

Beat: Business

We believe in the power of ideas

Möhringen

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USPA NEWS - Design Thinking "" a platform for creativity -

Pop-up space on the Daimler campus in Möhringen -

Tapping into employees' hidden qualities in an open environment "" and applying them to suitable projects "" is the objective behind Daimler IT's Design Thinking initiative.

Creative, user-oriented and interdisciplinary thinking is the main thrust of the initiative currently available to all interested employee in the IT department at Daimler's Möhringen site in Stuttgart, Germany.

Jan Brecht, CIO Daimler: "New methods, new approaches, unconventional, creative, solution-oriented "" this aligns with Daimler IT's strategic direction. Design Thinking forms part of our strategic programme. We are using this initiative to underline the approach to developing services and solutions within the Group while taking into account the user's perspective."

A temporary pop-up space will be open from late October until mid-December across two storeys within the Daimler campus in Möhringen, giving all Daimler employees open access to explore Design Thinking. Coaches have been specially trained for this initiative to support the projects put forward by members of staff. Taster courses take place twice a day on the main floor and these are open to any who wishes to take part. The upper level can be booked for Design Thinking projects complete with trainer.

The 13 coaches come from various parts of the business and will help to embed the philosophy throughout the Group on a long-term basis. Another core element of Design Thinking is the place where ideas originate: the office container is intended as a prototype to help understand user needs "" and is thus based on Design Thinking.

Helmut Schütt, CIO Daimler Trucks, Buses and Vans and sponsor of the initiative: "With Design Thinking we are creating a platform where the power of ideas can unfold. The role of IT "" away from system administration to becoming an enabler and in-house business partner and problem-solver "" is set to impressively prove its value here.

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