CREATIVE AGE FOR SDGS
Accelerating Growth of MSMEs in the Philippines
Mark Meily

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. RESILIENCE x LEADERSHIP

YOUR CUSTOMER

YOUR BUSINESS

recommendation
MODULE OUTPUT

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 J TBD

RECOMMENDATIONS
new products, services, streams customer segments

SLIDE PRESENTATION
per team
TJ Parpan

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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, Akademia Singapore
Former Board Director, IMMAP, 4 As
Former Managing Director, Thames International Business School
Former Facilitator, Dentsu Network Asia College
Founder & MD, DentsuINDIO
PART I.

YOUR CUSTOMER IS HUMAN
LEADERSHIP FROM VUCA TO BANI

VUCA

VOLATILE

UNCERTAIN

COMPLEX

AMBIGUOUS
LEADERSHIP FROM VUCA TO BANI

A NEW ACRONYM TO DESCRIBE THE WORLD

VUCA VS BANI

V VOLATILE B BRITTLE
U UNCERTAIN A ANXIOUS
C COMPLEX N NON-LINEAR
A AMBIGUOUS I INCOMPREHENSIBLE
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
CREATIVE INDUSTRIES

WHEN IS SOMETHING...

ART VS DESIGN

RAISE QUESTIONS
-Andy Warhol

FIND SOLUTION
PART II.

HUMAN-CENTERED DESIGN
HUMAN-CENTERED DESIGN

Desirability
(People)

Feasibility
(Technology)

Viability
(Business)
WHY BUSINESSES FAIL

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 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.
WHY DID BIG PRODUCTS FAIL BIG?

- NOT DESIRABLE
  - WHY DO YOU THINK THEY ARE NOT DESIRABLE?

- NOT FEASIBLE
  - WHY DO YOU THINK THEY ARE NOT FEASIBLE?

- NOT VIABLE
  - WHY DO YOU THINK THEY WERE NOT VIABLE?

https://museumoffailure.com/
PART III.

WHO IS YOUR CUSTOMER?
THE 3-i’s of Creative Business

BUSINESS AIM TO...

INSPIRE

INFORM

INTERTAIN
<table>
<thead>
<tr>
<th>Purpose</th>
<th>Feel Special</th>
<th>Feel Autonomous</th>
<th>Feel a Sense of Adventure</th>
<th>Be the Person I Want to Be</th>
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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

Jennifer Batoctoy
27 years old
CallCenter Agent
Anything Korean

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

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
A SENSE OF WELL-BEING

jeanresurreccion@dti.gov.ph

www.businessdesigntools.com
WHO IS YOUR CUSTOMER?

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?**

<table>
<thead>
<tr>
<th>Stage</th>
<th>Awareness</th>
<th>Consideration</th>
<th>Decision</th>
<th>Delivery</th>
<th>Loyalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer actions</td>
<td>Create awareness through marketing</td>
<td>Conduct competitor analysis</td>
<td>Place item in shopping cart</td>
<td>Order confirmed</td>
<td>Product delivered</td>
</tr>
<tr>
<td>Client objectives</td>
<td>-</td>
<td>Find suitable firm</td>
<td>Place order of product</td>
<td>Effortlessly make a purchase</td>
<td>Get the order within the expected timeframe</td>
</tr>
<tr>
<td>Point of contact</td>
<td>Word of mouth, SEO, influencer marketing</td>
<td>Website, Social media</td>
<td>-</td>
<td>Website, Mobile application</td>
<td>Order tracking messages on email and SMS</td>
</tr>
</tbody>
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**Experience**

- Interested, curious
- Requires effort, 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**

- Total visitors
- Average session duration
- Leads generated
- Conversion rate
- Online sales
- Sales opportunity score
- On time delivery rate
- Transit time to distance
- Customer service success rate
- CSAT
- Product and services review
- Net promoter score
- Retention rate
- Customer lifetime value
- 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
WHAT ARE THE JOBS-TO-BE-DONE?
Jobs to be done:

- Functional
- Emotional
- Social
FUNCTIONAL

FOOTWEAR/ COMFORTABLE WALKING

EMOTIONAL

REWARD FOR MY HARD WORK

SOCIAL

COOL BASKETBALL FAN
JOBS-TO-BE-DONE

TRANSPORT ME FROM POINT A TO POINT B

I NEED A SAFE COMFORTABLE CAR FOR MY FAMILY

SOSYAL AKO! RANGE ROVER-BRI-I SH!
JOBS-TO-BE-DONE

SHIPS EQUIPMENT FROM POINT A TO B

I WANT THE BEST FOR MY SON’S FORMATION

MY SON WILL BE AN OLYMPIAN SOMEDAY
SEND CHOCOLATES, TOYS, SOAP, AND STUFF

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

I'AM A GOOD CARING DAUGHTER

Functional

Emotional

Social
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
ACTIVITY 3: WHAT’S YOUR MOST RECENT SIGNIFICANT PURCHASE?

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

#### Political
- 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

#### Economical
- 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

#### Social
- 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 factors
- Pandemic trends

#### Technological
- 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

#### Environmental
- 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

#### Legal
- 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

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**How is your company affected by these variables?**
FIVE FORCES TO CONSIDER TO MAKE YOUR COMPANY MORE RESILIENT

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.

Supplier Power

Threat of New Entrants

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

Threat of New Entrants

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 Substitution

Buyer Power

Bargaining power of buyers

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

Bargaining power of buyers

Competitive Rivalry
CONE OF POSSIBILITIES: EXPLORING POSSIBLE FUTURES
ACTIVITY

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.
WHAT IS DIGITAL?

**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
WHAT IS DIGITAL?

COMPONENT OF DATA SCIENCE

- Data Collections
- Machine Learning
- Data Engineering
- Programming Languages
- Statistics
- Big Data
WHAT IS ARTIFICIAL INTELLIGENCE?

REFLECTIONS:

• How can your company leverage data?
• Which process or product can leverage on A.I?
WHAT IS DIGITAL?

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

MORE EFFICIENT?
- Feasibility

DESIRABILITY

MORE AFFORDABLE?
- Viability

BETTER?
PART VI.

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

<table>
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<th>Goal</th>
<th>Description</th>
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<tbody>
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<td>Reduce Business Costs</td>
<td></td>
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<tr>
<td>Generate Leads</td>
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<tr>
<td>Retain Customers</td>
<td></td>
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<tr>
<td>Create Social Value</td>
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<tr>
<td>Grow Community</td>
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<tr>
<td>Increase Customer Satisfaction</td>
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<tr>
<td>Develop Business Partnerships</td>
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<tr>
<td>Improve Marketing ROI</td>
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<tr>
<td>Grow Customer Numbers</td>
<td></td>
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<tr>
<td>Build Brand Value</td>
<td></td>
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<tr>
<td>Improve Customer Service</td>
<td></td>
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<tr>
<td>Attract Staff</td>
<td></td>
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<tr>
<td>Increase Revenue</td>
<td></td>
</tr>
<tr>
<td>Recruit Advocates</td>
<td></td>
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<tr>
<td>Launch New Products</td>
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How Might We Address…

Begin with 1:1:1:1
One SDG
One Customer
One Pain Point
One Path

Activity 4: SDG Opportunities
ACTIVITY 5: RECOMMENDATIONS

CONSULTANCY

PESTEL ANALYSIS

PORTER’s FIVE FORCES SCAN

CONE OF POSSIBLE FUTURES

UN SDG OPPORTUNITIES
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THANK YOU!
Module 3 Evaluation