



CREATIVE AGE FOR SDGS

Accelerating Growth of MSMEs in the Philippines





CREATIVE RESILIENCE IN A DYNAMIC WORLD

Module 3

by Mark Meily & TJ Parpan





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Award -Winning Filmmaker, *Crying Ladies, Baler*
New Media Educator, *Thames, Benilde, Enderun*
Entrepreneur, *Mylo, Kindmind, Spark Films*
Institute Director, *Asia-Pacific Film & Media
Institute, Myanmar*
President, *Directors' Guild of the Philippines*
Blue Trophy Awardee, *French Embassy*

1. YOUR CUSTOMER IS HUMAN

2. HUMAN-CENTERED DESIGN

3. WHO IS YOUR CUSTOMER?

4. THE INDUSTRY'S FUTURE

5. THE ROLE OF TECHNOLOGY

6. RESILIENCY x LEADERSHIP

YOUR CUSTOMER

YOUR BUSINESS

recommendation

PERSONA BUILDING
demo, psycho, techno

MARKET SCAN
pestel, porter's, cone

CUSTOMER
JOURNEY MAP
steps• pain points• touchpoints

DIGITAL TOOLS
and FUTURE
SCENARIOS

MOTIVATORS and
the JTBD

RECOMMENDATIONS
new products, services, streams
customer segments

SLIDE
PRESENTATION
per team



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President, New Leaf Multimedia Outsourcing, Inc.

Senior Consultant, Management Strategies

Consultant, Acumen Strategy Consultants

Member, Association of Professional Futurists

Executive Leadership Accelerator Programme,

Hyper Island APAC

Foundations of Action Learning

Designing Engaging Online Learning Experience,

Akadasia Singapore

Former Board Director, IMMAPP, 4As

Former Managing Director, Thames International

Business School

Former Facilitator, Dentsu Network Asia College

Founder & MD, DentsuINDIO

PART I.

YOUR CUSTOMER
IS HUMAN

VUCA

- V → VOLATILE
- U → UNCERTAIN
- C → COMPLEX
- A → AMBIGUOUS

VUCA

VS

BANI

A NEW ACRONYM TO DESCRIBE THE WORLD



WHERE DOES CREATIVITY

FIT IN A BANI WORLD ?

THE VALUE OF CREATIVITY

- Creativity is the driving force that allows us to **find, experiment, innovate, and invent** as means for finding solutions generating positive change.
- **Resiliency** is the capacity to withstand or to recover quickly from difficulties



WHEN IS SOMETHING..



RAISE QUESTIONS

-Andy Warhol

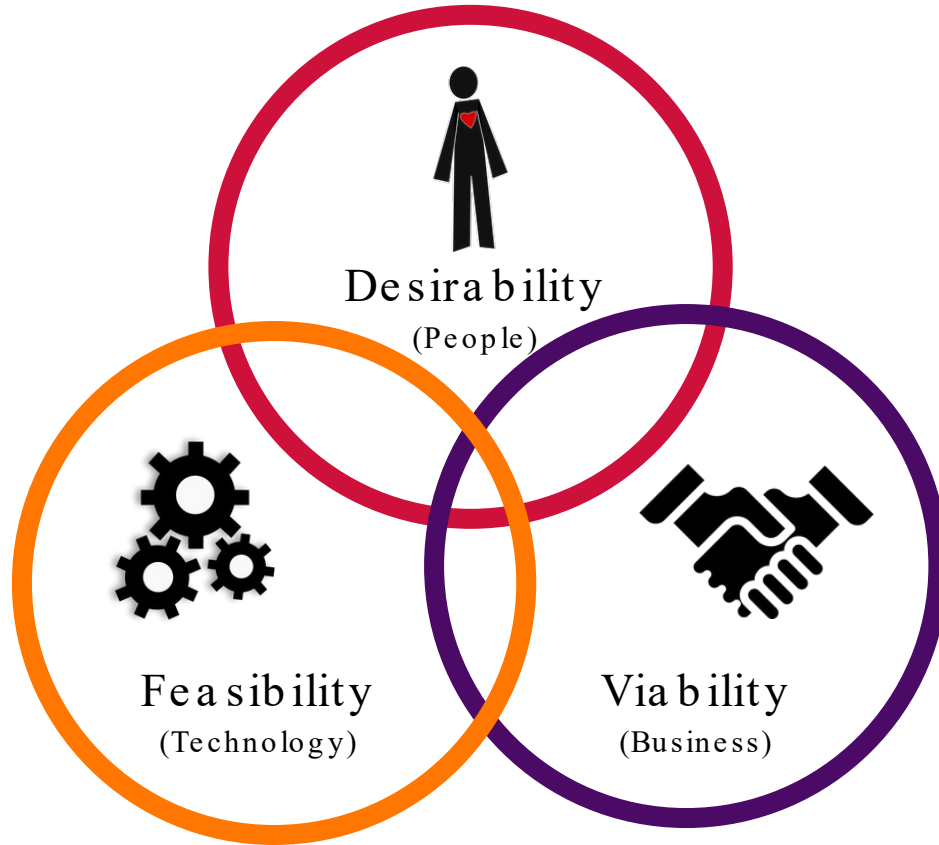
ART VS DESIGN



FIND SOLUTION

PART II.

HUMAN-CENTERED DESIGN



REASONS BUSINESSES

FAIL

1. Not satisfying a need
2. Bad business plans
3. Lack of financing
4. Bad location
5. Inflexibility
6. Rapid expansion



THE MUSEUM OF FAILURE

The Museum of Failure is a collection of failed products and services worldwide.

The museum has over 200 items and new artifacts are added every year.

Innovation needs failure. All progress, not only technological progress, is built on learning from past failures and mistakes



GOOGLE GLASS



MOVIE PASS



AMAZON DASH



GOOGLE SONY
REMOTE



VALKEE HUMAN
CHARGER



DivX



NIKE
MAGNETO

NOT DESIRABLE

NOT FEASIBLE

NOT VIABLE

WHY DO YOU
THINK THEY ARE
NOT DESIRABLE?

WHY DO YOU
THINK THEY ARE
NOT FEASIBLE?

WHY DO YOU
THINK THEY WERE
NOT VIABLE?

PART III.

WHO IS YOUR CUSTOMER?

THE 3-i's of Creative
BUSINESS BUSINESS AIM TO...

INSPIRE

INFORM

INTERTAIN

THE TOP HUMAN MOTIVATORS- WHY CUSTOMERS DO WHAT THEY DO

FEEL SPECIAL

HAVE CLOSURE

SAVE THE WORLD

CONVENIENCE

MASTERY

PURPOSE

TO BELONG

BE CONFIDENT
ABOUT THE
FUTURE

FEEL SECURE

BE THE BEST
IN THE WORLD

FEEL
AUTONOMOUS

FEEL A SENSE
OF ADVENTURE

BE THE PERSON
I WANT TO BE

BE LIKE THE
PERSON I
LOOK UP TO

FEEL A SENSE
OF WELL BEING

BUSINESS GOALS

**REDUCE
BUSINESS
COSTS**

**GENERATE
LEADS**

**RETAIN
CUSTOMERS**

**CREATE
SOCIAL VALUE**

**GROW
COMMUNITY**

**INCREASE
CUSTOMER
SATISFACTION**

**DEVELOP
BUSINESS
PARTNERSHIPS**

**IMPROVE
MARKETING
ROI**

**GROW
CUSTOMER
NUMBERS**

**BUILD
BRAND VALUE**

**IMPROVE
CUSTOMER
SERVICE**

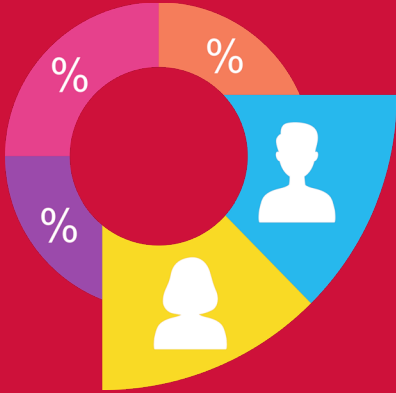
**ATTRACT
STAFF**

**INCREASE
REVENUE**

**RECRUIT
ADVOCATES**

**LAUNCH
NEW PRODUCTS**

PERSONA BUILDING



DEMOGRAPHIC

Age, Social Status, Gender, Education, Income



PSYCHOGRAPHIC

Attitudes, Interests, Education, Income, Values, Beliefs



TECHNOGRAPHIC

Technology Adoption, Preference, Creation, Consumption

ACTIVITY 1. PERSONA BUILDING


PERSONA CANVAS

Persona type _____ Author _____ Date _____



Drivers & Motivators

FEEL SPECIAL	PURPOSE	SAVE THE WORLD	HAVE CLOSURE	MASTERY
CONVENIENCE	TO BELONG	BE CONFIDENT ABOUT THE FUTURE	FEEL SECURE	BE THE BEST IN THE WORLD
FEEL AUTONOMOUS	FEEL A SENSE OF ADVENTURE	BE THE PERSON I WANT TO BE	BE LIKE THE PERSON I LOOK UP TO	FEEL A SENSE OF WELL-BEING














 Jennifer Batoctoy Name _____ 27 years old Age _____ Call Center Agent Occupation _____ Internal trigger Anything Korean Technology used/Fave apps _____	Motto sa Buhay	Personality Traits	What I do in my free time
	Goal in Life	Idols sa Buhay	Pain Points
Drivers & Motivators	Touch Points- Media, Platforms, Places Frequented, Communities		

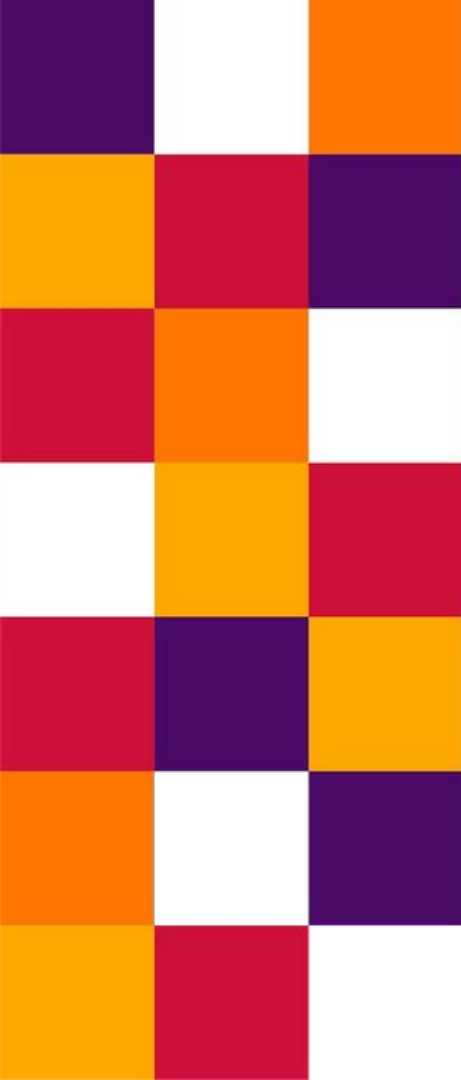
jeanresurreccion@dti.gov.ph

CUSTOMER JOURNEY MAPPING

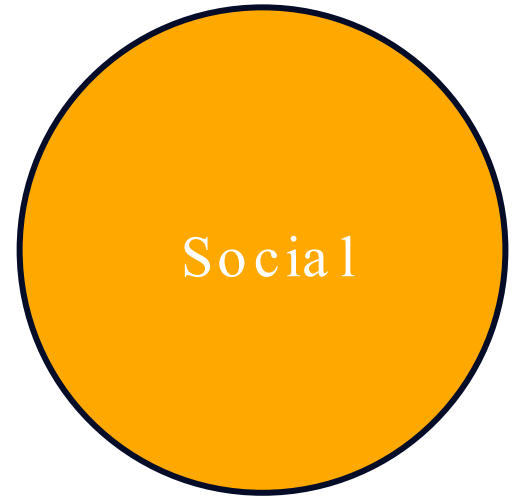
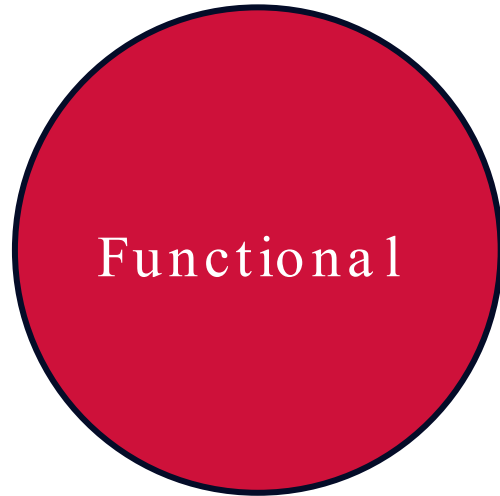
- What's a typical Day, Week, Month, Year to your Customers? Let's map it!
- When do they make purchases like your product or require your service? Let's map it!
- What Pain Points do they encounter in making these transactions? Let's map it!
- What Touchpoints are there where we can connect with them? Let's map it!

ACTIVITY 2. MAP YOUR CUSTOMER'S JOURNEY?

Stage	Awareness	Consideration	Decision		Delivery			Loyalty	
Customer actions	Create awareness through marketing	Conduct competitor analysis	Place item in shopping cart	Order confirmed	Product delivered	Reach to support team	Problem defined	Repeat purchase	Share experience
Client objectives	-	Find suitable firm	Place order of product	Effortlessly make a purchase	Get the order within the expected timeframe	Get assistance with problems arise	Problem resolved	Better customer service	Share feedback
Point of contact	Word of mouth, SEO, Influencer marketing	Website, Social media	-	Website, Mobile application	Order tracking messages on email and SMS	Live chat, phone, email, video call	Live chat, phone, email, video call	Website, mobile application, email	Social media, feedback form, word of mouth
Experience									
									
									
									
									
	Interested, curious	Requires effort but excited	Excited	"Payment is painful"	Requires effort, happy when received	Frustrated	Satisfied	"This is easy"	"I have to share this"
Company objectives	Increase product awareness and attract potential clients	Improve website traffic	Enhance conversion rate	Improve sales and revenue	Timely delivery of product	Understanding customer's problems	Ensuring that the product meets customer expectations	Increase retention	Gain customer feedback
Performance indicators	-	<ul style="list-style-type: none"> Total visitors Average session duration 	<ul style="list-style-type: none"> Leads generated Conversion rate 	<ul style="list-style-type: none"> Online sales Sales opportunity score 	<ul style="list-style-type: none"> On time delivery rate Transit time to distance 	<ul style="list-style-type: none"> Customer service success rate Csat 	<ul style="list-style-type: none"> Product and services review Net promoter score 	<ul style="list-style-type: none"> Retention rate Customer lifetime value 	<ul style="list-style-type: none"> Customer satisfaction Net promoter score
Business actions	Creating marketing content	Online and offline marketing	Improve customer shopping experience	Optimize purchase funnel	Picking and delivery of products	Provide a ticket number	Track and monitor problem status	Provide discounts to encourage repurchase	Ask for customer feedback

A decorative graphic on the left side of the slide consists of a grid of colored squares in purple, orange, red, and yellow, arranged in a pattern that tapers to the right.

WHAT ARE THE
JOBS-TO-BE-
DONE?





Functional

FOOTWEAR/ COMFORTABLE
WALKING

Emotional

REWARD FOR MY HARD WORK

Social

COOL BASKETBALL FAN



Functional

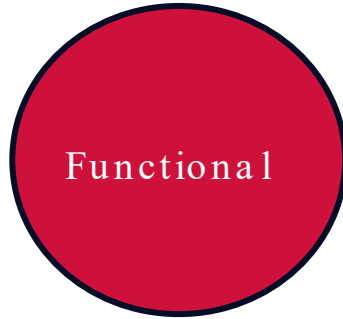
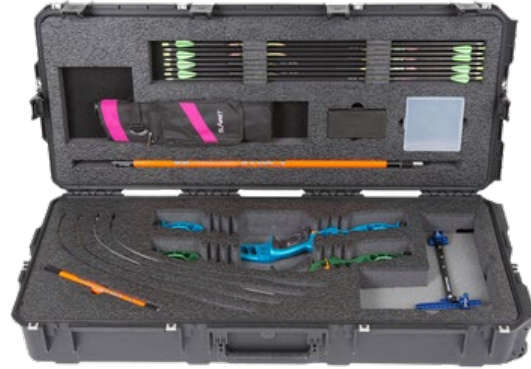
TRANSPORT ME FROM
POINT A TO POINT B

Emotional

I NEED A SAFE COMFORTABLE CAR
FOR MY FAMILY

Social

SOSYAL AKO!
RANGE ROVER-BRI-ISH!



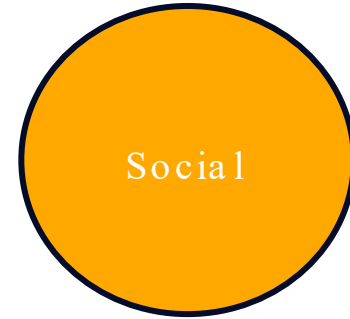
Functional

SHIPS EQUIPMENT FROM
POINT A TO B



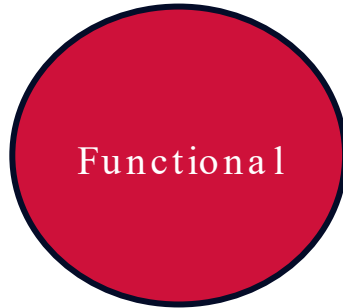
Emotional

I WANT THE BEST FOR MY SON'S
FORMATION



Social

MY SON WILL BE AN OLYMPIAN
SOMEDAY



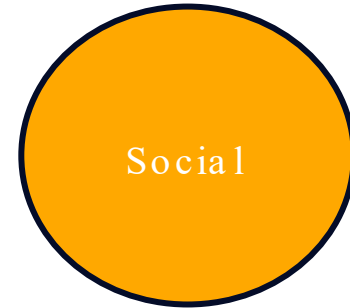
Functional

SENDS CHOCOLATES, TOYS, SOAP,
AND STUFF



Emotional

I WANT TO SHOW MY LOVE AND
GRATITUDE TO MY FAMILY. I'M
STILL CONNECTED TO THEM.



Social

I'AM A GOOD CARING DAUGHTER



Customers don't buy products, they pull them into their lives because they are trying to **MAKE PROGRESS**. The progress they are trying to make is the

JOBS-TO-BE-DONE !

WHAT MOTIVATED YOU TO MAKE THE PURCHASE?

- Do not include- Utilities, or regular purchases.
- Each participant will talk about their purchase.
- A facilitator will choose one per group.
- Participants will be interviewed on the process and the WHY of the purchase.
- Identify the Jobs-to-Be-Done





“SELL ME THIS PEN.”

In the film, “The Wolf of Wall Street, the Lead character Jordan Belfort (Leonardo DiCaprio asked his sales team to “sell me this pen”. One by one, the salesmen kept talking to him about the features of the pen. He grabs the pen and hands it to the next salesman only to talk about more features of the pen.

How would you sell the pen?

From a CUSTOMER FOCUS perspective, how would you talk to your customer about your product or service?

Would you simply talk about the Bells & Whistles of your product?

PART IV.

WHAT IS THE
FUTURE OF YOUR
INDUSTRY?

HOW HAS YOUR INDUSTRY EVOLVED IN THE PAST TEN YEARS?

HOW A GREAT COMPANY BECAME IRRELEVANT?



PRODUCT FOCUS



CUSTOMER FOCUS

ARE YOU MAKING SOLUTIONS THAT ARE LOOKING FOR PROBLEMS?

THE PESTEL MODEL

P	E	S	T	E	L
Political	Economical	Social	Technological	Environmental	Legal
<p>Explore:</p> <ul style="list-style-type: none">• Government stability• Health service readiness• Current taxation policy• Future taxation policy• The current and future political support• Grants, funding and initiatives• Trade bodies• Effect of wars or worsening relations with particular countries• Election campaigns	<p>Explore:</p> <ul style="list-style-type: none">• National debt levels• Strength of consumer spending• Current and future levels of government spending• Ease of access to loans• Current and future level of interest rates, inflation and unemployment• Specific taxation policies and trends• Exchange rates• Overall economic situation	<p>Explore:</p> <ul style="list-style-type: none">• Lifestyle trends• demographics• consumer attitudes and opinions• media views• law changes affecting social factors• brand, company, technology image• consumer buying patterns• fashion and role models• major events and influence• these all have systemic trends	<p>Explore:</p> <ul style="list-style-type: none">• Relationship to flexible working• Relationship to remote working• Sector technology demand• Relevant current and future technology innovations• The level of research funding• The ways in which consumers make purchases• Intellectual property rights	<p>Explore:</p> <ul style="list-style-type: none">• Relationship with global warming• Relationship with recycling and global fight against waste• Relationship with global fight against plastic usage• The level of pollution created by the product or service• Attitudes to the environment from the government, media and	<p>Explore:</p> <ul style="list-style-type: none">• Legislation in areas such as employment, competition and health & safety• Environmental legislation• Future legislation changes• Changes in European law• Trading policies• Regulatory bodies• Working environment• Future Pandemic legal sensitivities

HOW IS YOUR COMPANY AFFECTED BY THESE VARIABLES?

CREATE A TRANSFORMATION ROADMAP FOR YOUR COMPANY

PORTER'S FIVE FORCES

Bargaining power of suppliers

It is a long established fact that a reader will be distracted by the readable content of a page.

Threat of Substitute products or services

It is a long established fact that a reader will be distracted by the readable content of a page.



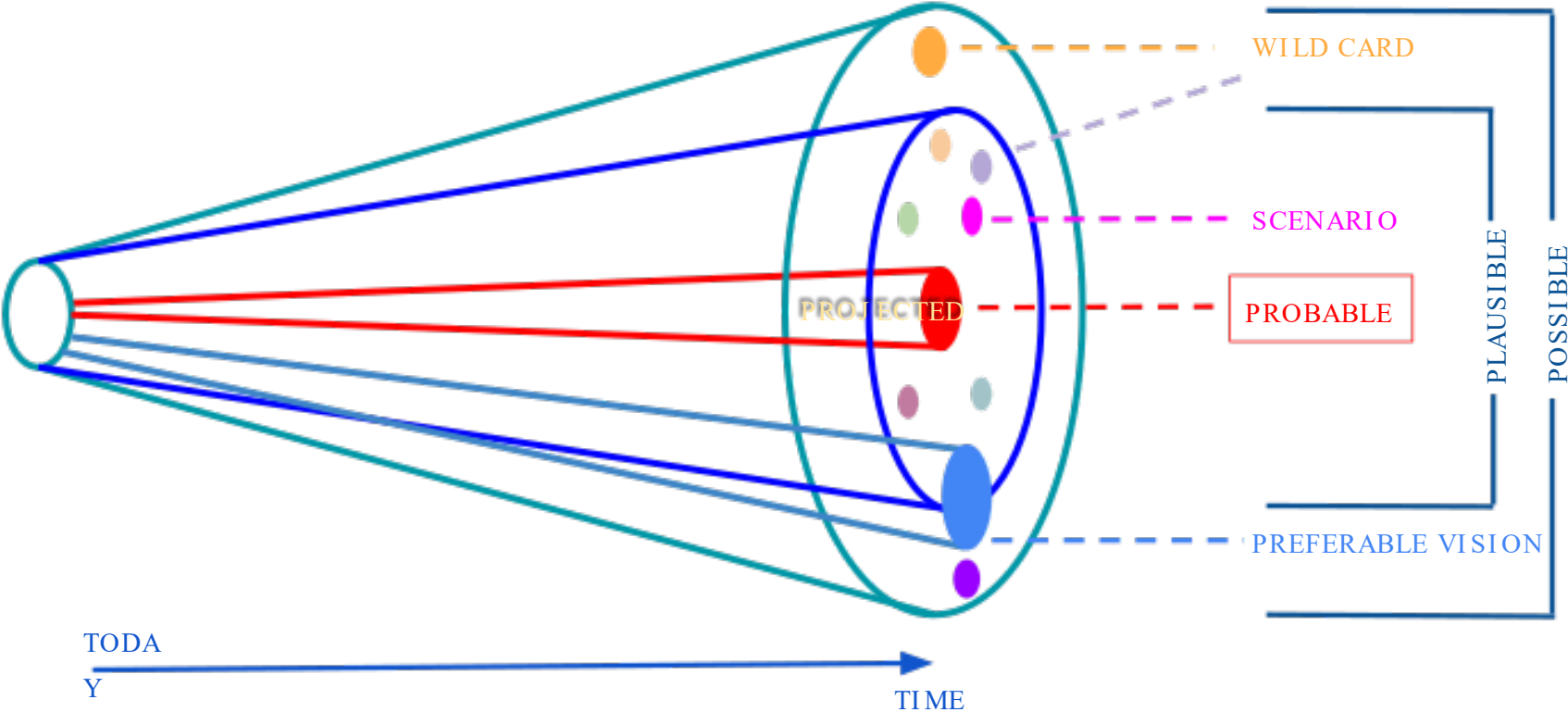
Threat of New Entrants

It is a long established fact that a reader will be distracted by the readable content of a page.

Bargaining power of buyers

It is a long established fact that a reader will be distracted by the readable content of a page.

CONE OF POSSIBILITIES: EXPLORING POSSIBLE FUTURES



BASED ON YOUR INITIAL
PESTEL and PORTER'S 5
FORCES DIAGRAM, LIST
DOWN YOUR COMPANY'S

- PROJECTED FUTURES
- PREFERABLE FUTURES
- PROBABLE FUTURES
- PLAUSIBLE FUTURES
- POSSIBLE FUTURES
- WILD CARD SCENARIOS

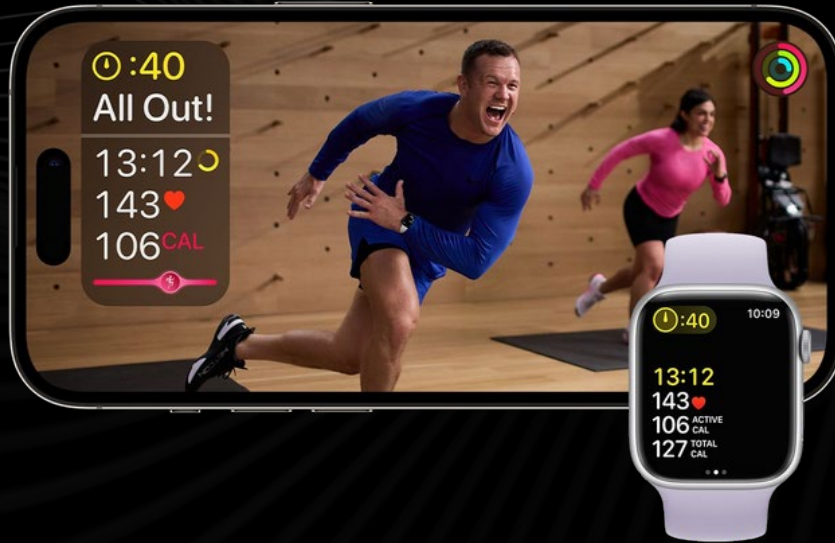


PART V.

TECHNOLOGY'S ROLE IN CREATIVE RESILIENCY

WHAT IS DIGITAL?

DIGITAL IS GOOD OLD HUMAN BEHAVIOUR CAPTURED IN DATA.



Outdoor Cycle

11:27 AM - 12:49 PM
↑ The Villages

Active Calories	Total Calories
330CAL	421CAL
Distance	Elevation Gain
9.26MI	76FT
Total Time	Avg. Heart Rate
0:51:23	124BPM
Avg. Speed	
10.8MPH	

Route

Weather

☁️ **81°**
Humidity: 39%

STRUCTURED

DATA

ORGANIZED INFORMATION

QUANTITATIVE

REQUIRES LESS STORAGE

NOT FLEXIBLE

ID CODES FOR DATABASES

UNSTRUCTURED

DATA

DIVERSE STRUCTURE FOR INFORMATION

QUALITATIVE

REQUIRES MORE STORAGE

FLEXIBLE

VIDEOS, IMAGES, TEXT MESSAGES, HTML

COMPONENT OF DATA SCIENCE



Data Collections



Machine Learning

Data Engineering



Programming Languages

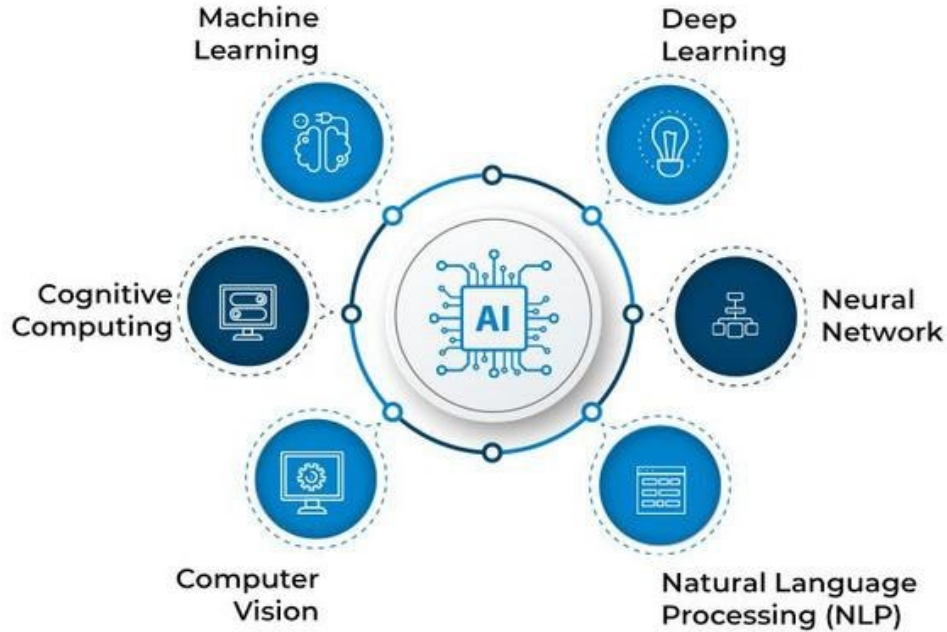


Statistics



Big Data

KEY COMPONENTS OF AI



REFLECTIONS:

- How can your company leverage data?
- Which process or product can leverage on AI?

HOW CAN A.I. MAKE
YOUR PRODUCT OR
PROCESS?



Desirability

BETTER?

MORE AFFORDABLE?

MORE EFFICIENT?



Feasibility



Viability

PART VI.

RESILIENCY X

LEADERSHIP =

TRANSFORMATION



ADAPTIVE LEADERSHIP

practical approach to solving business issues, guiding leaders in identifying and focusing on the important aspects of a business operation and discarding what it can do without.

AUTHORITIES DO NOT ALWAYS KNOW WHAT TO DO

When communities are faced with adaptive pressures, the default response is to look to authorities to know what to do. But authorities do not always know what to do. So most species, societies, and businesses go extinct.



PRACTICE OF ADAPTIVE LEADERSHIP

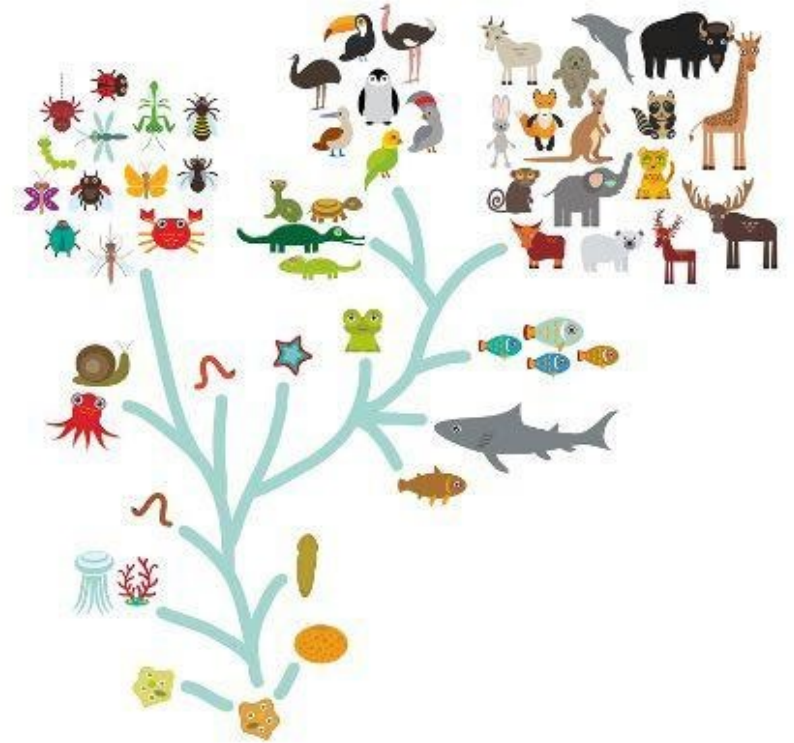


Adaptive leadership is the practice of mobilizing people to tackle tough challenges and thrive.

BASIC ASSUMPTIONS OF ADAPTIVE LEADERSHIP

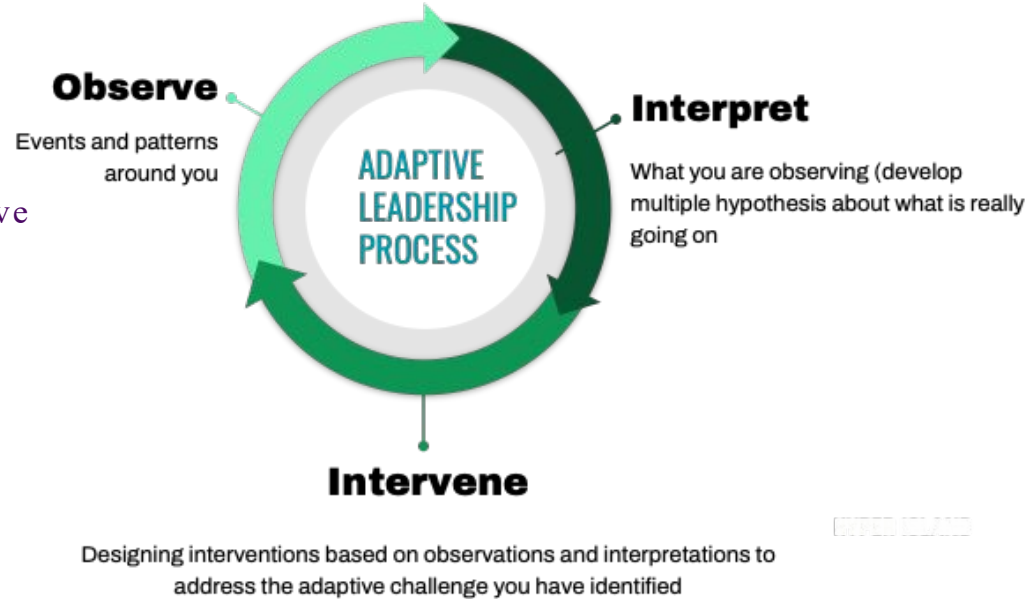


1. Involves change that allows the organization to thrive
2. Builds on the past, instead of dumping it
3. Requires experimentation
4. Relies on diverse perspectives
5. The old structure and culture may radically change
6. Adaptive change takes time



PRECONDITIONS OF BEING AN ADAPTIVE LEADER

1. Get rid of the broken system's illusion.
2. Distinguish technical problems from adaptive challenges
3. Differentiate leadership from authority
4. Learn to live in the productive zone of disequilibrium
5. Observe, interpret, intervene
6. Engage above and below the neck
7. Find your purpose



ADAPTIVE LEADERSHIP

**REDUCE
BUSINESS
COSTS**

**GENERATE
LEADS**

**RETAIN
CUSTOMERS**

**CREATE
SOCIAL VALUE**

**GROW
COMMUNITY**

**INCREASE
CUSTOMER
SATISFACTION**

**DEVELOP
BUSINESS
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**IMPROVE
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**GROW
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**ATTRACT
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ADVOCATES**

**LAUNCH
NEW PRODUCTS**

How Might We Address...



Begin with 1:1:1:1

**One SDG
One Customer
One Pain Point
One Path**

**Activity 4: SDG
Opportunities**

CONSULTANCY



PESTEL ANALYSIS

PORTER'S FIVE
FORCES SCAN

CONE OF
POSSIBLE
FUTURES

UN SDG
OPPORTUNITIES

MODULE OUTPUT

PERSONA BUILDING
demo, psycho, techno

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new products, services, streams
customer segments

SLIDE PRESENTATION per team



THANK YOU!

Module 3 Evaluation

