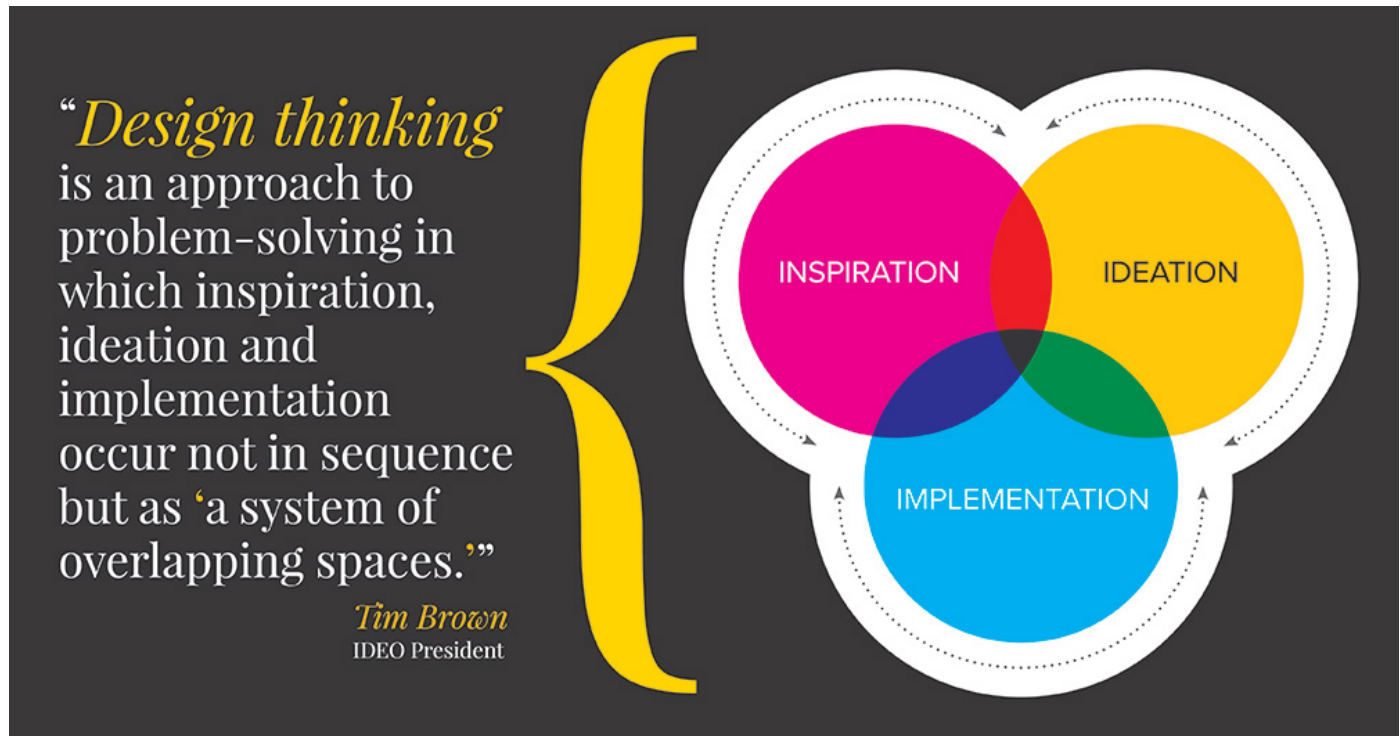


Design Thinking in Global Business

Posted At : July 17, 2017 11:50 PM | Posted By : Jabari M. Daniel-Cox
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Innovation drives the global business out of stagnation and into continual success in each area of its global strategy. There is no guarantee on your success, but there are methods to ensure you are on the right track to achieving a specific level of success that outweighs the risk associated with you strategy.

Every part of your global success strategy has to be design oriented. This means that each goal is a part of a fundamental design process that is applied to your strategy and the innovation that drives it. It will also give you the fluidity to redesign with ease and timeliness. This is because design thinking is a repeatable problem-solving protocol that can be applied and proven in each step of your global strategy process.

Design thinking is founded on four elements:

1. Define the problem
2. Create consideration options
3. Refine directions and repeat 1-3 if necessary
4. Pick the winner and execute

Four of the most common problems when taking a company global are:

1. Currency fluctuations
2. Bureaucracy
3. Innovation
4. Value Creation

You can create a success path that can be proven and applied for each of your goals, which will give you a better success rate with each of the most common global strategy problems, as well as, any mix of them.

You have to define the right problem to solve. This means making a list of problems and then defining the real problems. This will allow you to choose problems that have real meaning and provide a real solution channel. You have to create numerous solutions, then choose the best one. You have to create the environment for your solution to be grown and tested, to give you what you want. If you have a solution that yields a significant probability of giving you the expected results that you want, then implement it.

Image source: Contentplus.paceco.com, 2017

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