Are You Solving The Right Problems?

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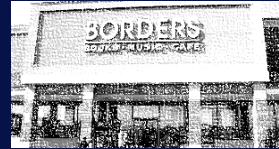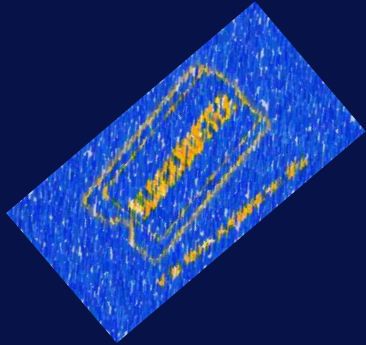
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Some Fortune 500 Few Years Ago

Fast Forward To 2025

Are You Solving The Right Problem?

How do you know

Are You Solving The Right Problem?

➢ Struggling with accurate identification & understanding root cause

➢ Significant cost

➢ Focus on solutions

Source: HBR survey of 106 C-Suite execs (2017)

Failure of Transformation Initiatives

➢ 70% Transformation Failure (McKinsey & Company, 2022)

➢ 88% Business Transformation Fail (Bain & Company, 2024)

➢ 70-80% Digital Transformation Fail (Forbes, 2023)
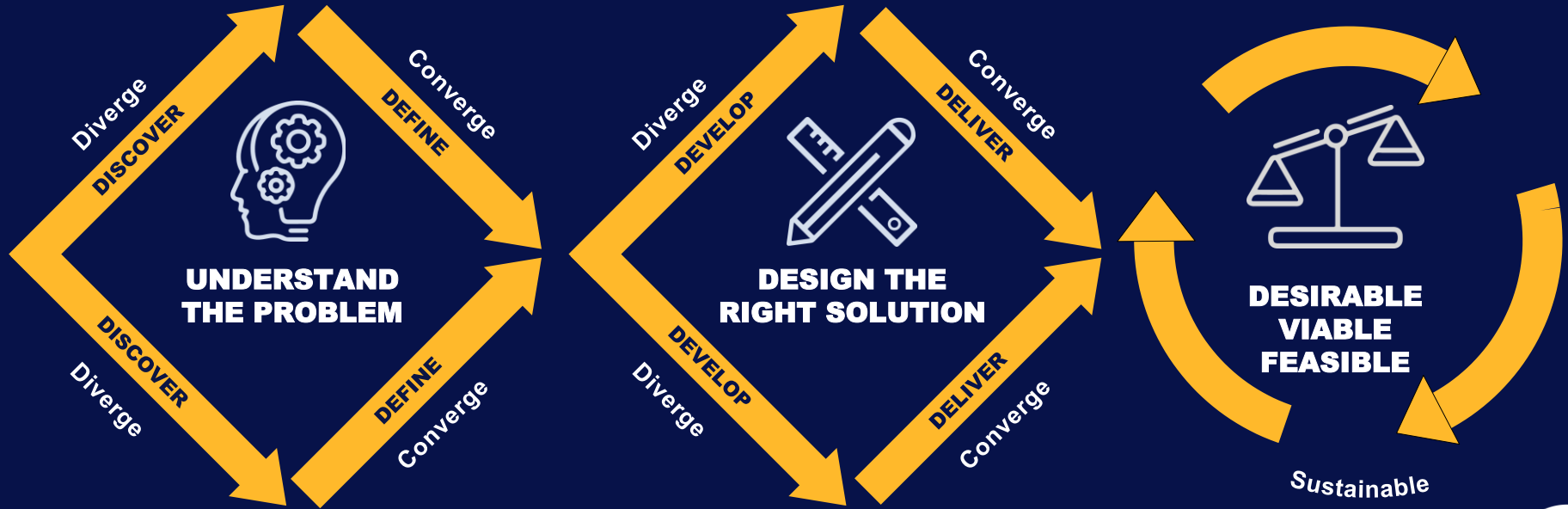
Why It Matters

➢ Rapid Shift in Customer Preference and Market Expectations

➢ Global Competition

➢ Balancing Innovation and Speed

➢ Strategic Alignment

➢ Tech Complexity

➢ Regulatory and Ethical Compliance

➢ Silos

Design Thinking Impact

Financial results for 300 public traded companies over 5 years, Dec 2012-17

Design-focused companies →

+35%

+56%

Revenue

Total return to shareholders (TRS)

→ **vs. industry peers**
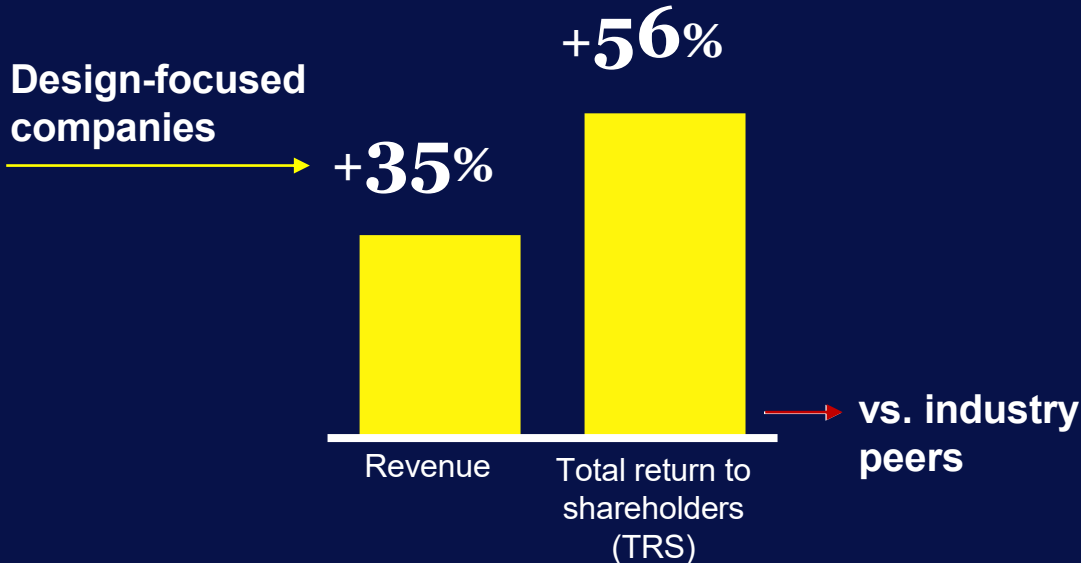
Companies that excel in experience design, reap significant financial benefits

The Role of Agile in Product Development

➢ Prototype Fast, Learn Faster

➢ Iterative Planning

➢ Enhances Cross-Functional Collaboration

➢ Build The Right Thing, Right

➢ Risk Reduction

Outcome-Driven Product Development

➢ Shift From Output To Outcome

➢ Use Experiments To Drive Outcomes

➢ Measure What Matters

  ➢ Move beyond feature delivery to measurable business impact

  ➢ Using Objectives and Key Results (OKRs) to align teams

Conclusion

➤ Key Takeaways

✓ Design Thinking ensures **user-centric problem solving**

✓ Agile enables **flexibility and continuous learning**
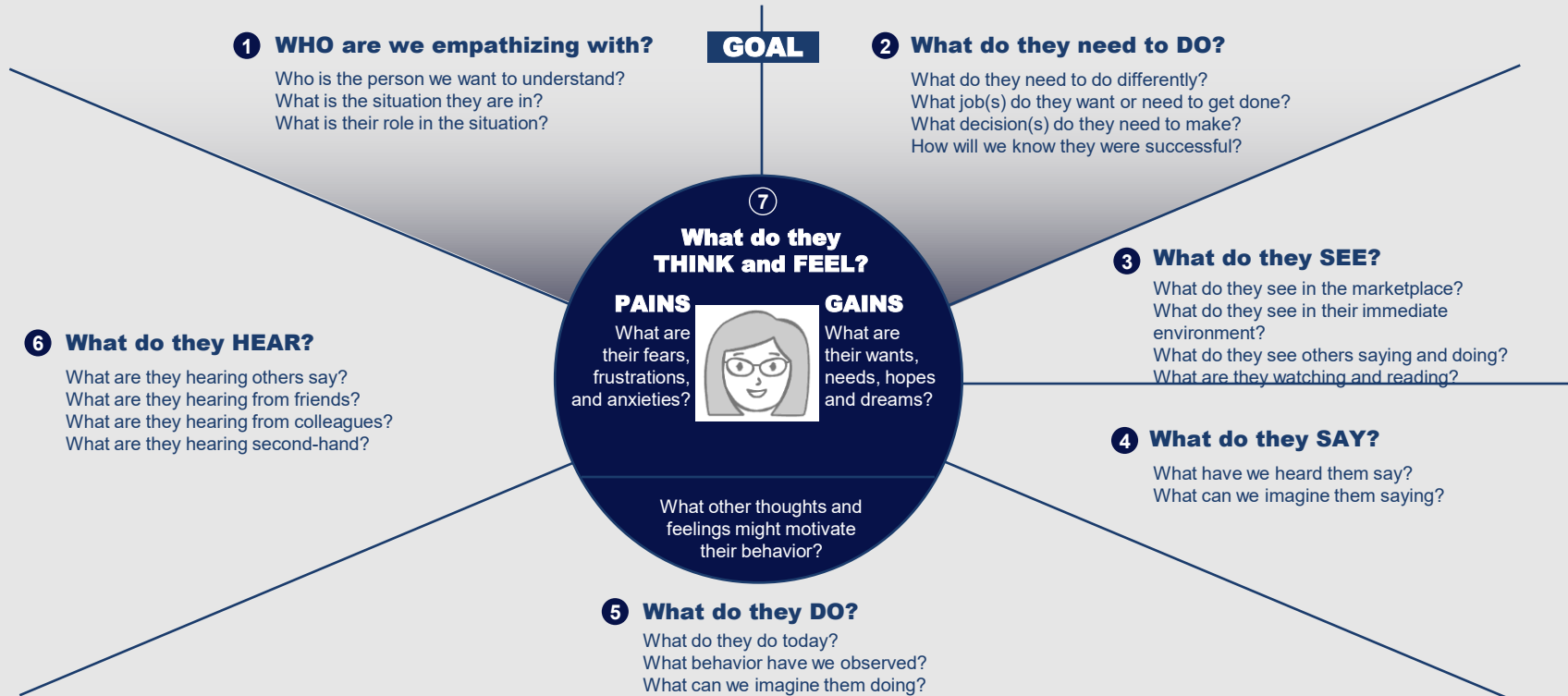
✓ Outcome-driven focus ensures **business impact**

Templates

- Longer Living

- Fictional Name

- Demographic (age, gender etc.)

Name

Age:
Location:
Occupation:
Other
Demographics:

Quotes:

Empathy Map

GOAL

1 WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

2 What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

⑦

What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes and dreams?

What other thoughts and feelings might motivate their behavior?

3 What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

6 What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

4 What do they SAY?

What have we heard them say?
What can we imagine them saying?

5 What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

Objectives and Key Results

Objective	Key Results Expected in [FY XXXX/Q# XXXX]
Objective 1	➢ Key Result 1 ➢ Key Result 2 ➢ Key Result 3
Objective 2	➢ Key Result 1 ➢ Key Result 2 ➢ Key Result 3
Objective 3	➢ Key Result 1 ➢ Key Result 2 ➢ Key Result 3

KPI

KPI	YTD	FY Target
KPI 1		
KPI 2		
KPI 3		