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# BRAiN child

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Innovation and Creativity Article  
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## BRAiN child of Design Thinking

By Shailesh K Gupta (CEO & Innovation Evangelist, 3SR Consultancy)

“Child is the (under)valued teacher of (Wo)Man” is true to its core across generations and culture.

Today the youth has been exposed to information overload, hence the values in this ocean seem to have been lost. The same youth in colleges and corporates is losing its edge doing things mechanically. There are many platforms today which are helping network enterprising people and Mentors, while very few avenues to develop innovators for the required skills.

**BRAiN** Framework gives the top 5 suggestive areas to use as tips in the areas of your expertise and Industry, to leverage one’s own Mindset and its potential, balancing the logical and creative avenues thru **Design Thinking**.

There is a need to solve the problems, people will innovate. Innovation will be the key to solve the issues, differently and more effectively.

## Innovation is Performance Booster for Professionals, Students & Entrepreneurs

CII Industry Innovation Summit 2017 reported by Vandita

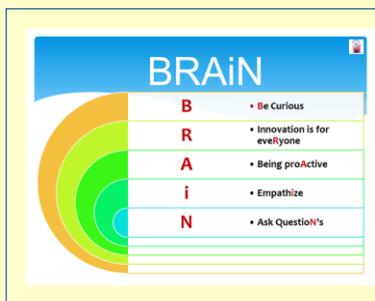
Based on the observations and participation by delegates

Many initiatives now have been focusing on making India deliver not only on Service innovation but also adding differentiated Product and Process innovation to the Global Market (GII ranked India on 60<sup>th</sup> position in 2017 from 81 in 2015). Brand India (India Innovation Index) while has been improving globally, the skill gap and competition has also raised, which needs coherent efforts between industry, government & aspiring professionals/academia/students.

Foreign competitors are looking at India as a large growth market however Indian companies are finding it difficult to in-source complete technologies, being too expensive. With the growing emphasis on intellectual property, the option of copying without paying is weighed down with negative consequences. In such situation, innovation becomes foreseeable.

The innovation desire drives the search for low-cost solutions to public problems in India. The most visible efforts can be seen for Jaipur Foot, cataract surgery, cardiac surgery in healthcare sector, at costs that are much lower than anywhere else in the world.

“Make in India” has given boost to startup’s and entrepreneurs which led to increase in the employment opportunities thru innovation. The skill gap can be filled with renewed academic curriculum imbibing creative skills while for people in industry should focus on cross skilling & up-skilling by unlearning, learning & relearning on innovative practices and Design thinking.



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Vandita A

Consultant & C2C Business Head

True learning is “every problem is adventure”

“To bring out the best from all Innovative Minds thru Education & Research to increase the GDP” – 3SRC

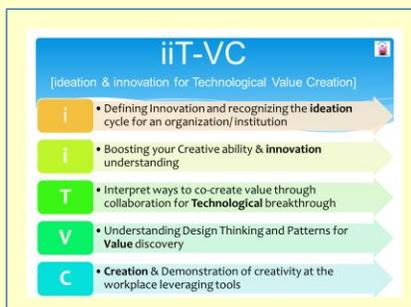


Shailesh K  
CEO & Innovation Evangelist  
(Motivational Speaker, Facilitator, Coach & Principal Consultant).

“Logic will get you  
from A to B  
Imagination will take  
you everywhere”  
– Albert Einstein



Chandrashekhar P  
Business Learning Consultant



## Why & How of Innovation & Creativity leads success

Interview excerpts of Shailesh by Chandrashekhar

Q. How your journey has been creative in the industry since last 27 years?  
A. I was fortunate to be associated with the industry filled with intellectual people. The opportunity I was pursuing in Technology was disruptive and evolving in Telecom and Mobile Services, which has become reality today. Working with passionate leaders could create & innovate the products impacting the process innovation for global foot print in embedded technologies, under the flag of Made in India. For monetization, business model innovation came during the productisation phase of the Intellectual property created. Developing the creative Talent pool in Industry domains and engineering excellence delivering in global arena of diversity was common.

Q. What is your opinion about the innovation & creativity?  
A. More talked about while less understood topic in India which has been the torch bearer for the world on Frugal innovation. Creativity & innovation are different; one is individual driven, while other is adding commercial value to the ideas generated together as a team or organization.

Some of the common myths in people Mindset are, believing I am not born creative, creativity cannot be measured for my role-hence no gain, invention & innovation are too complex for me, i am a Techy-my value is in my knowledge-not creativity, i am too old enough to learn creativity & innovation. Entrepreneurs and employees are stuck with questions like:

- How can i be innovative, while i am not so creative?
- My organization is not interested in innovation, why i should worry?
- I am not making any Product, why creativity is important to me?

Innovation is simple, delivering higher value. Culturally accepting failures, while trying new things. Traditional methods can be done differently challenging the status quo. Early adoption of childhood & youth has to be developed as innovators to foster new generation of scientists like A P J Abdul Kalam Azad, Sonam Wangchuk as education reformers in the place like Ladakh.

Q. How do you think one can develop her/his Talent for being creative and adding value in the journey of innovation?

A. To start something new you need to have some fresh idea which can be refined and tested to be practically of use. The competition is tough so to beat that we need to think differently with novel ideas.

A fundamental framework of iiT-VC (*ideation & innovation for Technological Value creation*) has been utilized by individuals, teams and Organizations for being creative and innovative.



Creative thinking patterns leading to ideation journey of innovation.

*“Problems are common but **attitude** makes a difference”*

*– Dr A P J Abdul Kalam*

This framework can help not only generate new ideas but also mitigate the risks. Involving different stakeholders in the innovation cycle and measuring the ROI at each stage brings out the benefits of incubators, startups & COEs.

Q. Too many challenges are faced by budding innovators. What is your suggestion to overcome this?

A. Innovation is not a mystical activity or process. It's the application of new ideas to solve problems, resulting benefits to the society. New doesn't necessarily mean “new to the world.” In fact, such a high degree of novelty is rare. “New” can simply mean not done before.

Technologies like Robotics, Artificial Intelligence, Automation, IoT, Big Data, Cloud computing have been changing & impacting the way we work in the decade.

Yes the logic's and the creative magic's of your BRAiN is required to bring Out of the Box or Lateral Thinking for Disruptive Innovation. “Mirror your BRAiN” as a professional or student leader is the need of time.

Innovative BRAiN when combined with Business & Market intelligence, the opportunities for funding, growth, and brand penetration starts opening up in any industry i.e. Retail, Manufacturing, Banking, IT/ITeS, Telecom, Mobile, Automotive, Healthcare/Life Sciences and so on.

The window of opportunity for all is in next 4 years by believing in yourself and working hard pursuing your dreams.

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Video: <https://www.youtube.com/watch?v=MGTP1TfDyJQ&t=589s>

BLOG: <http://www.3srconsultancy.com/blog/mirror-your-brain-for-technological-innovation/>

For more inputs or usage of the BRAiN techniques & Tools, get in touch : [skg@3srconsultancy.com](mailto:skg@3srconsultancy.com)

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