

# **Knowing The Unknown**

Discovering the bottom of Iceberg





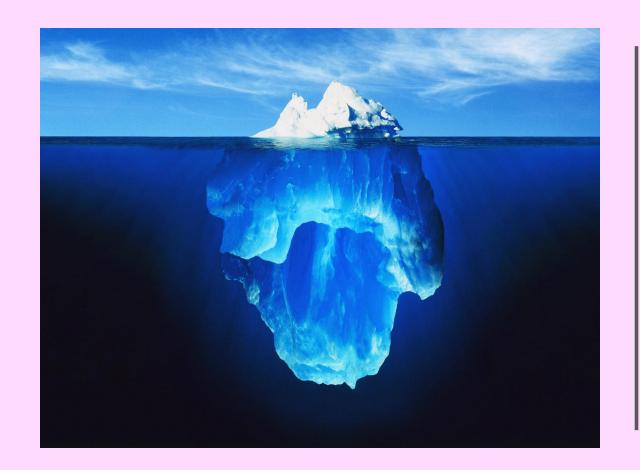


REGISTER INTO MAGIQSPARK



**FORM TEAMS** 

#### HiPoHA Setup





# Icebergs All Around

**How Many Titanics?** 

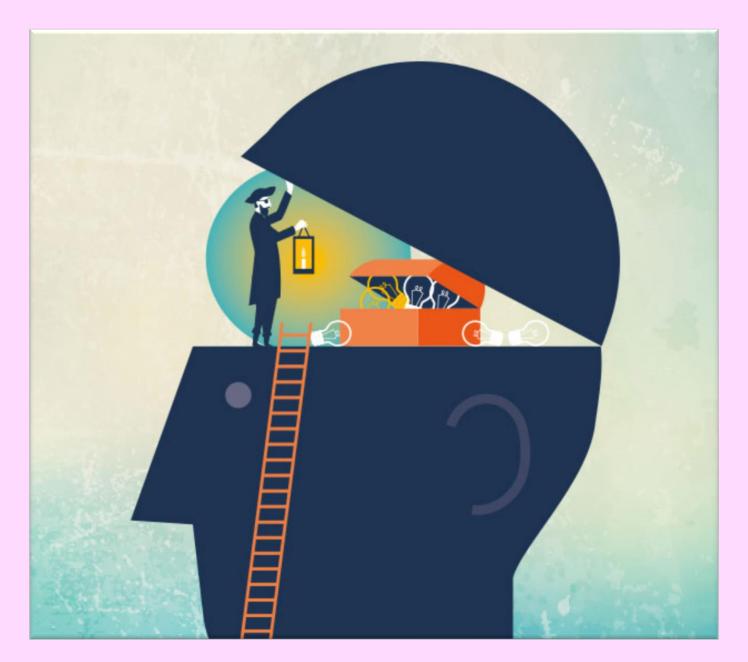
### Kata 1: Spot The COLOUR



Kata 2: Intro (2 mins)



Kata 3: Intro (2 mins)



Kata 4: What I applied? ( 3 mins)

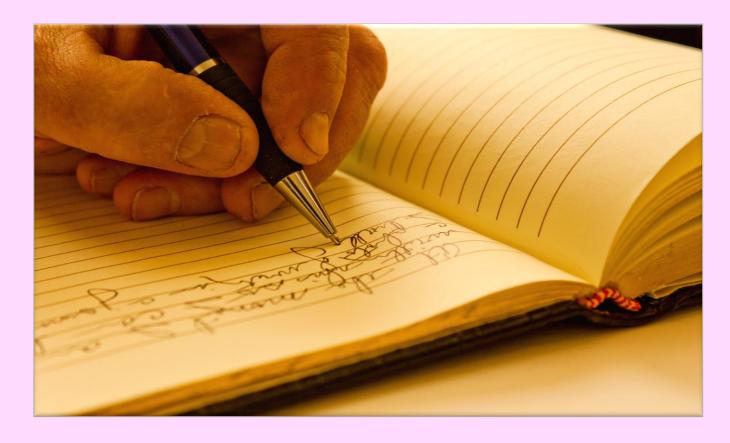


Kata 5: Why @ work? ( 3 min )





Kata 7: Journal In Magiqspark







## Kata 8: Quick Gun



#### TEXT?

# BLUE

#### **TEXT COLOR?**



#### **BOX COLOR?**



#### TEXT?



#### **TEXT COLOR?**



#### **BOX COLOR**



#### TEXT?



#### **TEXT COLOR?**



#### **BOX COLOR**



#### **TEXT COLOR?**



#### TEXT?



#### TEXT?



#### **BOX COLOR**



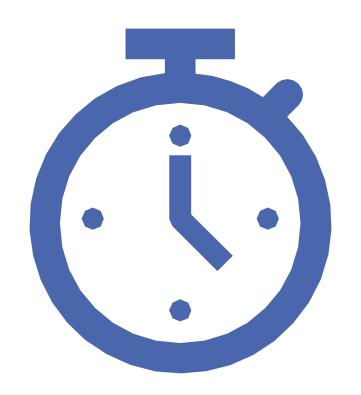
#### **BOX COLOR**



#### **TEXT COLOR?**



# Write Any Colour Quickly?







Write Any Hardware Tool Quickly?

But not a Saw or Nail © ©

#### From which Company will you place your next order?

- A product was ordered on Jan 1, 2018.
- It was ordered from 2 companies A and B.
- Company A took 40 days to complete the product with expected quality
- Company B took 100 days to complete the product with expected quality
- Both of them delivered it on Jun 1, 2018.



A. Company A

**B.** Company B

C. Not Sure

#### Ready for Results







WE DECIDE EASILY



WE DECIDE PREDICTABLY

Both my answers are missing!!







What does this mean?

# A comparison

#### Action-Result Approach

- Make \$\$ with per user in the Payroll processing -Zenefits
- ♦ Increase Revenue per foot fall – Best Buy



#### **Intention Approach**

- ♦ Make managing payroll simple Zenefits
- Customers should feel comfortable and secure Best Buy



#### COMPONENTS OF INTENTION

- What is an intention ?
  - Should have no clear results
  - Can never end





FAST (AGILE)

EASY (CONVENIENT)





FRUGAL (ECONOMIC)

**SECURE (SAFE)** 

Add a Footer

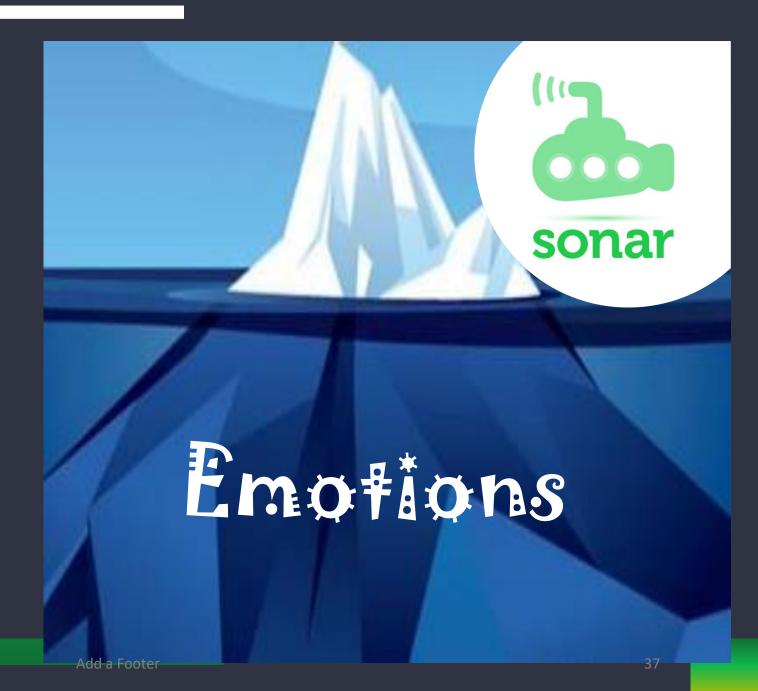
#### KATA 9

Identify the customer's intention





# REAL SIGNALS



#### GOOD CQA?

Data / Information ( Mostly Tip )

Thoughts / Opinions

Feelings (Closest To Truth)

**Intentions** 



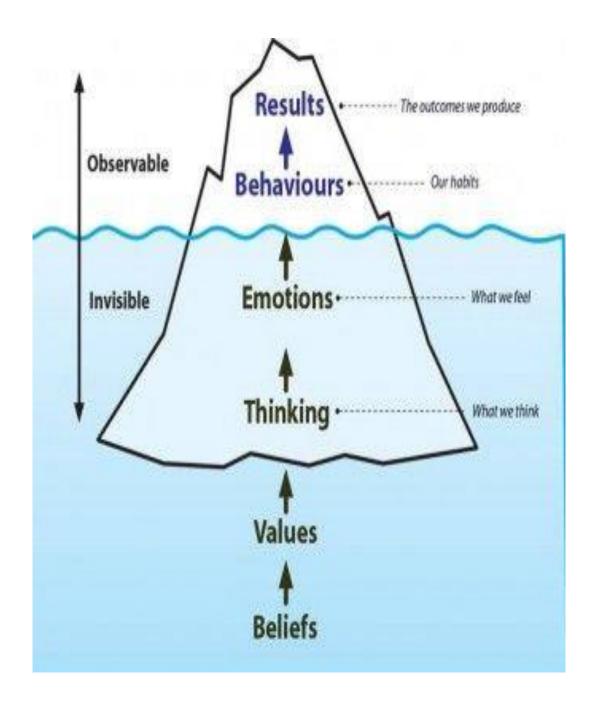


A CQA which reveals a bottom....



How to construct one?

# **KATA 10** Do A CQA



# HAPPILY DISSATISFIED

IF YOU CAN'T FLY then RUN IF YOU CAN'T RUN then WALK IF YOU CAN'T WALK then crawl but whatever YOU do YOU have to keep MOVING FORWARD

- Martin Luther King Jr.