Geospatial Forum
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</play_think_transform>
Early humans?
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#cultureHacking
#mindsetShift
#growthHacking
#designThinking
#digitalTransformation
#emergingTechnologist
This is not an action story
Nor is it a quirky account
This is a tale of opportunity
flash back > today
Our Connected Planet is now working like one Big Brain

@goodthing
The 4IR era brings the opportunity to **connect, augment and extend** ourselves with exponential technologies – AI, IOT, AR, VR, 3D printing...

...so what?
Experience Age:
DO everything, OWN nothing!

- entertainment
- bookstores
- transportation
- hotels
- education
- matrimony (you wish!)
sustainable
Drive transformation with **data & technology**, **HUMAN**
**one CONSUMER at a time**
We are all in the business of selling (behavior-driven, tech-enabled) experiences across the consumer journey in moments that matter.

/ Experience is the science (& heart) of Digital Innovation
#stateofInnovation
Admirably chaotic!

Jugaadu, not Sustainable
Incremental, not Transformational
Dhanda, not Customer centric
Most companies struggle with CULTURE not technology!
Over a ten-year period, design-led firms outperformed the S&P by 228 percent.

Source: Design Management Institute
Innovation is best driven by design-led companies
(Ford, Kaiser, LEGO, Apple, Uber, Pepsi, Google...)

Business
Technology
Culture
...they wear 3 Hats to drive Innovation

/ technology / enabler

/ business / orchestrator

// culture // hacker
... by leveraging Design Thinking to act like startups

EMPATHIZE
DEFINE
IDEATE
PROTOTYPE
TEST

∞
...
b
...
... with a **Culture focused on Empathy**

**EMPATHIZE**

**with your** employees (ambassadors) first, then customer...
The E experiment
6 Cultural Shifts to accelerate Exponential Innovation

- Customer Centric
- Death by Silo
- Scalable Efficiency
- Learn Quickly
- Joy in Certainty

"WORK SERIOUSLY"

- Human Centric
- Co-Creation
- Sustainable Creativity
- Fail Fast
- Harmony in Chaos

"PLAY SERIOUSLY"

@goodthing
Why does Work and Play seem paradoxical?

#epicstruggle
All work and no play make sea squirt a brain-eating zombie!

#useitorloseit
Need this... but why now?
2029

AI = HI
“With AI taking over routine information and manual tasks in the workplace, we need additional emphasis on qualities that differentiate human workers from AI — creativity, adaptability, and interpersonal skills”

Harvard Business Review, June 2017
“It doesn’t matter whether you are in sales, finance or operations. You may not end up being a programmer, but you will know how to code. We are also changing the plumbing inside the company to make the culture change possible.”

Jeff Immelt, Chairman – GE
Aug 2016
How we will design experiences in 2020

#story-rises-above-technology
Principles of STEAM* education need to be brought to the workplace, not just in schools!

@goodthing

*Science, Technology, Education, ART, Math
Play is the very cornerstone of ‘creative learning’ that involves collaborative, experiential, trial & error and required 21st century skills.

...same competencies used for fostering a ‘design thinking’ culture.
#workbelikethis?  

#nosilos?  

#futureofworkisplay?
Play2Transform Group

Accelerate Transformation & Innovation with Design Thinking coupled with System Thinking like no other L&D or consulting firm
Throughout the program, we apply a play-based “hands-on, minds-on” approach to **activate a new age mindset**

**Toy** with LEGO® SERIOUS PLAY®, Zephyr and other experiential toolkits to bring back child-like creativity yet play seriously.

**Tinker** with DIY Electronics and emerging technologies to break the fear of technology and understand its exponential potential.

**Apply** the Design Thinking process coupled with Systems Thinking, Agile Strategies, Lean Startup, Marshmallow challenge, Golden Proportions, Biomimicry and others.

**Simulate** problem solving environments, solve HBR (Harvard Business Review) or INSEAD developed case studies or bring a real workplace challenge to the PlayShop.

**Scale & Sustain change** by reinforcing actions after the training to mentor and track change (remote, online).
PLAYWORKSHOP activates a new age Innovation mindset

- Break Silos + Creativity + Collaboration + Agility & more

- SNEAK-PEAK (2-3 hours)
- FOUNDATION (1 day)
- DEEP-DIVE (3 days)
- BOOTCAMP (outcome-based)
Key Transformation Areas

Culture Transformation for IT/ITES ++
Design Thinking & Innovation
Customer Experience
IT, Sales & Operations Efficiency
Brand and Marketing
New Technology Innovation
Other areas of Digital Transformation
4 Key Takeaways to Accelerate 4IR Innovation

- **Embrace PLAY** to drive creativity & much-needed ‘culture change’
- **Think design first**, then tech, for customer-centric innovation
- **Humanize technology** with a purpose-driven strategy
- **Sell experiences** to stay relevant and fuel growth
We don’t stop playing because we grow old; we grow old because we stop playing.

George Bernard Shaw
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play seriously
think design
transform business

core team
Built for Innovation

who we are

- Digital Thinker & Strategist
- Creative Technologist
- OD Behaviour Specialist
- Design Researcher
- Data Analyst
- Innovation Facilitator
Built for Innovation

why us

DIVERSE BACKGROUNDS

THOUGHT LEADERSHIP

IDEA TO EXECUTION
We **accelerate transformation** for brands & businesses...

**what we do**

<table>
<thead>
<tr>
<th>Digital Transformation</th>
<th>Customer Experience</th>
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<td>Innovation</td>
<td>Sales and Operations</td>
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<tr>
<td>Culture Building</td>
<td>New Business Models</td>
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</table>
By fostering a culture of innovation using ‘PLAY’ as a catalyst

how we do

- **PlayShop™**
  Our immersive workshop offering using LEGO®SERIOUS PLAY® DIY emerging tech toolkits to **build playpreneur™ mindset and solve complex problems**

- **Training & Certification**
  Build 21st century skills around **creativity, adaptability, agility and collaboration**. Empower talent with certified processes and play with new technologies

- **Consulting**
  Hack growth into customer experience, marketing, sales and operations, new business models and other areas of digital transformation and innovation
Our **Sweet Spot**

where we excel

Intersection of business, consumer culture, and technology to provide innovative, *value-driven* experiences across touchpoints
Starting with **Culture** to accelerate innovation and growth

our playground

- Explore new frontiers
- Expand adjacencies
- Maximize Core

Key opportunity areas to jumpstart mindset shift!

- Customer Experience
- Sales & Operations
- Business Model

Brand  Business

Value
Our Play2Transform™ framework provide a breath of fresh AIR (Assess, Ignite, Reinforce) to ensure transformation success

**Industry Blueprints**

- 5 Ps Innovation pyramid
- ‘Where-to-use-what’ Blueprint for Retail, F&B, Automobile, Hospitality, Real Estate, BFSI
- India Tier-wise Technology Chart

**Methodologies**

- Agile Strategies, Lean Startup, Calm Technology
- IDEO’s Design Thinking process coupled with Systems Thinking, Lessons from Vedas, Fibonacci series, Biomimicry and other sustainable methods
- Monitor, mentor and reinforce remotely (app-based)

**Toolkits**

- Toy with LEGO®SERIOUS PLAY®/Zephyr®Blix
- Tinker with DIY Electronics and emerging technologies such as AI/chatbots, AR, VR, beacons, sensors/IOT etc.
Break silos, build agility & creative culture with collaboration and shift to a playpreneur™ mindset
### Our Services

- **Innovation Culture & Digital Transformation**
  - Strategy, Visioning and Roadmap
- **Service Blueprint with Business Process Management**
- **Design Thinking & Systems Thinking**
  - (IDEO-based and LEGO® SERIOUS PLAY® workshops)
- **Rapid Prototyping and Iterative Development**
- **Experience Design and Consumer Journey Mapping with New Technology Integration**
- **ROI / Business Case Justification, Success Metrics**

### Across Multiple Industries

- **Manufacturing**
- **Utilities**
- **Public Services**
- **Logistics**
- **CPG**
- **E-Commerce**
- **Banking**
- **Insurance**
- **Telecommunication**
- **Automotive**
- **Retail**
- **Hospitality**
- **Healthcare**
- **Pharma**
- **Startup / Products**
- **IT / ITES**
Our Recommendation: Pick a PLAYSHOP™ block
Break Silos, Build Agility, Ignite Creativity, Enhance Collaboration

Capability Areas: Culture Transformation, Customer Experience, Marketing, Sales & Operations, IT and other areas of Digital Transformation & Innovation
The Play2Transform™ framework provides a breath of fresh AIR (Assess, Ignite, Reinforce) to ensure transformation program success.

The Assessment phase develops an understanding of the current state of culture in a team, department or organization. This is evaluated during our workshops as well as using our new-age Culture Assessment tool. Arrive at maturity levels of required competencies e.g. creativity, agility, collaboration and other competencies for organizations to thrive in the world of accelerating change.

The Ignite phase is where we start working with the team to begin the transformation process of getting people to open their minds and apply new techniques; first starting with playful interventions and then more serious applications in their context of work. Use workshops coupled with bootcamps for long term impact.

The Reinforce phase addresses a key concern – “how do we make sure participants continue to apply what they learnt and track progress?”. In addition to hand-holding, provide mobile app-based reinforcements – comprises of bite-sized lessons and activities that can be consumed anyplace and anytime. Track and mentor dashboards provided for real-time monitoring of progress and feedback to the mentees.

Note: The combination of offline and online interventions play a crucial role in ensuring success of the program in the long run.
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