DESIGN
THINKING

www.d-thinking.com

SCHOOL OF
DESIGN THINKING ®

100 99 intellect

Dear Reader,

If you are reading this book, you must be interested in Design Thinking and wondering what it can do to transform your life, both professionally and personally. Through these pages you will get a glimpse of the whole new enabling world of 'Design Thinking'.

The uniqueness of School of Design Thinking lies in its approach, not just to Design Thinking, but more importantly, in its emphasis on preparing the mind before jumping into Design Thinking as a problem solving approach. Hence we emphasize more on Design The Thinking ® first before Thinking The Design. Design Thinking isn't just a science to tackle the complexities that each of us grapple with. Rather, it is an unconventional approach to solve complex problems by engaging with people who face the problem. It is more than just looking at problems beyond mere data and numbers. It involves factoring in the experiences and emotions of end users, making it a truly human-centric approach. This radically new approach requires a shift in the mindset of the problem solver making the preparation of the Design Mind an indispensable foundation for the successful application of the Design Thinking process. School of Design Thinking is a unique institution that does not merely teach Design Thinking, but will make you a complete Design Thinker.

Welcome to the magical world of Design Thinking.
All the best!

Arun Jain
Founder, School of Design Thinking

What Is Design Thinking?

For businesses, Design Thinking drives deep differentiation. The process of Design Thinking involves rigor of understanding requirements - both stated and unstated, observing and clustering patterns, connecting the dots and unearthing blind spots.
Design Thinking makes the design process intellectually stimulating and a joyous collaborative experience, thus giving more focus on those facing the problem than the problem itself.

Is Design Thinking For You?

To Find Out
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DESIGN IS THE **FUNDAMENTAL SOUL** OF A HUMAN-MADE **CREATION** THAT ENDS UP **EXPRESSING** ITSELF IN SUCCESSIVE **OUTER LAYERS** OF THE **PRODUCT** OR SERVICE.

DESIGN IS NOT JUST WHAT IT **LOOKS** LIKE AND HOW IT **FEELS.** DESIGN IS HOW IT **WORKS.**

- STEVE JOBS

Learn

HANDS-ON, EXPERIENTIAL

Engaging activities, stimulating exercises & rigourous group projects

How Our Workshops Happen

The immersive workshops will take you through a sequential process of Design Thinking in all its flavours. Rigoured by intense group activities, workshops involve the study of stimulating case studies and focused presentations.

The audience will use multiple tools and frameworks, such as journey maps, client personas, case studies, presentations, as well as tactile and visual tools to arrive at impactful solutions that are both human centric and future focussed.

The workshops conducted by the School of Design Thinking are largely residential in nature. This is to enable participants to sleep over unclear thoughts and return the next day to discuss them. Participants are also taught ways to innovatively start the day with engaging and high-energy activities. The outcome of the entire process is to enable learners to deep-dive into the design process to solve complex challenges.

Our Approach

Design Thinking is too often reduced to knowledge and use a set of tools, as if, mastering the use of a chisel would make one a master sculptor! Like any other set of tools, Design Thinking tools are easily learned, but the ability to use them correctly and judiciously calls for the 'mind of a designer'. Through stimulating activities, thoughtfully crafted workshops create an understanding of the need for freedom of the human mind and the importance of designing the mind to learn and achieve efficiency and excellence. It stresses that 'Preparing the Design Mind' is critical to achieve and deliver optimal design. It also emphasizes the need to have an open mind, designed to receive new information and ideas in order to continue to learn and grow.

Experience

STIMULATING ENVIRONMENT

Tools that facilitate group learning & presentation

Space to Experiment

Workshops are conducted at the 8012 FinTech Design Center – the world's first design center for financial technology.

Spread over a stimulating 30,000 sq.ft. at Siruseri, Chennai, India, the 8012 FinTech Design Center is testimony to the criticality of design from ideation through implementation and on-going interrogation of evolving dynamics. The design center has six exploration-through-enablement zones; and AEDE principles (Absorb - Engage – Discover – Enable) are an integral part of the work flow.

Workshop participants are often taken on a tour of the 8012 FinTech Design Center, where they are exposed to various Design Thinking models and tools.

Approach

MIND FIRST & HOLISTIC

Tools to facilitate group learning & presentation
Four-pronged Strategy

A four-pronged strategy enables participants to effectively adopt the culture of Design Thinking. The design mind, design space, design framework and design process are the four tightly-integrated aspects that help create value by enabling problem solvers to arrive at future-focussed solutions.

The Design Mind

Transformation of the thought process is indispensable before understanding the practical application of Design Thinking. Transformation from the mindset of an 'order taker' to that of an 'agenda setter' needs conditioning. The School of Design Thinking calls this the preparation of the Design Mind. This forms the cornerstone of our approach and makes School of Design Thinking stand apart from other Design Thinking experts.

The Design Space

The workplace environment and space is a crucial factor that influences productivity and output. Spatial elements that help cross-collaboration and cross-pollination are leveraged during workshops. Inspired by this, participants have often felt the need to utilize spatial elements at their regular workplaces. School of Design Thinking emphasises that the 'physics of space is equally important as the chemistry between colleagues'.

The Design Process

The Design Process is an approach for breaking down a large project into manageable chunks. The School of Design Thinking takes inspiration from globally renowned design tools supplemented with indigenously crafted tools to make Design Thinking successful in practical application. The patented five-step Design Thinking process unites the design tools. In fact, the special and exclusive 'Design Toolkit' provides participants with a unique learning experience.

The Design Framework

The right mindset, design tools and process help problem solvers generate out-of-box ideas. Yet, problem solvers need the support of multiple stakeholders to make a solution successful. Solutions need sustainable models that will align all the stakeholders. These models are called 'design frameworks'. The workshops lay a substantial emphasis on mapping stakeholders who will bind the solution into a sustainable framework.
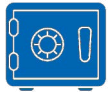
Our Wins

Engagements across sectors make us a leading Design Thinking solution expert

Generating Value

BANKING

A bank in Thailand adopted our Design Thinking approach to unearth frictional forces that were limiting the leadership from embarking on a digital journey for the bank. Government administrative officers underwent design immersion to explore avenues to impact society by connecting different agencies that were working in isolation.

We have worked with a number of banks in the co-creation and collaboration model by hosting walkthroughs of our 8012 FinTech Design Center and also conducting Design Thinking workshops– some of the names include :

ST. James Place, Utkarsh Small Finance Bank, VP Bank, Housing Finance Bank Uganda, Nilambur Cooperative Bank, Jordan Kuwait Bank, Saudi National Bank, DBS, Commercial Bank Qatar, IDFC First Bank, Bank of Baroda, NCBA Kenya, Reserve Bank of India, ICICI, RAK Bank, MF Utilities, ANZ Bank, Consolidated Bank of Kenya and many more.

EDUCATION

In a first of its kind program focused on Design Thinking to bring an impact for the rural livelihood, we anchored a 40-hour rural immersion oriented "Rural Engagement Course" for the MBA students of the **SSN College (Shiv Nadar University)**, Chennai. The course focused on extensive field-trips of Panchayat clusters, interaction with village influencers, insights from community transformation experts to arrive at solutions to some of the issues plaguing the rural brethren of the country.

In association with the **Indian Institute of Management, Calcutta**, we conducted a Credit Course for its students under the flagship program on leveraging Design thinking for "Skill Policies and Social Development in Contemporary India". We worked with senior research faculties on the application of Design Thinking as a mindset in critical areas. The course delved into a meaningful overview of the emerging skill eco-system in India and its effects on social development, employment generation and livelihood provisions for the socio-economically under-represented population.

We have embarked on a transformative journey with **SRM Institute of Science and Technology**, We have been successful in training more than 150 of their Faculty across 5 different campuses on Design Thinking & the trained faculty are rendering key Design Thinking concepts, tools as part of their University pedagogy as a mandatory Credit Course across all specializations. Beyond the course, the University is also leveraging Design Thinking for start-up bootcamps, hackathons, besides bringing an entrepreneurial mindset change for their Faculty etc.

Noida Institute of Engineering and Technology (NIET) has trained around 25 Faculty from different specializations on Design Thinking who are anchoring it for their students. Taking the Design Thinking engagement forward, the Institute has set-up their indigenous "School of Future Labs" by creating a Design Center, that is enabling them to promote the culture of Design Thinking, not only amongst the Faculty and Students but also with their local administration, State Government, their Alma Mater and importantly conduct Design Thinking workshops by bringing various stakeholders around the community to solve community related issues.

National Conclave on **Humanitarian Technologies (facilitated by IEEE)** organized a conclave attended by Ministers of the Government of Tamil Nadu, along with Mr.Arun Jain, Founder and Chairman and Managing Director, Intellect Design Arena. Mr.Arun Jain delivered a special address as part of the conclave focusing on mindset transformation & visualizing a larger purpose leveraging Design Thinking to connect the dots between technology and humanitarian issues.

It's been a fulfilling experience to work with both the Faculty and Students of a number of institutions. To name a few…
NSRIT, Bharathidasan Institute of Management, Crescent, SOIL, KREA University, Northcap University, Coimbatore Institute of Technology, IIIT Ranchi, KL University, Sairam Group of institutions, IIT Tirupati and independent private colleges as well.

CORPORATE

A two day residential workshop was conducted for the Response leadership team of **BCCL**, a prominent media conglomerate on how to leverage design thinking tools to add more value to their customers.

GOVERNMENT

The executive leadership team of **AICTE**, a national level apex statutory advisory body underwent a two day workshop on how Design Thinking can be integrated into the mainstream curriculum resulting in initiatives for different institutions.

The leadership team of **Indian Oil Corporation** based out of Delhi underwent a 3-Day Design Thinking Immersion which helped them to visualize a propelling disruptive growth for their organization in the years to come. Importantly, the participants understood the need to shift their mental model, leveraging 'Design The Thinking®' to question assumptions and think innovatively.

We had the opportunity to conduct a tailor-made workshop for the senior management of the **National Informatics Center (NIC)** which is the Technology Partner for Government of India (Ministry of Electronics and Information Technology (MeitY). The workshop focused on adopting a user-centric approach to garner customer insights and how blending technology with user-needs can help to enhance the end-user experience.

The leadership team led by the CEO of **Startup TamilNadu** participated in an immersive Design Workshop to leverage key Design Thinking tools and elements which would enable them to chalk-out a roadmap to promote the culture of startup and enhance the startup ecosystem in the State of Tamil Nadu by incorporating various stakeholders in the journey. Startup TN focuses on working with like minded stakeholders, administration, colleges and corporations to promote and mentor startups in Tamil Nadu.

START-UP

The core team of a startup that is into electric bikes participated in our workshop to help them with their go-tomarket strategy

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Design Thinking is not limited to industrial application nor bridled by the rigours of academic scrutiny. The School of Design Thinking conducts workshops for academics, corporates, start-ups, entrepreneurs, social organizations, government & NGOs.

Our Impact

3500+
academic faculty
from 30 colleges
and universities
have been trained

1500+
corporate leaders
& influencers
adopt Design
Thinking

40
leading companies
from 9 sectors see
boost in business
with Design Thinking

12
States across India
see value in
Design Thinking
for growth

Client Testimonials

Best Way to Start

It was the most wonderful experience for me. For any start-up, a Design Thinking workshop will open up the minds to think in a very disruptive way.

- Dr. Sanjay Tyagi
(Director, Software Technology Parks of India, Government of India)

Uplifting the Eco-system

The passion and commitment of the leadership team at School of Design Thinking to uplift the ecosystem is amazing.

- **C. K. Ranganathan** (Chairman & Managing Director, CavinKare)

Human Touch

It was a wonderful experience where I practically experienced collaborative, iterative and experiential learning and also gained confidence in identifying my blind spots

- **Dr. N.V.V.S. Suryanarayana** (Professor - NSRIT)

Helpful For All Leaders

Amazing experience! Learning by activity is always the most effective method. Wonderful design of the training program. My heartfelt gratitude for designing such an impactful workshop.
- **Ravindra Kumar Soni** (Advisor - AICTE)

I am impressed at how the traditional Indian philosophical ideas have been transformed into a thinking system. This is useful for all leaders who are trying to solve problems.
- **Anthony St. George** (Assistant Dean, International and Corporate Partnerships, College of Engineering, University of California, Berkley)

Design's Stellar Role

Throughout the world, Design Thinking & Creativity align together to do many wonders of Engineering by creating synergy & solving complexities and challenges. Design Thinking will play a Stellar Role in influencing the minds of Engineers and creating a Thinking Process.

- **Prof. Surappa** (Vice Chancellor, Anna University)

People think that technology is going to make everything easier. In some ways it will, but behind all the gadgets we're still people and that means we face frictional forces that can slow us down. We need to learn how to process this.

- **John Sanei** (Faculty - Singularity University & best-selling author)

They Trust Us

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