

Design Thinking for

# DRIVING INNOVATION, TRANSFORMTION AND CUSTOMER CENTRICITY

**DESIGN** —  
**CENTRE OF EXCELLENCE**

**THE FUTURE** — SOCIETE  
**IS YOU** GENERALE



# Design for Disruption

“ THE BEST WAY TO PREDICT THE FUTURE IS TO DESIGN IT ! ”



Design COE facility at  
Société Générale GSC

Design  
Centre of Excellence  
—  
DISRUPTING AND TRANSFORMING  
BUSINESS AT SCALE

THE FUTURE  
IS YOU

SOCIETE  
GENERALE

# Design COE

Societe Generale GSC



## WHO WE ARE ?

We are a diverse team of Customer Focused, Design Driven, Technology Enabled full stack highly competent designers charged with re-imagining end-to-end Experiences that will disrupt Banking and Financial services for good. The team comprises of diverse and unique Competencies:

- Digital Product designers
- User Interface (UI) and User Experience (UX)
- Service Design experts
- Scenarios and Foresight
- Anthropologists and Ethnographers
- Visual and Graphic designers
- Business Model Designers

## WHAT WE DO ?

- We smartly combine the Human-Centered Design with leading-edge technology to design and deliver exceptionally compelling experiences through our delightful Customer Value Propositions.
- We specialize in envisioning future plausible scenarios and experiences, evaluating 'Blue Ocean' market opportunities and leverage technology expertise to disruptively ideate, prototype, validate, develop and deliver solutions into the hands of our clients customers.
- We Leverage our designer's creative sensibility and intuitive methods to match customer's needs with what is technologically feasible and what a viable business strategy can convert into customer value and a profitable market opportunity.



# APPROACH

“

**To design is to devise courses of action aimed at changing existing situation into preferred ones**

- Herbert Simon, Nobel Laureate

”

A highly collaborative, human centered, and iterative approach to problem seeking and problem-solving, relying heavily on empathy, ideation and experimentation to drive innovative solutions.

## THE THREE TENETS OF DESIGN THINKING



### Deep empathy

A quest to identify the right problem to solve, coupled with deep understanding of the user, achieved through observation, fieldwork and research, an empathetic approach to discovering the stated and the unarticulated user needs.



### Creative collaboration

Great ideas emerge when both users and multi-disciplinary teams collaborate in creative ways, this removes constraints and moves organizations past silos towards radical collaboration rather than incremental improvement.



### Experimentation

Accelerating learning through hands-on experimentation, visualization and through rapid prototyping methods such as sketches, rough physical mock-ups, stories, role-playing, concept storyboards- anything to help make the intangible more tangible.

“

Design driven innovation has become a strategic imperative in a business environment where organizations have to indulge into a dual transformation mode and drive successful balance between efficient *exploitation* of existing market and capabilities ( thereby ensuring and safeguarding short term viability) while simultaneously *exploring* fresh approaches ( “ Blue Oceans ”) in both new and mature markets, in order to stay competitive and relevant in longer term.

## WELCOME TO Design COE

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# Design COE

## OUR VISION

We aim to build ambidextrous, enabling and responsive organizations

## OUR MISSION

- To enable SG Business and service units envision plausible scenarios for the future (Strategic foresight).
- Design emerging business models and customer value propositions.
- Build & launch meaningful and seamlessly integrated client-centric products/services.

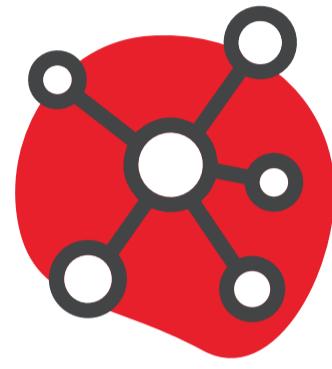
# Design COE MINDSETS

The following are the 6 mindsets that drive all the design interventions undertaken by us, at the Design Centre of Excellence



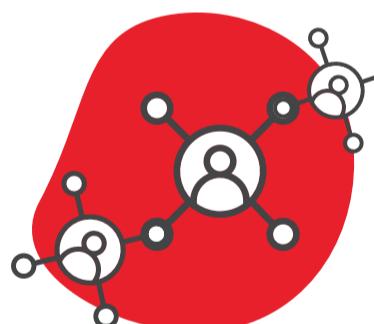
## DEEPLY EXPLORATIVE

Exploring the depth and breadth of the business ecosystem to re-imagine the plausible futures.



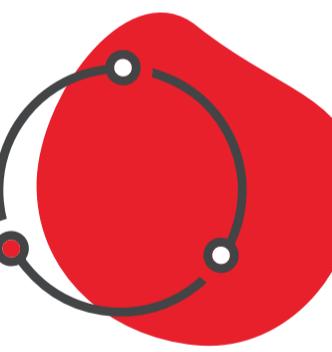
## COMPREHENSIVELY HOLISTIC

Integrative blend of contextual and systemic viewpoints.



## CREATIVELY COLLABORATIVE

Breaking organizational silos



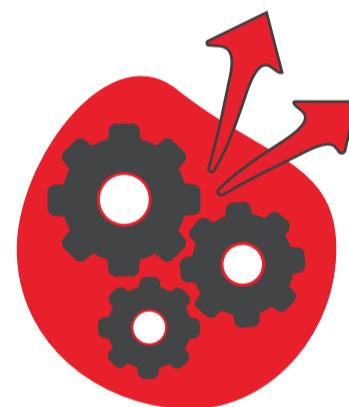
## RELENTLESSLY ITERATIVE

Tackling complexity, ambiguity and volatility through sustained re-alignment and refinement.



## HUMAN CENTRIC

Empathetic, Emotive & Experiential.



## OUTCOME DIRECTED

Sustained quest for actualizing organizational outcomes.

# Design COE

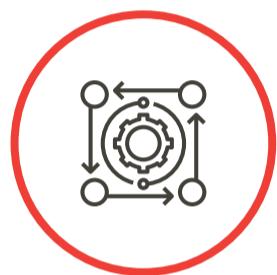
## VALUE OFFERINGS

The following are the five major value offerings buy the Design centre of excellence at SG GSC.



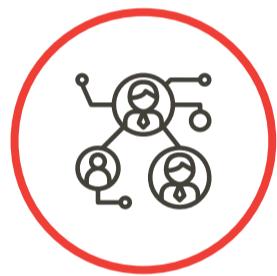
### Digital Experience Design

Deeply embedded in business context, we design, prototype and validate delightful, impactful and effective experiences for all the stakeholders in the journey, thereby ensuring a successful product market fit in a dynamic marketplace.



### Service Transformation and Design

Great service experiences involve elegant orchestration of all the moments customers engage with your business which involve both digital and non-digital interactions. We deploy a visual, system-wide and human-centric approach to service innovation.



### Organizational Transformation and Design

A first of it's kind initiative to re-imagine the future of HR functions, operations and initiatives with a vision to transform the HR organization from it's current process architect model to an experience architect model.



### Business Design

We conceptualize, build and launch meaningful businesses to identify and capture uncontested market spaces. Developing organizational Vision and future scenarios to assist in strategic thinking and planning for tumultuous business environments.



### Design Academy

We conduct engaging, immersive and collaborative workshops sand knowledge sessions in diverse areas such as Design thinking, Innovation and entrepreneurship, strategic foresight and visioning creatively disruptive mindsets and culture within the organization and other emerging areas of design driven innovation.

# DESIGN THINKING #BOOTCAMP

A DESIGN ACADEMY INITIATIVE

**“3-days of applied immersive learning experience, through creative collaboration thereby driving, Innovation, transformation and customer centricity”**

## KEY TAKEAWAYS

**Enhance** your problem/opportunity discovery and identification skills

**Know** your customer/clients/stakeholders better to design user driven solutions

**Understand** how customer centric solutions are conceptualized and the impact they have

**Develop** a knack for rapid prototyping and iteration based approach

**Learn** to embrace diversity of opinions and the art of collaboration within teams of any size

**Empower** and inspire other team members to use DT to accomplish task and goals effectively

**Hands-on experience** on using tools and methods to streamline strategy and innovation using Design thinking process



## Who is it for ?

Decision makers,team leaders, managers, executives who are driving innovation and change management in all BUS and SUs across Société Générale.

## What is in it for them?

A three day in-person, hands-on workshop to enlighten, equip and empower participants to strategically innovate at individual, team and organisation level.

## DESIGN THINKING

# For Corporate Entrepreneurship

Design Thinking for corporate Entrepreneurship is a unique offering for corporate accelerators to help them in understanding the business challenges holistically. It uses various design tools and methodologies in an intensive and engaging workshop format involving business teams and startups. There are three major focus areas in these workshops.

### Problem Framing

Elaborating & framing the business challenges to bring uniformity of understanding amongst all stakeholders.

### Defining Value Proposition

Identifying the customers, their key Jobs to be done, pains & gains.

### Generating Insights

Framing the problem statement and clustering themes to create insights for designing the solution.

#### Problem Framing

#### Defining Value Proposition

#### Insight Generation

##### Objective

Elaborate and Frame the business challenge and bring uniformity of understanding amongst all stakeholders.

To Identify customer/user needs, their key jobs, pain points & potential gains.

Insight creation , Clustering themes, Problem framing, Defining 'How Might We' question

##### Activity

- Define 'AS-IS' scenario
- Identify key stakeholders
- Map challenges
- Decode market trends

Engage stakeholders to map out the value propositions on Value Proposition Canvas

Framing the 'How Might We' question to concretize the problem statement

##### Deliverables

Stakeholder map/value network map  
Customer/ Process Journey

Jobs To Be Done  
Value Proposition Canvas

How Might We Question

### What is the Catalyst Programme?

The Catalyst platform brings together innovation experts, technology startups, Fintechs, incubators, funds and academic institutions with Societe Generale business leaders to deliver practical solutions and insightful research in areas of strategic interest to the banking industry. Currently, Catalyst leverages services of DCOE in mentoring startups to solve business challenges.

25+  
start-ups  
mentored

**CATALYST**  
Powered by Societe Generale

Successful Design Engagement Partners



ASSERTION



As your partners who believe in the same **values, mission** and have the **same shared reality**,  
we will make it our business, to tackle together the hassles and challenges,  
in making your **transformational journey, a success !**



**GET IN TOUCH**

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