

# D.E.C.I.D.E

Design Thinking as a Decision Making framework.

## 1. DEFINE

Defining a solution to a context is what defines the relevance of a solution. Learn how to contextualise in design

## 2. ENVISION

it is equally important to see the solution through the eyes of the customer. Learn the process of empathising with customers

## 3. CALIBRATE

Setting the parameters of Quality, Cost, Delivery, Service & Flexibility as value. Learn how to establish value of an offering upfront, transparently.

Design Thinking

## 4. INNOVATE

Innovation is when great ideas / concepts are commercialised. Learn how to involve customers from conceptualisation to commercialisation.

## 5. DELIVER

Learn how to immerse your customer universe with the process of Education, Ownership & Commitment

## 6. EMPOWER

Learn how to empower the stakeholder ecosystem for growth & sustenance for a better quality of life.

