

# Intro to Design Thinking Thought Leadership Group

By Kupe Kupersmith, Principal, KupeTalks

IIBA<sup>®</sup> recently announced a Global Thought Leadership program focusing on several key areas to offer insights and information to deliver better business outcomes. It is my pleasure to lead up the forum on Design Thinking. Design Thinking has become more and more popular over the years. In the Article, What is Design Thinking and Why Is It So Popular?, it's says, "Some of the world's leading brands, such as Apple, Google, Samsung, and GE, have rapidly adopted the Design Thinking approach and Design Thinking is being taught at leading universities around the world, including d.school, Stanford, Harvard and MIT."

Do you know what Design Thinking is? Do you know why it is so popular? Do you know how you can use Design Thinking concepts in your practice? All those questions and more will be answered through many delivery options for the IIBA membership because of this Think Tank.

To dive a little deeper into why this Thought Leadership group is being formed for you I want to quote the Executive Summary in the October 2016 research study, Business Analysis – Positioning for success performed by KPMG and commissioned by the IIBA.

***"Industry disruption and transformation is being driven primarily by technology, data and increasingly sophisticated consumers."***

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forces are upending business models, blurring industries and demanding new ways of thinking and operating. A significant majority of CEOs recognize the important need to foster a culture of innovation, respond quickly to technological opportunities and invest in new processes, as only those companies and industries accepting the challenge to transform themselves will be more competitive, gain efficiency and ensure the loyalty of customers.

To accelerate this shift, organizations are looking at different models and skill sets to drive more value-driven analysis."

Design Thinking is an approach that can help address this shift.

Over the past month I have compiled a group from around the world that has different perspectives on Design Thinking. Our group and perspectives will continue to grow to ensure you understand the importance of Design Thinking and how it can help you add value to your company and customers.

Don't hesitate to contact me at [Kupe@kupetalks.com](mailto:Kupe@kupetalks.com) if you want to learn more and/or have Design Thinking expertise you want to share with the community.





## Kupe Kupersmith

Principal, KupeTalks

As the founder of KupeTalks and Atlanta Engagement Director, Market Rate Consulting, Kupe's main objective is to help you connect, collaborate, and be ready for the future. For the past 20 years Kupe has been helping organizations achieve business value with an improvisational advantage.

Kupe is an author, keynote speaker, coach and a trained improv actor. Some think Broccoli & Cheetos is an odd combination, but you will be delighted with Kupe's combination of laughter and learning. Kupe is a connector and has a goal in life to meet everyone! So, drop what you're doing and connect with him on [LinkedIn](#) now. Why are you still reading this...connect with Kupe?!

### Kupe's BBC 2017 Presentations:

1. [Bringing Design Thinking into Your Practice](#)  
Tuesday, November 7, 2017 (9:00 am - 12:00 pm)
2. [NextGen Business Competencies: Keys to Being Ready for The Future](#)  
Friday, November 10, 2017 (9:00 am - 10:00 am)

IIBA® Global Thought Leadership Program curate's strategic insights and best practices of business thought leaders, along with market trends and industry reports to produce and publish a series of local and global outputs that demonstrate how business analysis can deliver end-to-end solutions to organizations.