovation?***

Curiosity in children is boundless, however, as we grow into adulthood, we often suppress it—sometimes due to ego or fear of being wrong. In professional settings, fostering curiosity begins with creating a culture that values listening and collaboration. For instance, when a new idea is presented, instead of saying, “That’s not how it’s done,” we should encourage exploration and experimentation. A blame-free culture is essential. When individuals are criticized or dismissed, they’re less likely to share ideas in the future. To drive innovation, workplaces must emphasize shared results over individual achievements and welcome diverse perspectives. More information and open dialogue lead to better outcomes.

***What specific lessons can adults learn from the way children approach problem-solving and creativity, especially given their boundless curiosity and unfiltered perspective? How can we develop an eye, as adults, to embrace their questions and foster a mindset that encourages us to learn from their unique approach to the world?***

Children approach problems without preconceived notions; they don’t see a “box” to think inside of. Their free-spirited attitude allows them to explore without fear of failure. Adults, on the other hand, often prefer structured methods and are wary of being wrong.

To adopt a childlike mindset, professionals can practice asking, “What if there were no limitations?” This shift in perspective can lead to more innovative solutions. It’s also crucial to listen actively and value alternative viewpoints. Children’s ability to question fearlessly and explore multiple solutions reminds us that innovation thrives when we step outside our comfort zones.

***Children tend to think without limitations or preconceived notions. How can leaders foster a similar mindset within teams or organizations to encourage innovative thinking?***

Children are resilient and embrace failure as part of the process. A great example is the *marshmallow-and-spaghetti challenge*, where children iteratively test their designs, learning and improving as they go. Adults, however, often plan everything first and test at the end, which limits opportunities to adapt.



Leaders can nurture this resilience by promoting iterative processes and celebrating small failures as learning moments. Building a culture of empathy also helps—children naturally see commonalities in others and approach situations with open hearts. By embracing mistakes and encouraging continuous learning, leaders can drive innovation and cultivate a growth mindset in their teams.

***Can you share an example where adopting childlike curiosity or creativity has led to a breakthrough?***

I believe there's immense wisdom in the everyday moments we share with children. They have a unique way of observing the world, often cutting through the noise and complexities that adults tend to create. For instance, one day, my son noticed I was lost in thought during lunch. He asked, with genuine curiosity, "Why are you overthinking? Focus on yourself, and everything else will follow." His simple words struck a chord with me. It was a powerful reminder to simplify, prioritize, and focus on what truly matters—a lesson we often overlook in our quest to manage complexities in professional and personal life.

This childlike ability to strip away the unnecessary and get to the heart of an issue is something we can learn from. While it may not always manifest in conventional professional breakthroughs, this kind of perspective shift can inspire innovative thinking and new approaches to problem-solving. By embracing unfiltered observations and straightforward wisdom, we can break free from rigid structures and rediscover a sense of clarity and creativity. Whether in life or at work, these moments remind us that sometimes the answers we seek are not as complicated as we make them.

***What role does failure play in a child's learning process, and how can we embrace it in the workplace to foster creativity and innovation?***

Failure is a natural part of growth for children. However, their response to failure often depends on how adults around them react. For instance, when my son faced a setback in school, his response was, "So what? I'll try again." That resilience and confidence were inspiring.

Today's generation of children is equipped with higher self-esteem, which helps them bounce back from failures more quickly than we might have in our youth. In the workplace, leaders should encourage this mindset by normalizing failure as a learning tool. When employees know their worth isn't tied to a single mistake, they're more likely to take risks, innovate, and contribute creatively.



Follow Deepa's Work

Leadership  
with Deepa



YouTube  
Leadership with  
Deepa



LinkedIn



**Tiny teachers, infinite possibilities—learning something new everyday.**





# Views from Thought Leader - Ms. Usha Jain

*“Children remind us that curiosity and creativity thrive where fear of failure doesn’t exist. When we approach challenges with their fearless wonder and endless questions, innovation becomes a natural outcome.”*



Usha is a seasoned professional with 18 years of extensive experience in the BFSI sector. Currently working as the Finance Manager at Square Sequel Consulting, she is also a Certified Strengths Coach leveraging Gallup's research. She is on a mission to empower individuals to recognize and harness their unique strengths. Through her coaching, she helps people unlock their potential and create their best lives, fostering personal growth and fulfillment.

She is a visionary leader and an advocate for fostering creativity, curiosity, and innovation in the professional world. With her expertise in cultivating inclusive cultures and driving collaborative problem-solving, Usha guides leaders to embrace creativity as a powerful tool for growth.

*Join us as she shares thought-provoking insights and personal anecdotes about drawing inspiration from children to challenge limits, foster a culture of openness, and redefine how leaders approach innovation, resilience, and growth in today’s dynamic professional landscape.*



## *How can we harness children's creative traits in professional settings to drive innovation?*

Children are inherently curious and resolute. They openly ask questions without worrying about judgment, a quality we often lose as adults. In professional settings, we can learn to set aside our inhibitions and encourage a culture of openness. By fostering an environment where individuals feel safe to ask questions and explore ideas freely, just like children, we can unlock significant innovation.

## *What lessons can adults learn from how children approach problem-solving and creativity?*

Children approach problems with an open mind, untainted by preconceptions or the fear of being wrong. They explore solutions with an infectious enthusiasm, asking questions and experimenting without hesitation. Adults, in contrast, often overanalyze and second-guess themselves, held back by the need for approval or fear of failure. By adopting a childlike openness and willingness to take risks, we can rediscover the power of creativity and continuous learning in both personal and professional contexts.

## *Can you share an instance when children inspired you to step out of your comfort zone?*

One instance stands out: I was teaching my daughter about planets and told her there were nine. She challenged me by consulting her cousin, who explained there are now eight, as Pluto is classified as a dwarf planet. Her curiosity and ability to cross-check inspired me to stay updated. Since then, I ensure I research before answering her questions because children today are not just learning—they're verifying and understanding.

Another memorable experience that left a lasting impact on me was when my daughter insisted I drive her to school, despite my deep-seated hesitations about navigating heavy traffic. It had been years since I'd driven in such conditions, and my mind was clouded with self-doubt—what if I made a mistake or couldn't manage the pressure? But her unwavering confidence in me stood out. She didn't see my fears or insecurities; she only believed in my ability to succeed, and that belief was enough to nudge me out of my comfort zone.



Her trust gave me the courage to confront my apprehensions. I began by asking questions, exploring safer routes, and preparing for the challenges ahead. Taking small steps, I practiced short drives to build my confidence, and slowly but surely, I regained my ease behind the wheel. This experience reminded me how often we create unnecessary limits for ourselves, shaped more by fear than reality. My daughter's faith taught me that sometimes, we just need to silence our doubts and take action. By doing so, I rediscovered not only my ability to drive but also the empowering joy of overcoming challenges.

### *How can leaders foster a mindset of curiosity and innovation within teams?*

Leaders can create an environment that encourages openness and eliminates the fear of judgment. For example, in a classroom or workplace session, a leader should exhibit warmth and receptiveness so attendees feel comfortable asking questions. This builds trust and confidence. When individuals feel empowered to speak up without worrying about being judged, it fosters creativity, collaboration, and problem-solving.

### *What role does failure play in learning, and how can we embrace it in the workplace?*

For children, failure doesn't exist—it's simply part of the process. If something doesn't work, they try again without hesitation or discouragement. For instance, my daughter makes drawings, and even if I critique them, she eagerly creates new ones. In the workplace, we should adopt this mindset by viewing failures as steps toward success. When failure is seen as a learning opportunity rather than a setback, it creates a culture of experimentation, resilience, and innovation.

Follow Usha on

LinkedIn



Instagram





# Thoughts from our Team

## Ms. Zoya Natterwala

*“Children are not only our future but also our greatest teachers—they challenge us to see the world not as it is, but as it could be.”*



Zoya, AVP - Customer Experience at Square Sequel Consulting, brings 15 years of rich experience to her dynamic role as a Human Resource and Organizational Development expert. Blending her passion for talent empowerment with a strategic focus on driving business excellence, she seamlessly bridges creativity and strategy as a seasoned Design Thinking practitioner with a global perspective.

An AI enthusiast and lifelong learner, Zoya thrives at the intersection of innovation and people development. Her unwavering commitment to cultivating high-performing teams and fostering impactful leadership has positioned her as a trusted consultant in shaping transformative workplace cultures.

As an author in the making, Zoya brings a fresh narrative to the world of professional development. Her **#Strengthsfinder** Top 5—Relator, Achiever, Focus, Responsibility, and Significance—reflect her core values of connection, accountability, and purpose-driven action.



*Reflecting on my journey as a mother of a 3-Year-Old Daughter, who constantly Inspires Innovation and Design Thinking, questioning my daily existence and creating a better me.*

*When I held my newborn daughter in my arms three years ago, I had no idea that I was embarking on the most inspiring challenge of my life. As a professional, I love my career and my work, but little did I know that my tiny human would become such a great teacher.*

*Motherhood has been a journey of discovery, and every day, I have to learn something new to teach her.*

*When I was new to parenting, I had to figure out ways to raise a tiny human. From soothing her cries, understanding her unspoken emotions, navigating tantrums to managing my own emotions, each experience has been a short masterclass to foster greater innovation and design thinking.*

*Her curiosity and creativity keeps inspiring me to think outside the box. During imaginary playtime, she transforms everyday objects into magical worlds, she cooks, she feeds and she lives in a world of endless possibilities, always encouraging me to see things from a fresh perspective.*

*Her questions, often seemingly simple, prompt me to rethink my assumptions, my own culture systems and find novel solutions to answer her.*

*Take our daily cooking adventures, for instance. She insists on making eggs in a different style every day. What started as a challenge has become an opportunity for creative problem-solving. Together, we experiment with new recipes, exploring textures, flavors, and presentation. As an adult, I thought I despise cooking, with her I find it a new challenge. Of which some fail, but some turn out to be pleasant surprise.*

*This process mirrors the design thinking approach: empathize, define, ideate, prototype, and test.*





*As I navigate the world through her eyes, I've developed essential skills:*

- 1. **Empathy:** Understanding her needs, desires, and emotions helps me create solutions tailored to her unique need and perspective.*
- 2. **Creativity:** Imaginative play and storytelling foster innovative thinking, allowing me to approach problems from unconventional angles.*
- 3. **Resilience:** Her relentless curiosity and testing push me to persevere, adapt, and improve. My regular failures instead of disheartening me, make me embrace the challenge to better my results.*
- 4. **Prototyping:** We experiment, try, and refine ideas together, mirroring the iterative design process.*

*More importantly she has made me realize, that even if there is no ready solution, there is one that can be designed.*

*My daughter's presence has transformed my approach to work and life. She reminds me that innovation is not just about technology or products but about people, emotions, and experiences.*

*As I reflect on our journey, I realize that she is not just my child; she's a tiny mentor, inspiring me and quite literally pushing me to:*

- Question assumptions*
- Explore new possibilities*
- Design with empathy*
- Iterate and refine*

*In a world where innovation is paramount, she reminds me that the most powerful ideas can often emerge from curiosity, creativity, and play.*



# Ms. Zoya Natterwala

Follow Zoya on

LinkedIn

Instagram



**One thing at a time - one wonder, one bond, one idea & one innovation -  
towards a journey of our time together!**





# Curiosity Reimagined: How Curious Leaders Build Thriving Empires?



Curiosity is the catalyst for innovation and growth, serving as the foundation upon which successful organizations are built. Leaders who embrace curiosity foster an environment of continuous learning, exploration, and adaptation, essential qualities for navigating the complexities of today's ever-evolving business landscape. By adopting a child-like wonder and openness to new ideas, these leaders not only unlock the potential within their teams but also steer their organizations toward sustainable success, ensuring they remain relevant and adaptable in a world that constantly changes. In a world driven by rapid innovation, curiosity is no longer just a trait—it is the key to thriving.

“The important thing is not to stop questioning. Curiosity has its own reason for existing.”

~ *Albert Einstein*

“At the heart of great leadership is a curious mind, heart, and spirit.”

~ *Chip Conley*

“Be less curious about people and more curious about ideas.”

~ *Marie Curie*

“The best in business have boundless curiosity and open minds.”

~ *Robin Sharma*

“If you can let go of passion and follow your curiosity, your curiosity just might lead you to your passion.”

~ *Elizabeth Gilbert*



Follow Us on Socials

## Society of Design Thinking Professionals

**Website**



**LinkedIn**



**Instagram**

