

(DON'T!)

**WASTE  
WATER**

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**+GF+**

## Who needs a faster horse?

According to the people Henry Ford asked in the 1930s: everyone. But questioning “why” made him understand that people needed to move faster to keep the world’s pace.

Did it require a horse?  
No, and Ford came up  
with a car.

Design thinking is a methodology but also a way of approaching problem-solving.

**You can actually apply it, exactly like Ford did.**

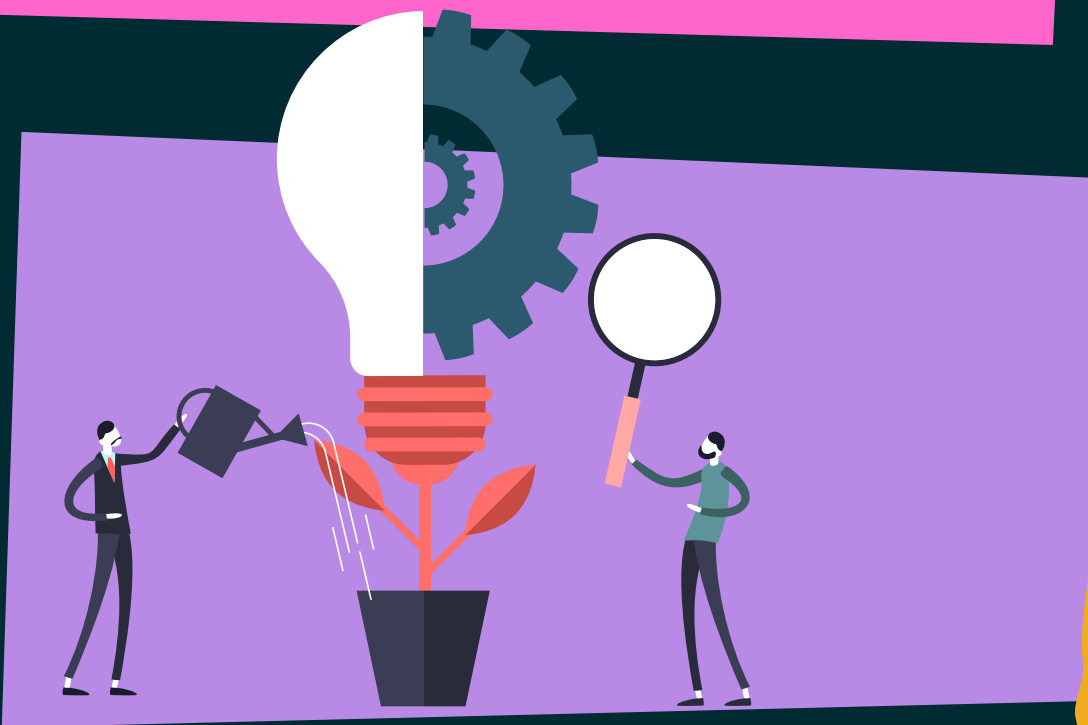
It’s thinking as a designer where you need to empathize with the future user of your products or services.



Hence it all starts with identifying the problems through empathy and active listening and then pick the ones you can solve.

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That enables you to design a prototype that you'll then iteratively improve.



But can you really prototype every water industry problem into a “Minimum Lovable Product”?

It's a provocative thing to put a cardboard prototype in front of an investor and having them speak and make sense of what they see!



Stripped down this way, your MLP may now reveal the hidden truth you'd have had a hard time uncovering with a finished product - before it missed to connect with the market.



But what if your target persona doesn't like your prototype? Wouldn't that turn into a failure?



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In a hypothesis-driven environment, you're creating an experiment. This is not a failure, but an experiment that proves "A" or "B"!



**“Failing” early enables one to change direction before a crash actually has tangible consequences.**

**Still afraid of failure? Well think of it that way:**



It needs a lot of gut from an individual and as a company to say, 'we walked into a certain direction, and we figured out that's a dead-end.'

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So by switching to Design Thinking,  
you're not only an innovator.

**You're also a hero!**



**Wanna gear up as a hero?**

### **We also covered:**

- The proximity and differences between Design Thinking, Growth Hacking, Agile, Kanban (and many other methodologies)
- How the “Design” in “Design Thinking” may be misleading
- How design thinking applies in problems that involve humans and users, not in purely technical cases
- How to design a prototype with regards to the hypothesis you want to verify
- How you shall carefully select the problem you'd like to solve, and how starting small is the surest way to deliver (and build on, iteratively)
- How hierarchy still plays a role within an Innovation Project
- How to avoid a cultural clash when implementing Design Thinking into an existing organization with a strong history
- The three very actionable tools you can apply from tomorrow on to beef up your innovation
- Risk-taking, daring, teaming up, questioning beliefs, adding the Planet as a stakeholder, and much more!

**Don't miss a single bite: head over to [dww.show](http://dww.show)!**