

Design Engineering

Gandhi ji experimented with truth and non violence for a purpose. My letters, Table Tops, Wallpapers and other designs are all for a good intention, which is - To inspire the unthinkable in human minds and to work for the common good - To make this world noble!

A wise man once said, “From Einstein, to Gandhi to Mother Teresa, everyone had 24 hours in a day.” It is up to us how we make use of our life, our abilities.

Why should we not dream? It connects us to a vision and gives direction to our life. Buddha said “We are what we think”. Thinking leads to action and action makes future; therefore quality of our future is directly proportional to quality or excellence of our thinking

Asking questions is reasoning and rational thinking but asking question is not always to find answers. Sometimes questions may appear stupid but to idea is to explore, to see where this thinking could lead us to. Ideas shape into life like pottery makes pots. There is nothing is more practical than good theory!

Innovation Designs Win Hearts and Minds: Do you think today's youth can be governed, ruled or managed by a fear and stick? Why should we bound or limit them? And teach them to do only what we think is right? Youth is smart and becoming increasingly more powerful. Earlier it was easier for a Manager or a Teacher to become Guru because he was the easiest, most reliable source of Information. Today, we have TV, Internet, Cell phone which makes youth better informed, smarter and hence it is more important for Managers to have strong personalities and as a Brand Characters to interact with other people, get insight into their mind and make relationships with them. How else can one instill moral values or social or company's culture into their hearts? Right?

We are in age of Visual Literacy. Design is Visual Language. A picture speaks a thousand words. Learning or Understanding by design is easy and impactful. They make direct approach, use lesser words and present what is logical, simple, memorable, easily understood and give an emphatic impression.

Future is engineered by design. Remember Da Vinci? Design talk about present and what future can be. Designs organize people in one direction. Designs offer a hope, a vision, a direction. Designs are visual literacy. They are direct and easily memorable. They make immediate impact.

What are the Constituents or Components of any culture or work environment? Answer: Ethics, Rituals, Values, Morals, Principles, Idols, Leaders, Information, Music, Dance, Literature and Art. Designs that gives overall picture, or an agreement a Yoga a combination or a unification of these different culture components is the best timeless design. These designs could be for a wallpaper to a larger canvas of construction design, naming a refinery or creating a nation.

Change Management through Design Improvement in Work System: First step is to do the diagnosis. Edward De Bono observed noted that in cerebral diagnosis, we first collect all the relevant information, then we list all the possibilities and then third is to eliminate the possibilities –

what is left is the possibility that cannot be eliminated. Purpose is to recognize the standard situation which has encountered earlier and the disease is identified or named.

Making Vision and Mission Design Pillars: When we are innovating, first is to bring an agreement between the people, because we are heading towards situation we have never experience before. Therefore we need designs as support basis. These thinking design pillars are prepared by repeatedly asking or pondering on questions starting with what, why when where and how.

Essential Design Components: Elements of universality (In words of Vivekananda) or elements of ultimate truths (In Words of Edward De Bono) or Religion (In words of a common man) brings in familiarity, positivity, and help people relate based because of their past and also give them a new experience. Design may not be highly creative but must be able to create a magical effect that is simple, memorable and easy to relate to.

Edward de Bono says, "Definition of Creativity is Unexpected Effectiveness!" By this definition creativity is not God Gift but an intelligent design. Very Interesting!

Religious Intelligence in Design: Now my concern here is that in this effectiveness may only be temporary and may not be true or applicable for long term. Therefore it is essential to use designs or messages from books of religions or God men gives a universal and long lasting truth. It is most important to make a correct interpretation of ideas in design. Edward De Bono calls, such designs are like ISO or CMM marked. They are like appliances with, "Compliance with universal intelligence, safety, security, protection and acceptable standards."

Design for Work Culture: A Design clearly states the position and everyone in the organization from cleaner to the chairman can relate to it. It makes a good starting point to take things forward. It also integrates top management integrate Top down and bottom top approach, as this means Higher and Direct Employee Participation.

Designs as Work System Backbone: Designs for work culture create an environment of work commitment, trust and satisfaction. They help us create change management in the company. They give direct messages which save us TIME, COST and EFFORT but also about are highly impactful.

Increased Maturity and Internal Branding: Designs help make work system more mature. Designs help make proactive moves, they are the intangible benefits or incentives in an organization. A well thought design distribution and implementation and greatly help in achieving organization's HR and Marketing objectives.

Yours sincerely,
Engineer of India

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