DESIGN THINKING
CAN CHANGE YOUR LIFE
www.d-thinking.com
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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http://d-thinking.com
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
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-focused.

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.
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.
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.
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.
DIET Principal and senior leaders from every district of the state education department attended a 2-day residential workshop to apply Design Thinking to their job roles for effective dissemination of SCERT initiatives.

School of Design Thinking’s Design the Thinking course has been approved by Anna University for its affiliated institutions.

Conducted a 1-Day Design Thinking program for the “Induction Training of Faculty in Universities/College/Institutes” program which was sponsored by Dept of Higher Education, MHRD. 550+ faculties from 30 premier academic institutions & esteemed autonomous universities across India were impacted.

Students from a premier university who underwent our 2-credit course have implemented a social impact project, the proposal of which was accepted by the district collector for implementation.
CORPORATE
A leading assets management company in south India benefitted from applying Design Thinking to create an aggressive road map for their digital disruption agenda and, to shift the thinking of the leadership team.

GOVERNMENT
Leadership teams from Tamilnadu State Government Industries Dept, NHRD, Hyderabad and NIC benefited from our workshops to transform their operations and focus on the future.

START-UP
The core team of a start-up that is into electric bikes participated in our workshop to help them with their go-to-market strategy.

FMCG
A leading south Indian FMCG is engaged with us to embark on a culture change for 10x growth in the organization using Design Thinking as a mindset.

HEALTHCARE
A leading cancer treatment specialty hospital sent their senior oncologist & administrative staff to improvise their patient experience.
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**

- **1000+** academic faculty from 30 colleges and universities have been trained
- **700+** corporate leaders & influencers adopt Design Thinking
- **20** leading companies from 9 sectors see boost in business with Design Thinking
- **9** States across India see value in Design Thinking for growth

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Human Touch

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)

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)

Helpful for All Leaders

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)

They Trust Us
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