

# Design for Meaningful Growth

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**@vijay\_chk**

February 2019





# Culture Knowledge Wealth





# Culture





# Culture



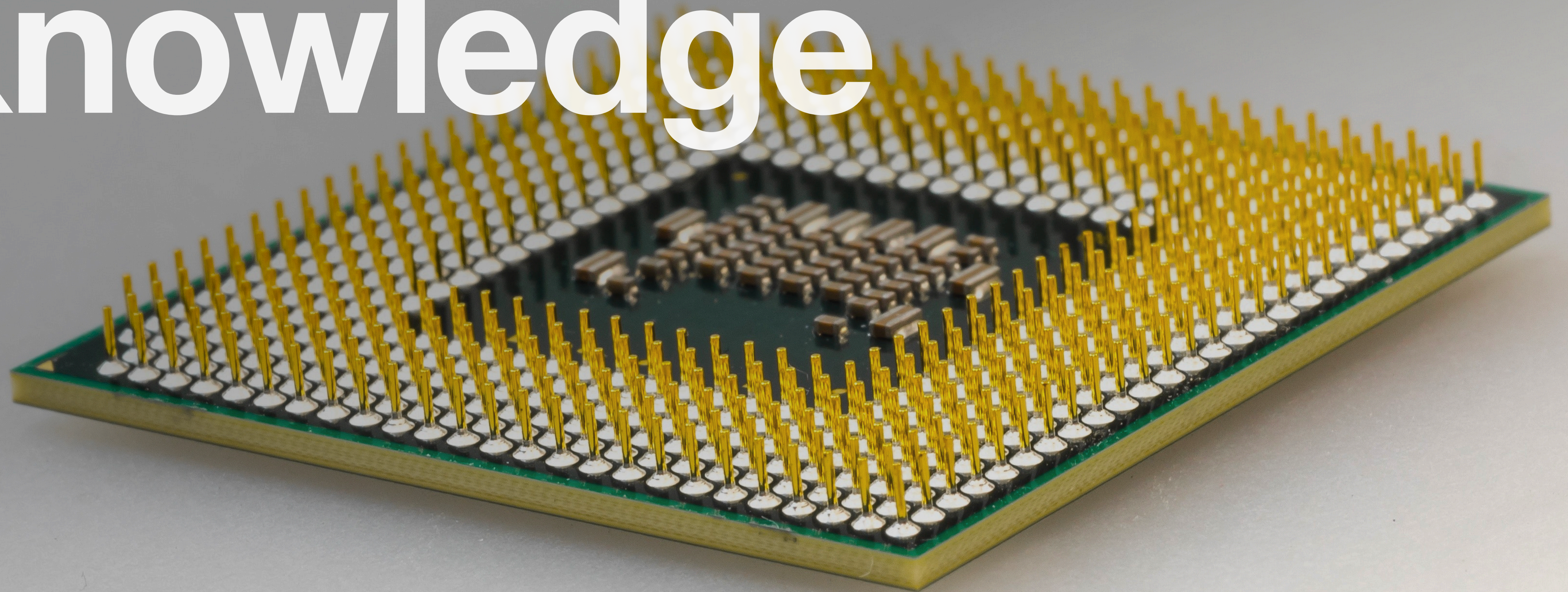


# Knowledge





# Knowledge





Wealth





10

FEDERAL

RESERVE NOTE

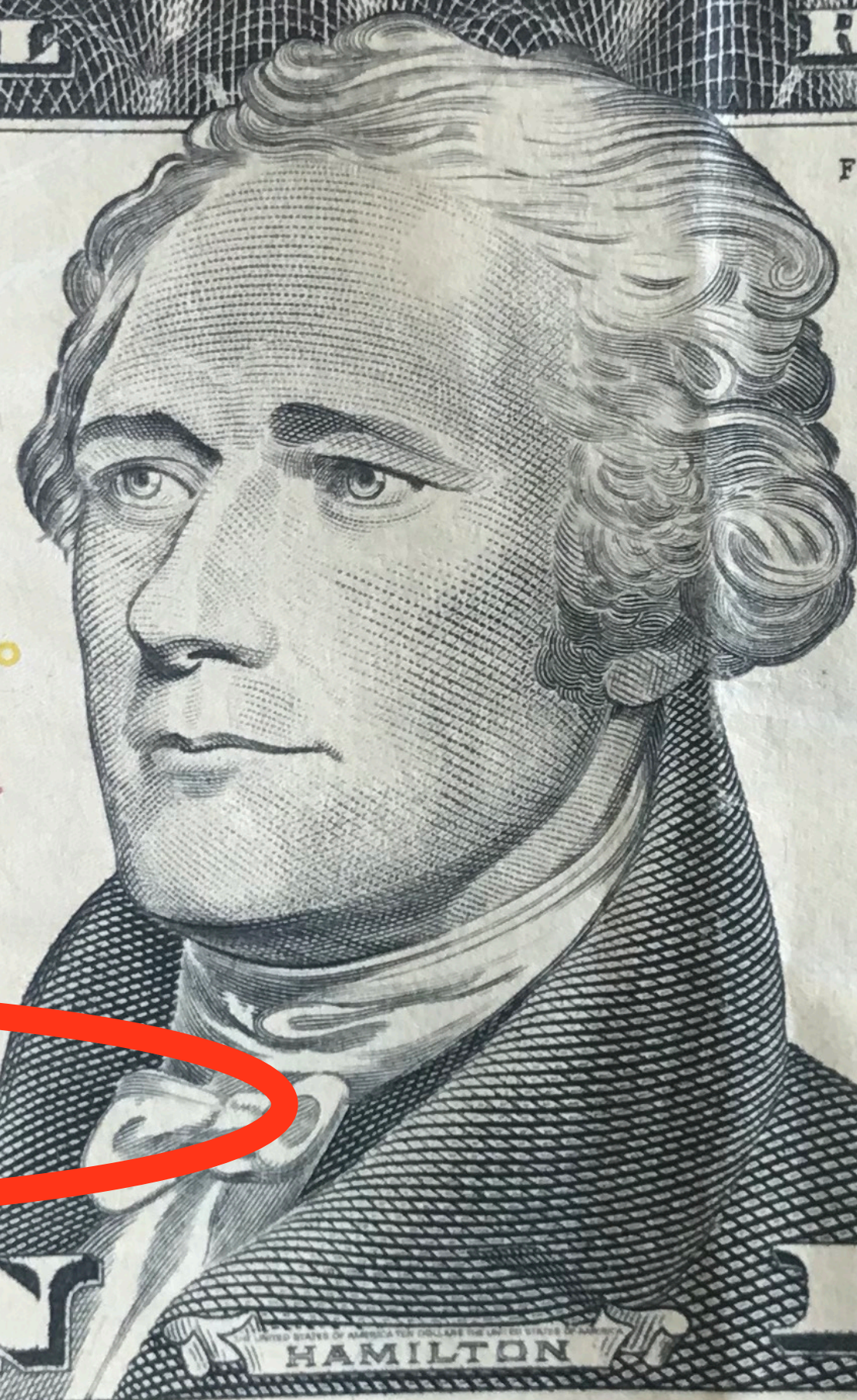
10

MF 09627141 E

FW A 135

THE UNITED STATES  
OF AMERICA

F6



We the People



MF 09627141 E

THIS NOTE IS LEGAL TENDER  
FOR ALL DEBTS, PUBLIC AND PRIVATE

SERIES  
2013

*Ross Gumatatso Rio*  
Treasurer of the United States.

*Paul J. O'Neill*  
Secretary of the Treasury.

10

10

TEN

HAMILTON

DOLLARS



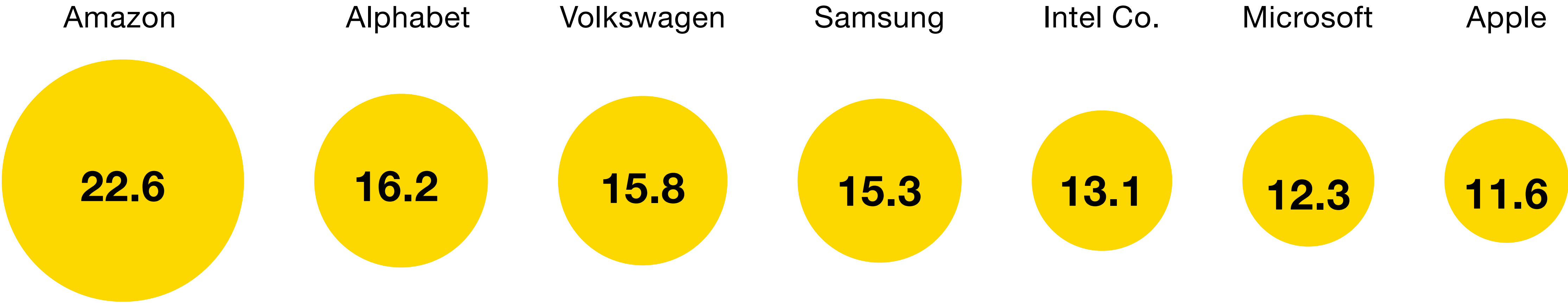
# Culture Knowledge Wealth





# Top R&D spenders

\*In billion U.S. Dollars





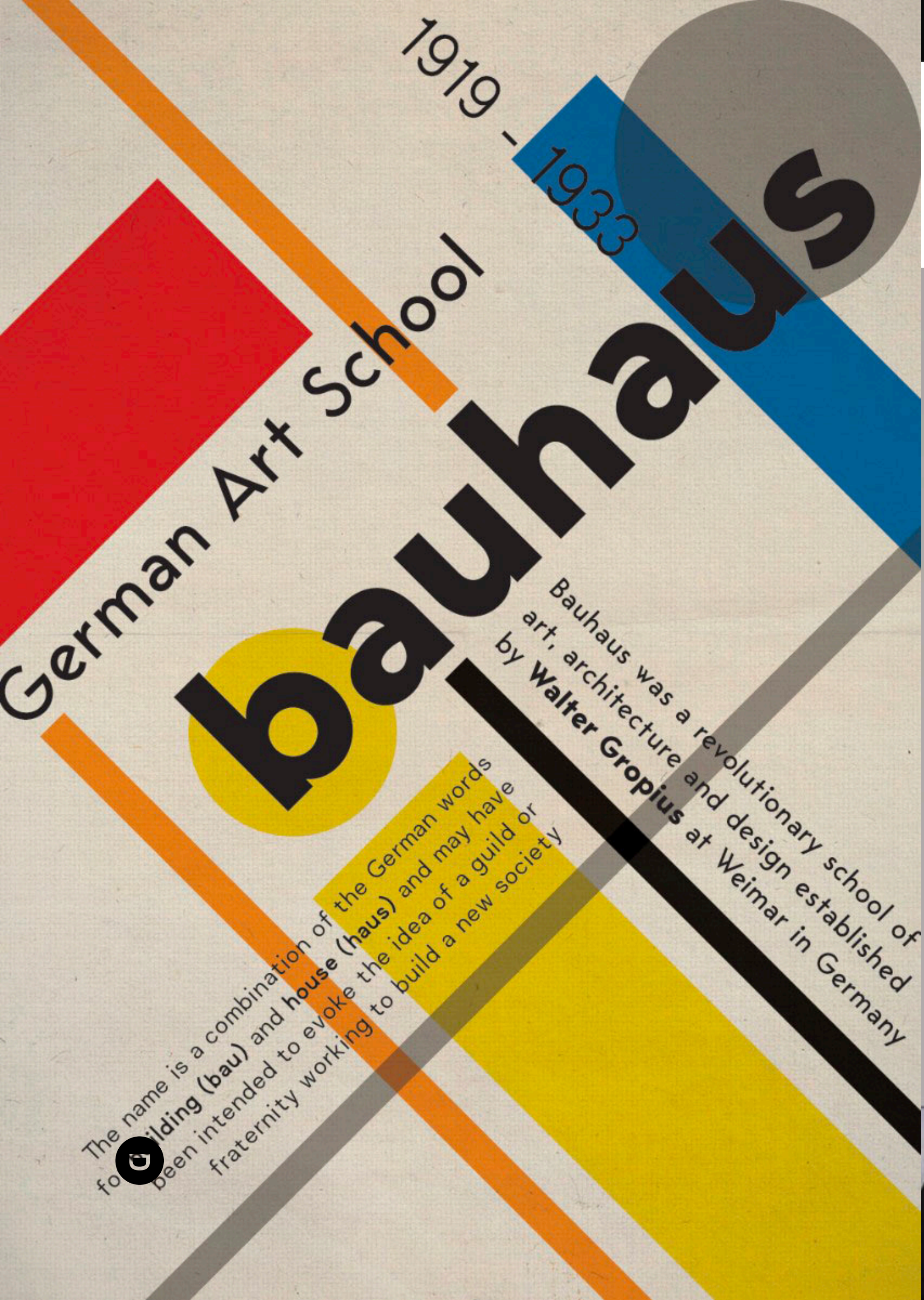
# Culture Knowledge Wealth











# Dieter Rams: The legendary designer who influenced Apple





**futura**

**1924 - Paul Renner**

Paul Renner – born 9.8.1878 in Wemding, Germany –  
Germany, died 25.4.1956 in Hidingen, Germany –  
graphic artist, painter, type designer, author, teacher.  
Publication include: "Typographie als Kunst", Zurich  
1932; "Die Kunst der Typographie", Berlin  
1948; "Das moderne Buch", Lindau 1946; "Vom  
Geheimnis der Darstellung", Frankfurt 1955.  
Philippe Luidl (ed.) "Paul Renner", Munich 1978.

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
12345678901@#%&\*!()  
**EXTRA BOLD - extra bold oblique**

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
12345678901@#%&\*!()  
**BOLD - bold oblique**

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
12345678901@#%&\*!()  
**HEAVY - heavy oblique**

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
12345678901@#%&\*!()  
**MEDIUM - medium oblique**

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
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**LIGHT - light oblique**

**1927** – COMMERCIAL RELEASED IN LIGHT,  
REGULAR, AND BOLD WEIGHTS.

**1930** – EXPANDED TO SEMI-BOLD, BOLD CONDENSED,  
LIGHT OBLIQUE, REGULAR OBLIQUE WEIGHTS.

**1932** – BOOK WEIGHT ADDED, UNTIL NOW  
REACHED 20 FACES OF FUTURA

**1950's to 1960's** – COMMONLY USED IN  
HEADLINES AND SUBHEADS IN ADVERTISING.

**1969** – CHOSEN AS THE TYPEFACE FOR THE  
COMMEMORATIVE PLAQUE TO BE LEFT ON THE  
MOON BY THE APOLLO 11 ASTRONAUTS.





# Designing intensions





# Curate Culture

# Facilitate Collaboration



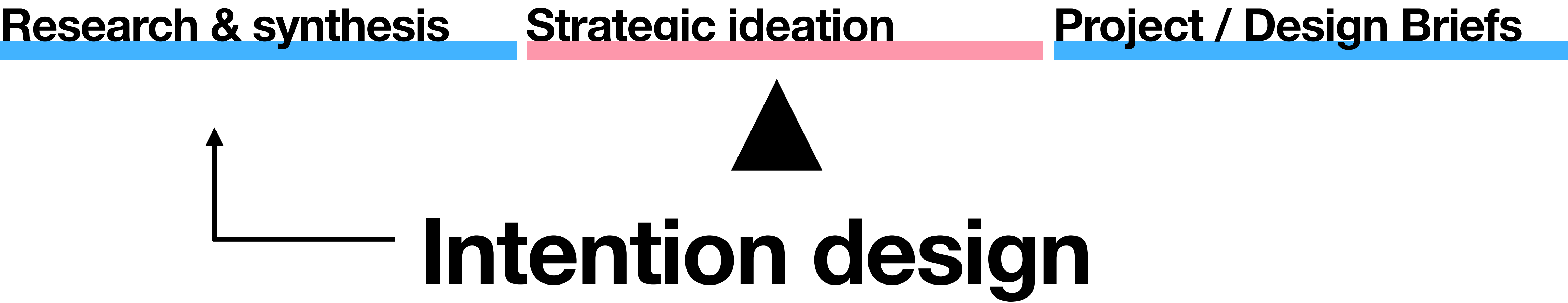


# Intention Design Framework.



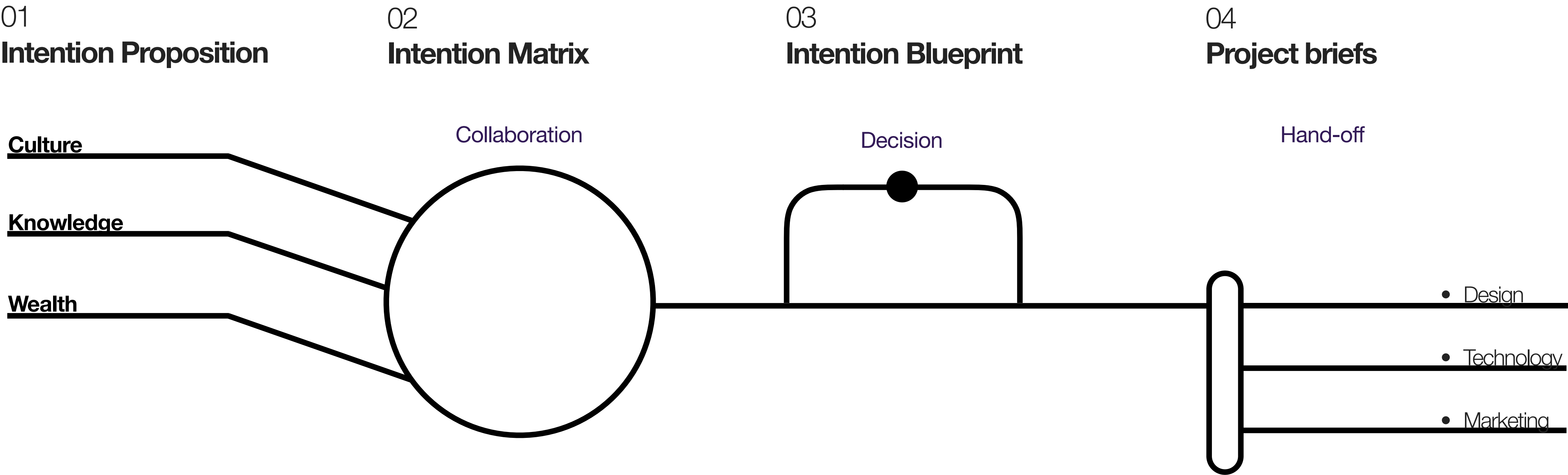


# When to use?





# The sequence





# Intention Proposition

01





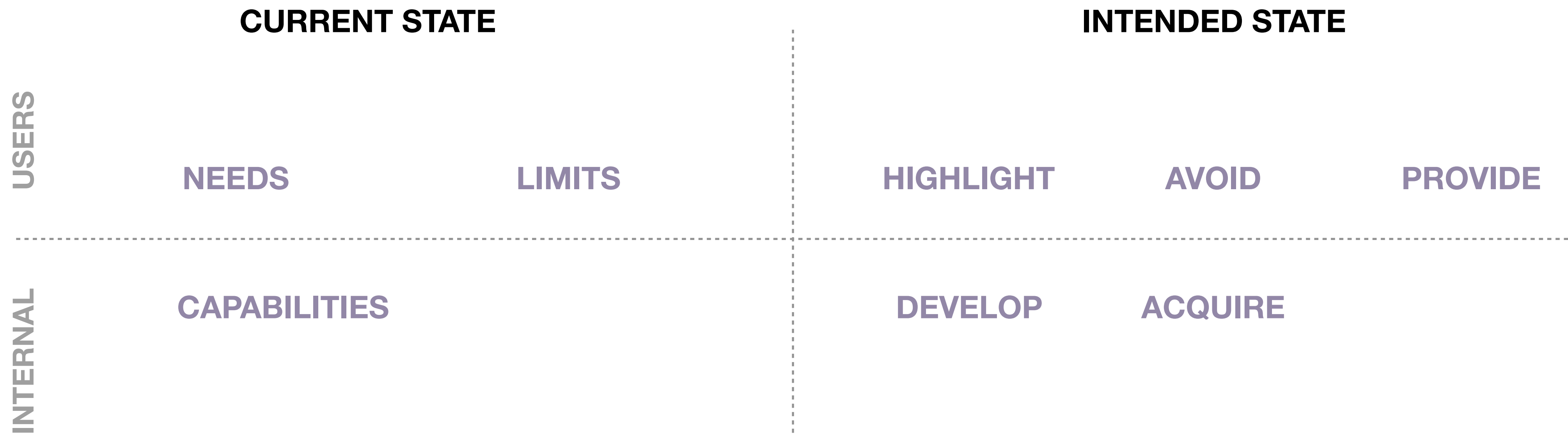
# Culture

	CURRENT STATE		INTENDED STATE		
USERS	CHARACTERISTICS	ISSUES	CELEBRATE	CHANGE	INTRODUCE
INTERNAL	CHARACTERISTICS	ASPIRATIONS	CELEBRATE	CHANGE	INTRODUCE





# Knowledge





# Wealth

	CURRENT STATE		INTENDED STATE	
USERS	DISPOSABLE	WILLINGNESS	PRICING	SIZING
INTERNAL	AVAILABLE	BUDGET	COSTS	GOALS





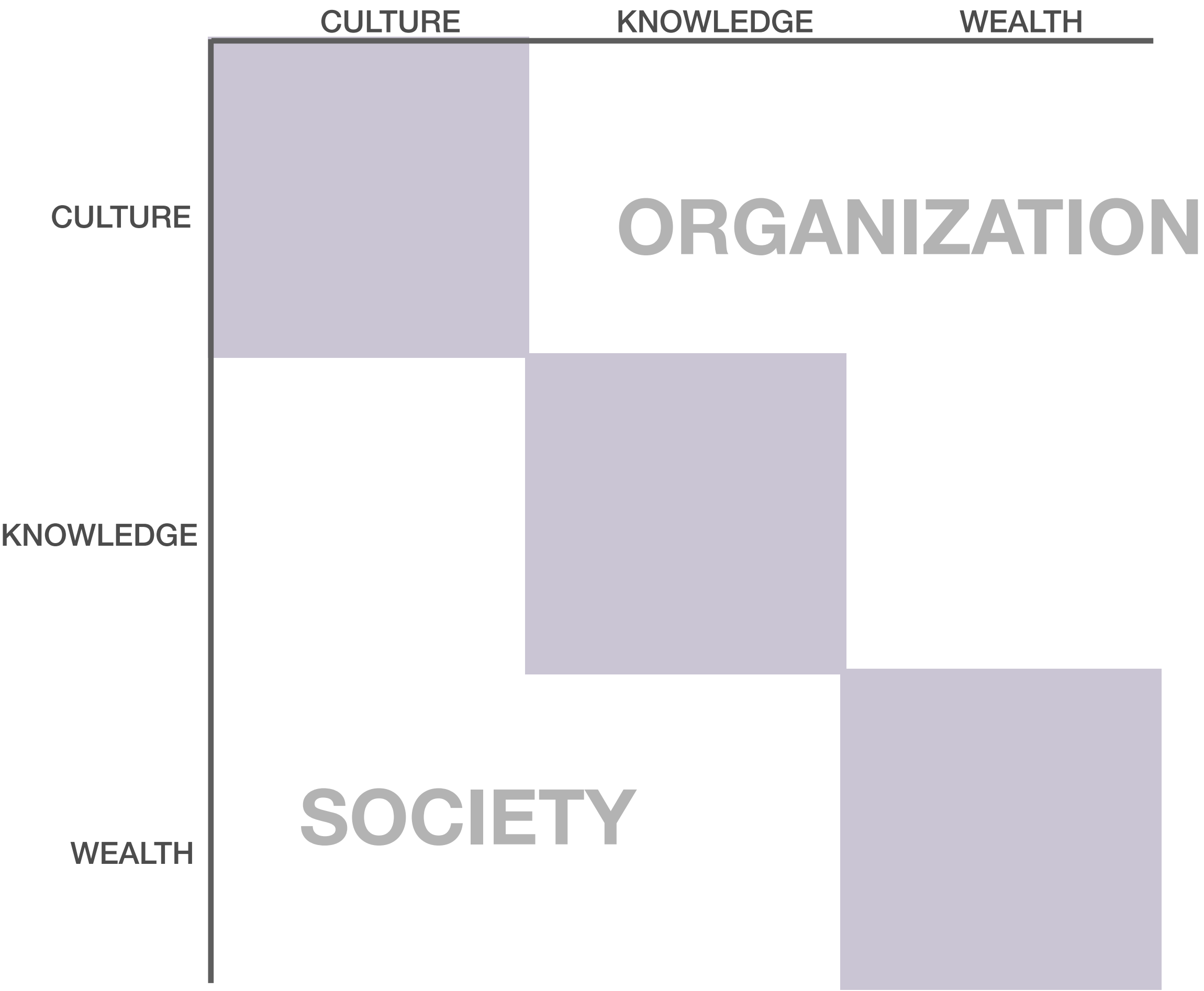
# Intention Matrix

02



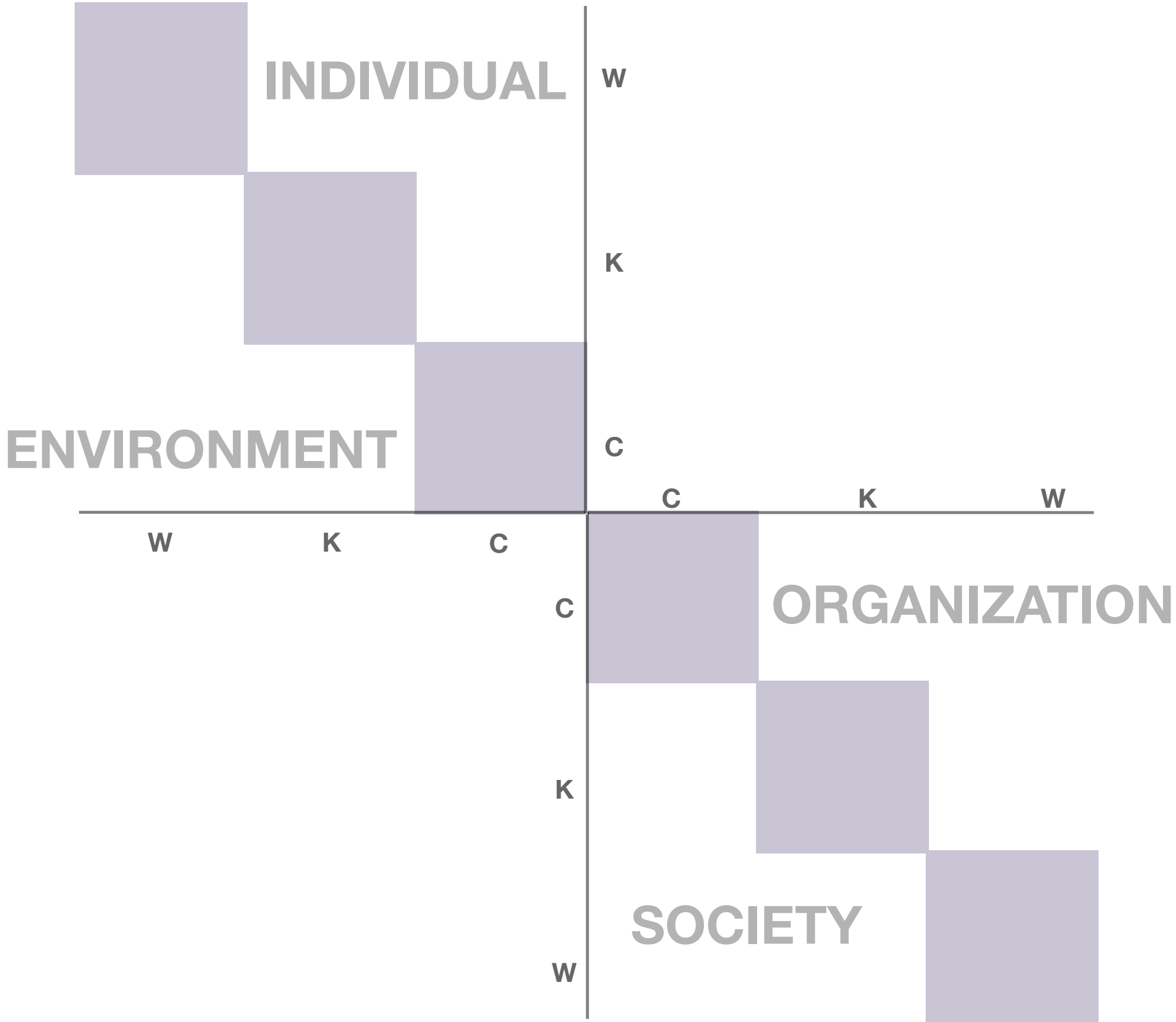


# Intention Matrix





# Intention Matrix



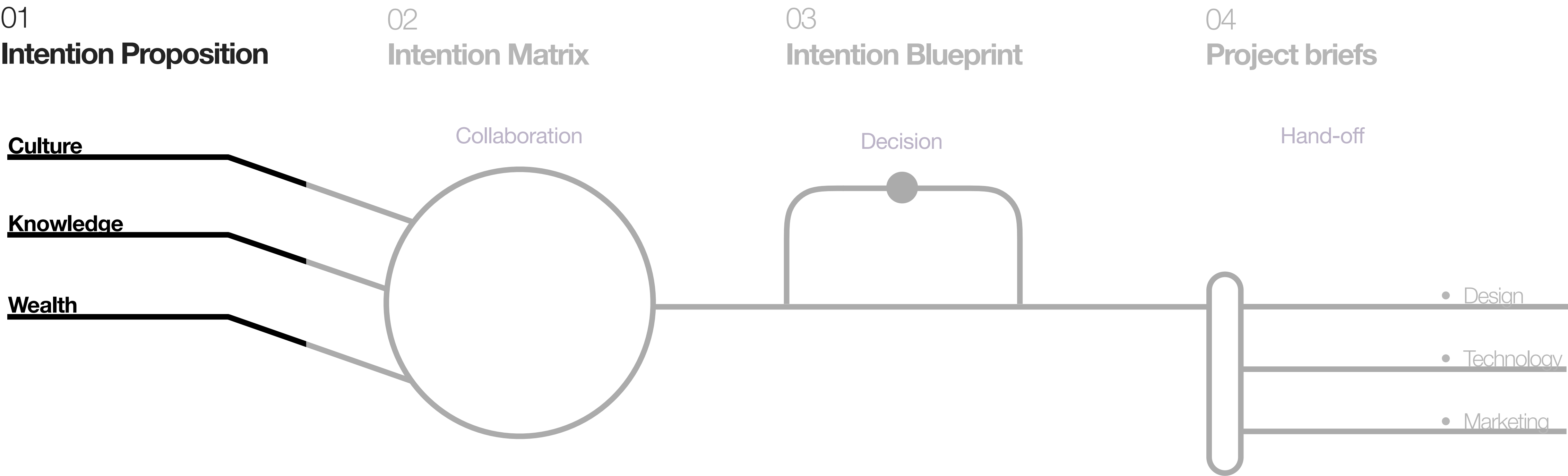


**More coffee, more \$  
App - more users  
Data. Data. Data**





# The sequence





# Culture

## CURRENT STATE

## INTENDED STATE

### CHARACTERASTICS

### ISSUES

### CELEBRATE

### CHANGE

### INTRODUCE

USERS





# Knowledge

## CURRENT STATE

INTERNAL



CAPABILITIES

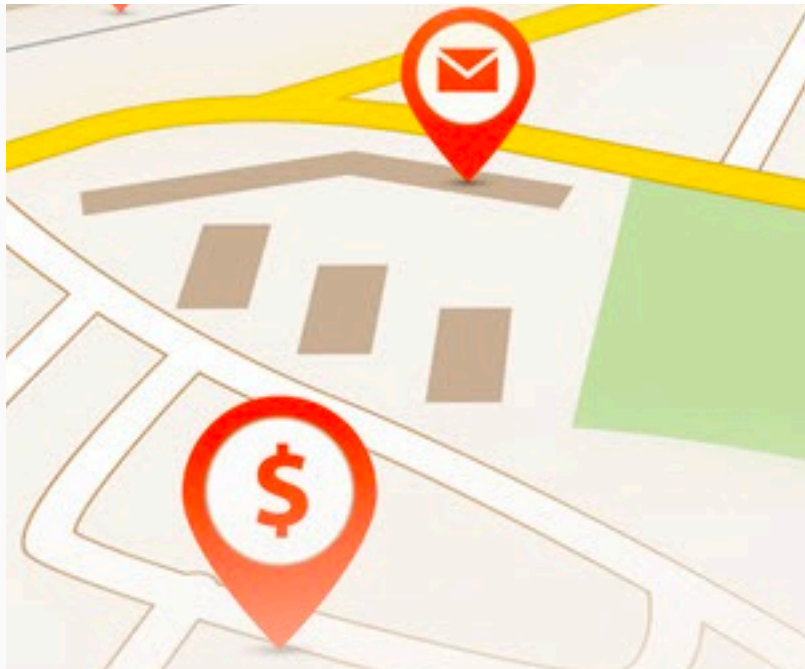
## INTENDED STATE



DEVELOP



ACQUIRE



PROVIDE





# Wealth

## CURRENT STATE

## INTENDED STATE

USERS

DISPOSABLE

WILLINGNESS

PRICING

SIZING

Balance Sheet			
For the year ended December 31 (in thousands)			
	2017	2016	2015
<strong>ASSETS</strong>			
Investments			
Bonds	\$339,322	\$320,349	\$303,002
Stocks	40,369	33,849	22,589
Real Estate	2,974	4,107	4,304
Cash & Short-Term Investments	11,513	14,078	21,612
<strong>Total Investments</strong>	<strong>394,178</strong>	<strong>372,383</strong>	<strong>351,507</strong>
Net Premiums Receivable	55,070	50,491	45,976
Reinsurance Recoverables	1,497	667	266
Accrued Investment Income	2,757	2,609	2,549
Other Assets	25,437	26,635	25,219
<strong>TOTAL ASSETS</strong>	<strong>\$478,939</strong>	<strong>\$452,785</strong>	<strong>\$425,517</strong>
<strong>LIABILITIES</strong>			
Unpaid Losses	\$82,435	\$83,868	\$78,143
Unpaid Loss Adjustment Expenses	20,459	19,981	18,828
Unearned Premium Reserves	104,132	97,168	91,194
Ceded Reinsurance Payable	770	744	258
Other Liabilities	36,144	33,398	35,713
<strong>TOTAL LIABILITIES</strong>	<strong>243,940</strong>	<strong>235,159</strong>	<strong>224,176</strong>
<strong>SURPLUS</strong>			
Policyholders' Surplus	234,999	217,626	201,341
<strong>TOTAL LIABILITIES &amp; SURPLUS</strong>	<strong>\$478,939</strong>	<strong>\$452,785</strong>	<strong>\$425,517</strong>



AVAILABLE

BUDGET

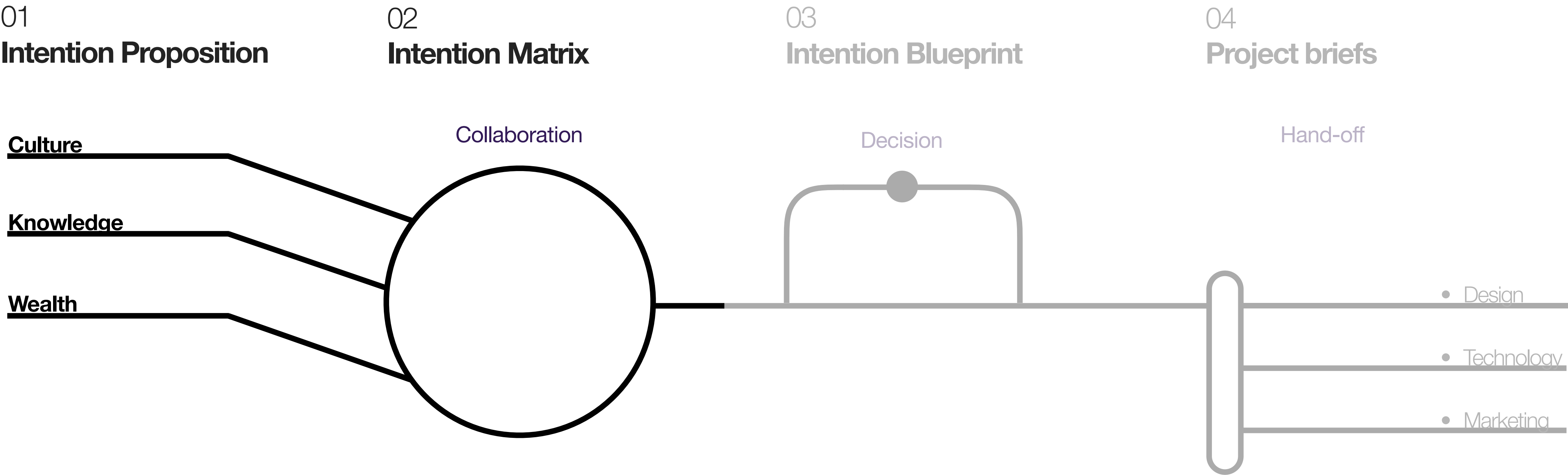
COSTS

GOALS





# The sequence





# Intention Matrix





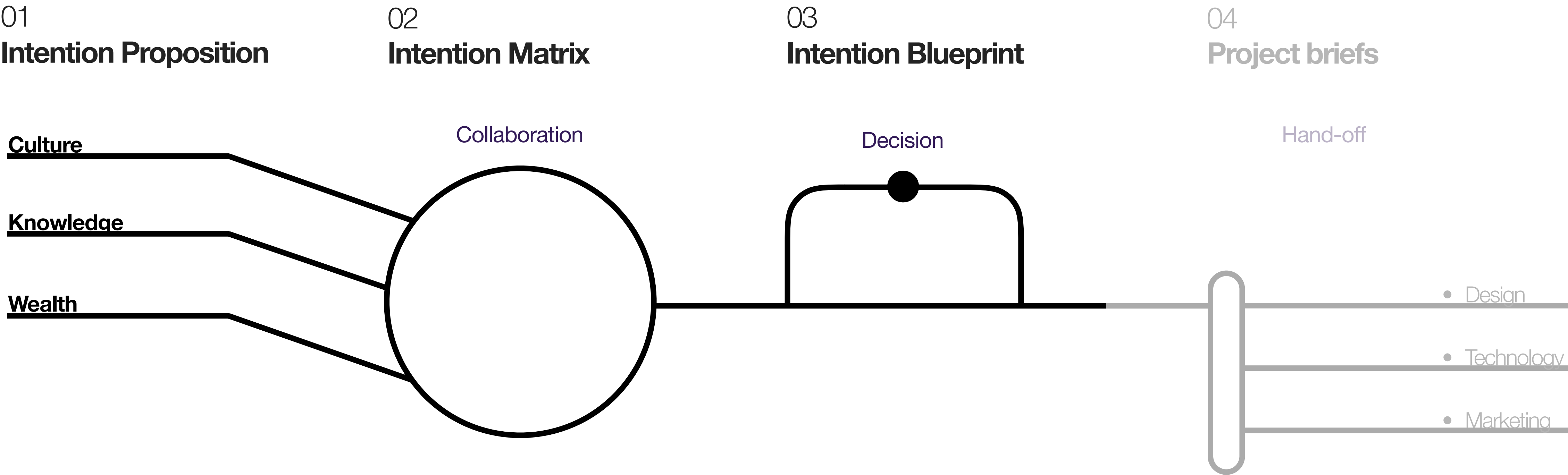
# The Intention Blueprint

03





# The sequence





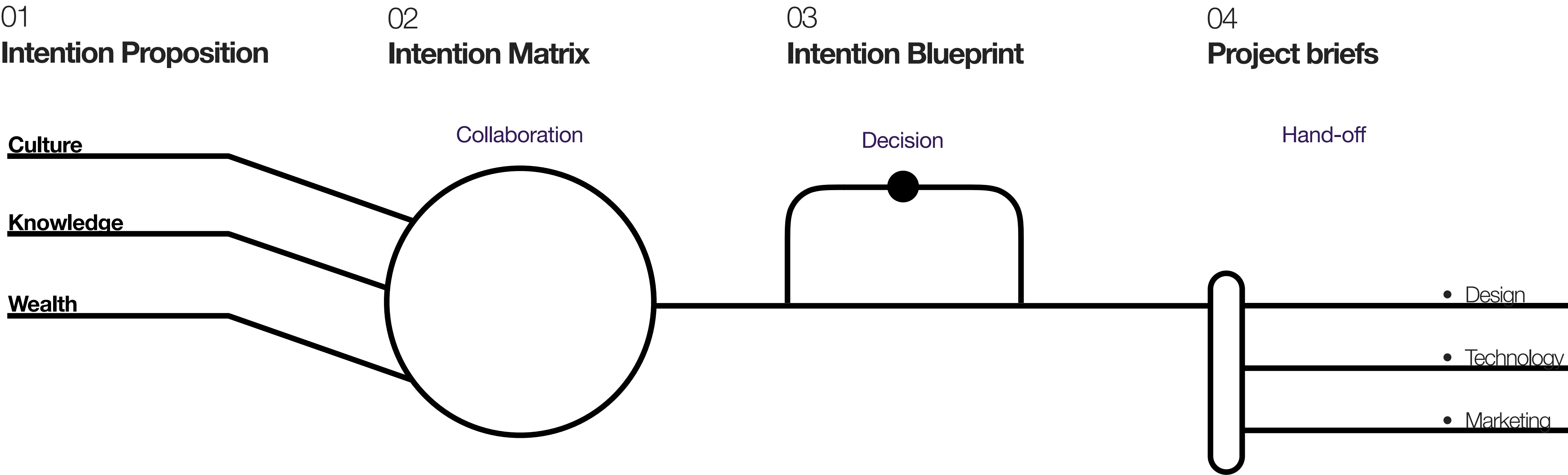
# Intention Blueprint

CURRENT STATE		INTENDED STATE	
EXTERNAL	KNOWLEDGE		
	CULTURE		
	WEALTH		
INTERNAL	KNOWLEDGE		
	CULTURE		
	WEALTH		

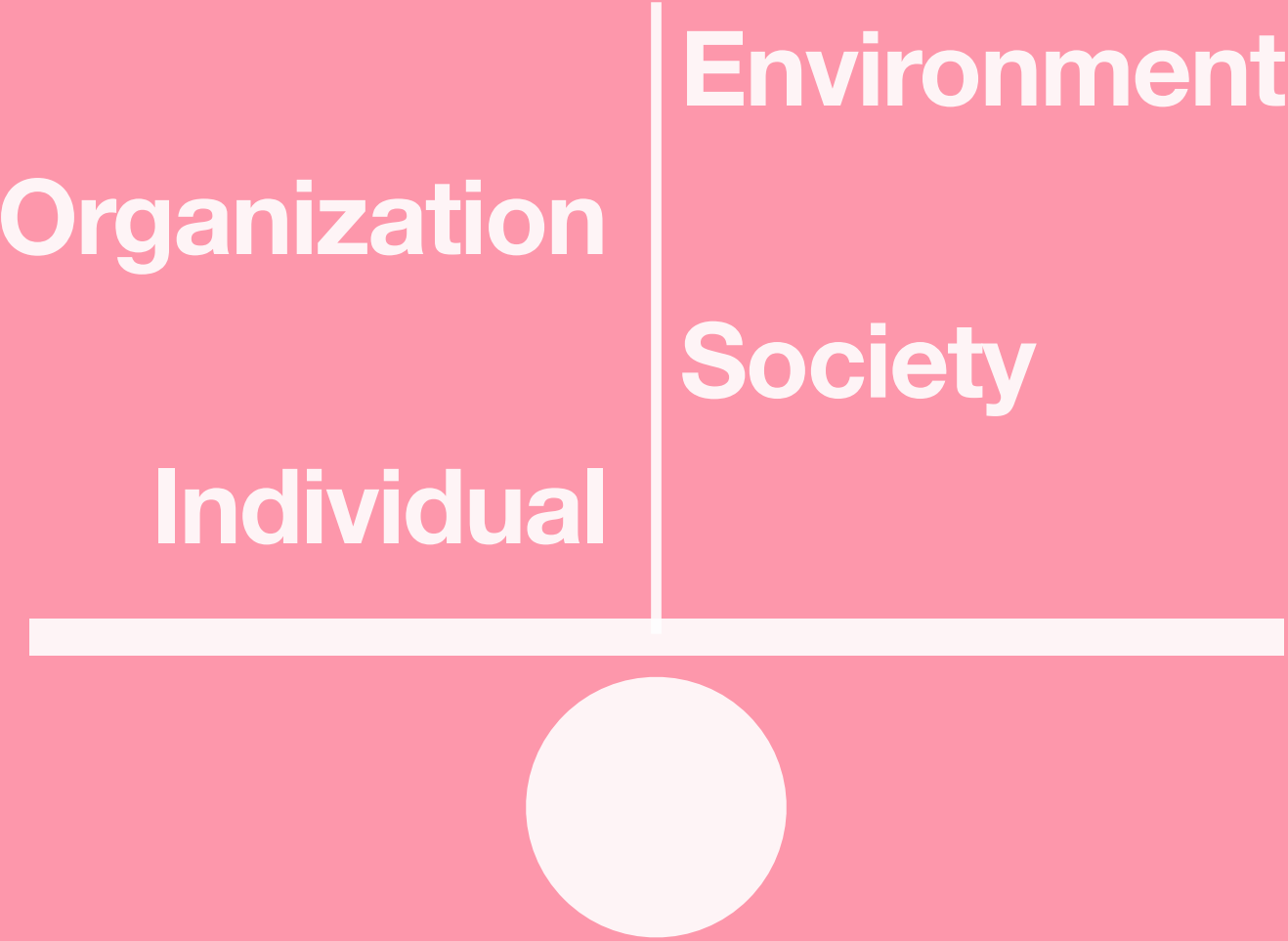




# The sequence









# Design for Meaningful Growth

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February 2019





# Designit<sup>®</sup>

a wipro company

**Hello!**

We are Designit,  
a strategic design firm.

