

Design Thinking driving Inspiration, Ideation and Innovation

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What is your understanding of Design Thinking?



Design Thinking is a way of life – Paul Rand

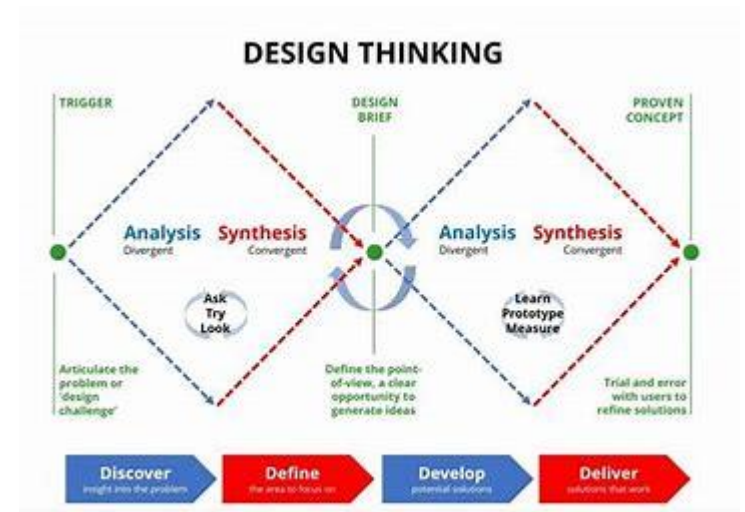
Design is a way of life, a point of view. It involves the whole complex of visual communications: talent, creative ability, manual skill, and technical knowledge. Aesthetics and economics, technology and psychology are intrinsically related to the process.

Paul Rand

“ quote fancy

Design Thinking driving Inspiration ...

Design Thinking is an iterative process in which we seek to understand the user, challenge assumptions, and redefine problems to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding. At the same time, **Design Thinking** provides a solution-based approach to solving problems. It is a way of thinking and working as well as a collection of hands-on methods. **Design Thinking** driving Inspiration ...



Design Thinking is a Paradigm Shift

Design Thinking revolves around a deep interest in developing an understanding of the people for whom we're designing the products or services. It helps us observe and develop empathy with the target user.

Design Thinking helps us in the process of questioning: questioning the problem, questioning the assumptions, and questioning the implications.

Design Thinking is extremely useful in tackling problems that are ill-defined or unknown, by re-framing the problem in human-centric ways, creating many ideas in brainstorming sessions, and adopting a hands-on approach in prototyping and testing.

Design Thinking also involves ongoing experimentation: sketching, prototyping, testing, and trying out concepts and ideas.



What do you see?
By shifting perspective you might see an old woman or a young woman.

Design Thinking - Adopt the seven mindsets ...



Empathy



Optimism



Embrace Ambiguity



Make It



Learn From Failure



Iterate, ITERATE



Creative Confidence

How the Paradigm Shifts work ...

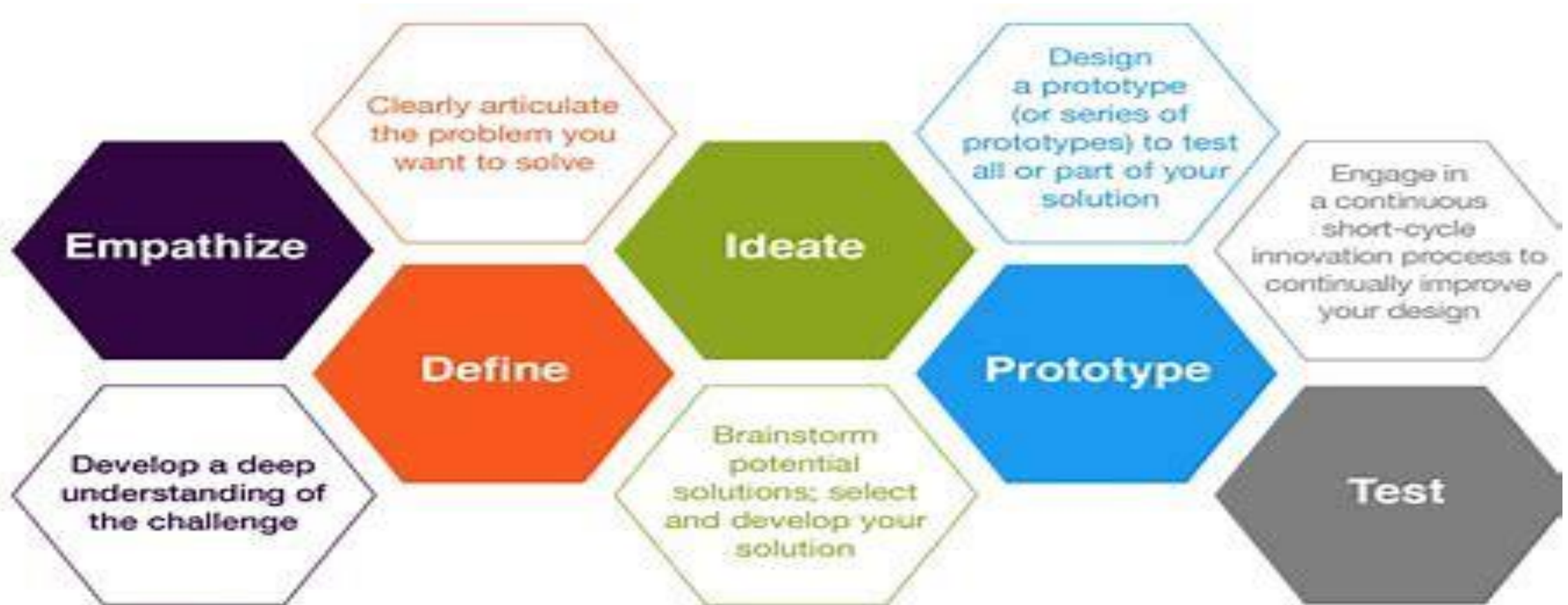
1. **Empathy** (“I can’t come up with any new ideas if all I do is exist in my own life.”)
2. **Optimism** (“Optimism is the thing that drives you forward.”)
3. **Embrace Ambiguity** (“We may not know what that answer is, but we know that we have to give ourselves permission to explore.”)
4. **Make It** (“You’re taking risk out of the process by making something simple first. And you always learn lessons from it.”)
5. **Learn from Failure** (“Don't think of it as failure, think of it as designing experiments through which you’re going to learn.”)
6. **Iterate, Iterate, Iterate** (“What an iterative approach affords us is that we gain validation along the way...because we’re hearing from the people we’re actually designing for.”)
7. **Creative Confidence** (“Creative confidence is the notion that you have big ideas, and that you have the ability to act on them.”)

Design Thinking driving Ideation ...

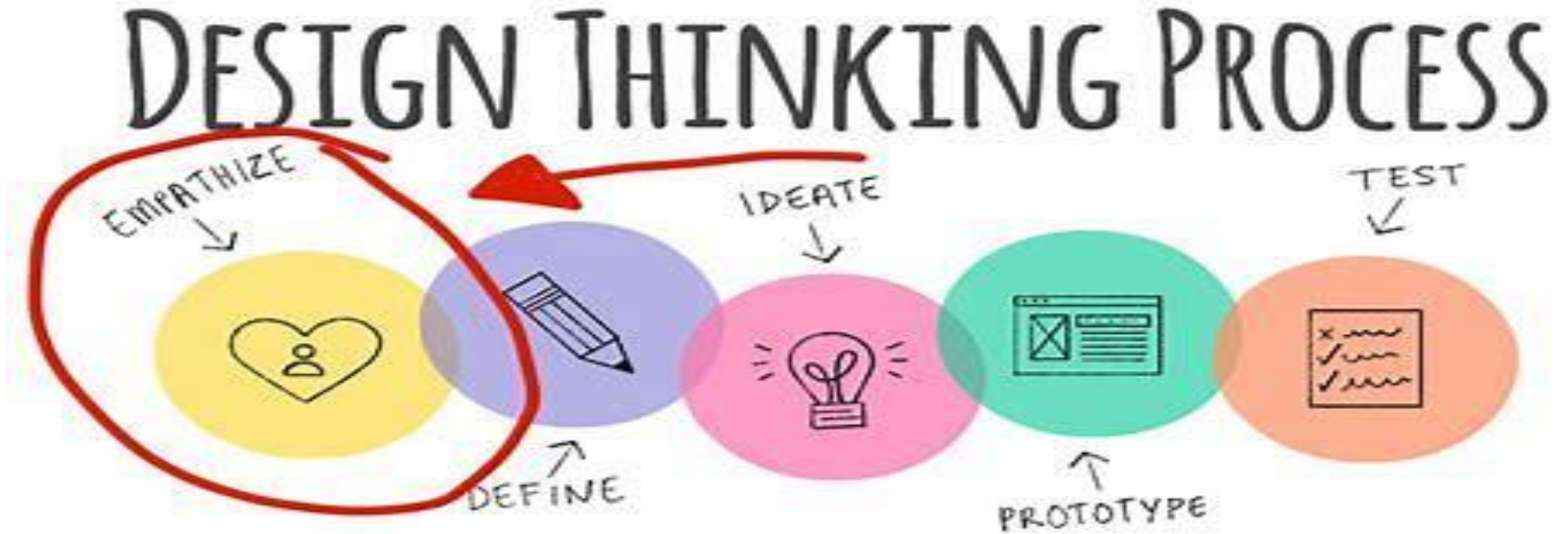
Design thinking is a non-linear, iterative process that teams use to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test. Involving five phases — Empathize, Define, Ideate, Prototype and Test — it is most useful to tackle problems that are ill-defined or unknown.



The Design Thinking Process



Design Thinking begins with Empathize ...



To empathise is to develop a deep understanding of the challenges ... the pain points!

Incorporating CliftonStrengths to discover your DNA

CliftonStrengths®

DONALD CLIFTON

Your CliftonStrengths 34 Results

You are uniquely powerful. Your distinct CliftonStrengths 34 profile sets you apart from everyone else. This is your talent DNA, shown in rank order based on your responses to the assessment.

Use this report to make the most of your strongest CliftonStrengths themes, navigate the rest and maximize your infinite potential.

- **Read and reflect on your results** to understand what you naturally do best.
- **Learn how to apply** your strongest CliftonStrengths every day.
- **Share your results with others** to create stronger relationships and improve teamwork.



STRENGTHEN

1. Significance
2. Futuristic
3. Individualization
4. Focus
5. Maximizer
6. Strategic
7. Learner
8. Achiever
9. Responsibility
10. Belief

NAVIGATE

11. Analytical
12. Competition
13. Activator
14. Self-Assurance
15. Discipline
16. Communication
17. Arranger
18. Intellection
19. Positivity
20. Ideation
21. Woo
22. Input
23. Deliberative
24. Developer
25. Relator
26. Connectedness
27. Command
28. Consistency
29. Empathy
30. Context
31. Harmony
32. Restorative
33. Adaptability
34. Includer

You lead with **Influencing** CliftonStrengths themes.

■ **EXECUTING** themes help you make things happen.

■ **INFLUENCING** themes help you take charge, speak up and make sure others are heard.

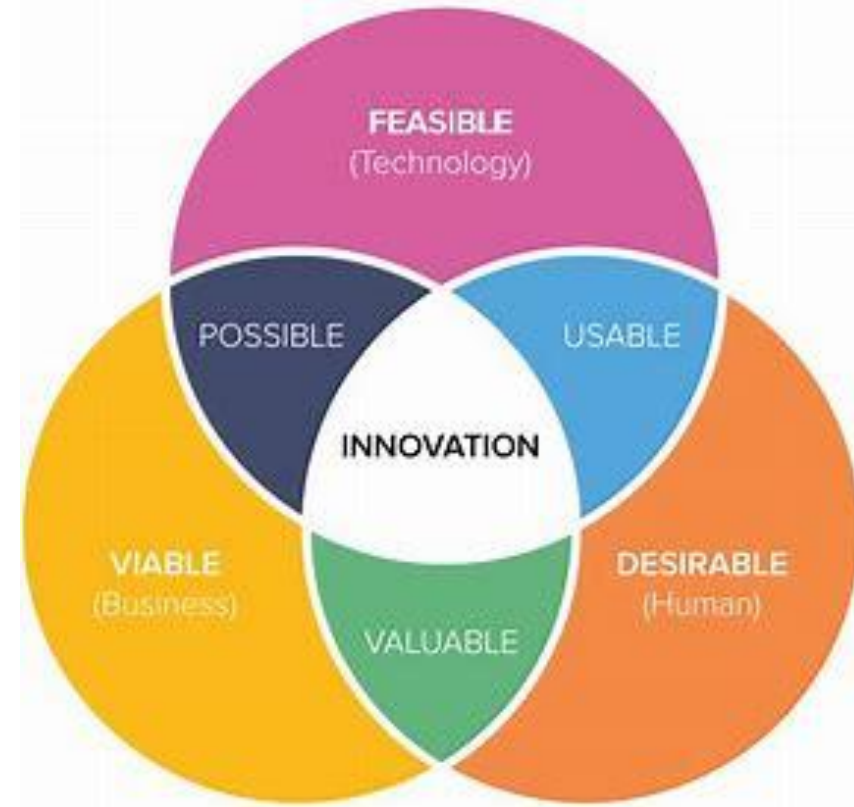
■ **RELATIONSHIP BUILDING** themes help you build strong relationships that hold a team together.

■ **STRATEGIC THINKING** themes help you absorb and analyze information that informs better decisions.

READ "IDENTIFY YOUR UNIQUE CONTRIBUTION: THE CLIFTONSTRENGTHS DOMAINS" SECTION TO [LEARN MORE >](#)

- Gallup **CliftonStrengths Assessment** is useful to help individuals discover their own **DNA** and improvement people-to-people engagements
- In order to have **empathy**, one must know their true identity and the ability to empathize with others
- Knowing your individual strengths will also create **long-lasting and sustainable competency** in the **Design Thinking** process
- • •

Design Innovation: Desirable, Feasible, Viable



Design Thinking driving Innovation ...

