

customer consulting

products & processes

thought leadership

enable innovation

APPROACH

delivered results

tools & resources

Zia Yusuf

IMPACT

# design services team



sapphire 2005

30+ workshops

idea

28+ major projects

VISION

design = strategy

emerging markets

cross-organizational

office of the CEO

change the way SAP builds software



Project Harmony



CRM On Demand



Project Dali

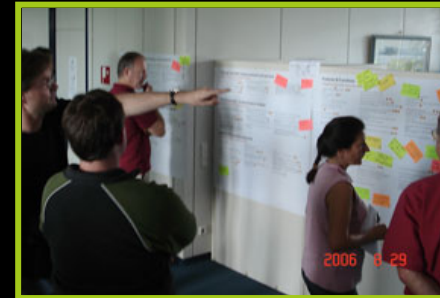
“do to teach”



Innovation Workshop



User Engagement



Brainstorming

“teach to do”



second class citizens

not the expert

*design is a plan...*

challenge assumptions

2

jeans or suit?

local experts

instill confidence & skills

3

listen to make/make to think

1

TAKING DESIGN SERIOUSLY

4

5

collaboration

do to learn

client resources

new hire orientation

synthesis

prototypes

competing lexicons

design-absorbed

2

1

3

BEING MULTI-DISCIPLINARY

4

5

2  
3 1

## OUR SEAT AT THE TABLE

cultural transformation

tugboat

enabling success

executive support

amplifying effect

4

hiring

5

tangible results

paradox

neutral connector

2  
3 1

CHANGE IS SCARY

invest in people

4 coaching  
fellows  
cross-pollination

5 artifacts  
skills over guides  
design culture

invention to innovation

2  
3 1

Design Thinking = Shareholder Value

4 5