“Design thinking is an approach to solving problems especially suited to conditions of high uncertainty.”
- Prof. Jeanne Liedtka
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INNOVATION | INTELLECTUAL PROPERTY
About Innomantra

Innomantra is India’s leading Innovation and Intellectual property consulting and services firm. We help organisations to design and achieve their innovation and Intellectual property goals by 3x

Our clients range from small entrepreneurial enterprises to Fortune Global 500 organisations. We are headquartered in Bengaluru, India
“Storytelling is the difference between solving a problem and creating a cause. Let’s solve a problem: Here’s an issue we face, let’s create a pro and con list about how to solve it and then pick the best option. A cause is something that ignites people and unites people. That is what a good story does: It creates a cause.”
Is Design Thinking is the TQM of 21st Century?

“Once upon a time, managers thought that quality belonged to a set of experts – but TQM taught us that quality had to be everybody’s job.

Darden’s research on organic growth, most managers looked at innovation in a similarly limited way - they felt that innovation was the Product Development Department’s job.

A common language or methodology that equips non-designers / designers at all levels to learn the new ways of thinking and behaving that innovation demands”

Source: Forbes
There are several processes to help leaders solve their organisational challenges, manage change, grow and innovate. A new approach trending is design thinking.

Discover Design Thinking for Growth Framework empowers you to become a creative catalyst with a systematic approach to Innovation in the workplace. The core principles of design thinking and leadership will help organization to solve business challenges and build a culture for Innovation by organization wide deployment.
What **is**?  Exploring the current reality
What **if**?  Envisioning alternative futures
What **wows**?  Getting users to help us make some tough choices
What **works**?  Making it work in-market, and as a business
Plot Customer’s Pain Points & Moments of Delight – Sample Journey Map
“We can’t solve problems by using the same kind of thinking we used when we created them.”

– Albert Einstein