



Case Study

Design Thinking Approach in an Automobile Company

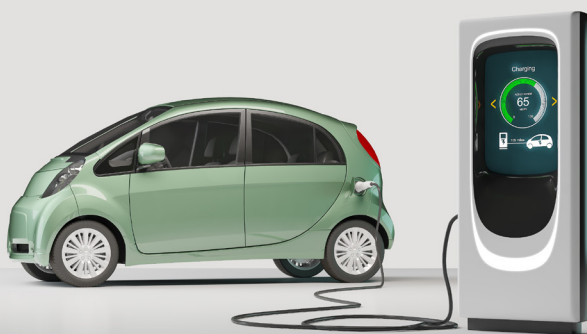
About Client

An automobile company with the ambition to grow continually and create an Innovation Program for its employees i.e. creating startups within the organization to promote innovation and disruptive thinking.



Objective

The core focus of the program was to help participants use design thinking for establishing a start up in the two wheeler space around the concepts i.e. electric vehicles, service stations of future, shared mobility etc.



Challenges

- Launch of new business, products or service models that are based on deep insights of diverse markets and specific user needs in a super charged competitive space and fast transforming sectoral needs.
- Instilling Innovation in the DNA of the organization so as to bring agility and dynamism.
- Bringing in a culture of Optimization and Efficiency into processes for better cost effective delivery.
- 'Stakeholder Centric' focus is putting the stakeholder at the centre of the innovation process- a change that has not only become imperative for growth but influences the very survival of organizations.

Design Clinic Methodology

At Level I, a design thinking program was implemented that employed experiential learning for a human-centric, problem-solving approach, engaging particular phases and using specific tools and techniques for each stage relevant to the start-up domain. The program duration was 20 days spread over 9 weeks. This education and sensitization focused on:

- Customized Design Thinking stages and comparison models for startups.
- Need for implementing Design Thinking's globally accepted practices with contextual reference to local cultural centric creativity.
- Tools and techniques, methods and processes for each stage through assignments and mini projects.
- Mentoring for an entrepreneurial mindset.
- Expert sessions to engage with respect to the domain knowledge.
- Management inputs for enriching understanding of the business

Highlights

- The corporate accelerator program has become a much sought after program amongst employees of the organization – thus creating a culture for innovation.
- The organization has formalized this program, and has increased both the scale and size of the program.

Outcome:

- 10 managers successfully created two startups in 3 months.
- The two startups of the past year have got funded for launching their businesses. They were successful at the pilot stage.

Automobile industry has come of age per se, but recent developments in technology, ecological adversities, customer evolution and a horde of other reasons have made it imperative for it to reinvent itself. This is an excellent example of Innovative Leadership to launch an internal entrepreneurship program totally embedded in innovation and disruptive thinking. Design Thinking Approach helped enhance the program and startups got created within months of the program launch.

