

THE NEW SCHOOL

PARSONS
DESIGN
STRATEGIES

STRATEGIC DESIGN AND MANAGEMENT PROGRAM



MS SDM Blog
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@sdsDesignManage
#mssdm

HETANSHI PATEL | CAPSTONE

AMÉLIORÉ

A toolkit that helps sustain the innovative potential during Mergers and Acquisitions

A professional headshot of a woman with long, dark hair, smiling warmly. She is wearing a light-colored, textured blazer. The background is a solid, muted blue-grey color. The image is framed by a bright orange border on the left and bottom.

HETANSHI PATEL

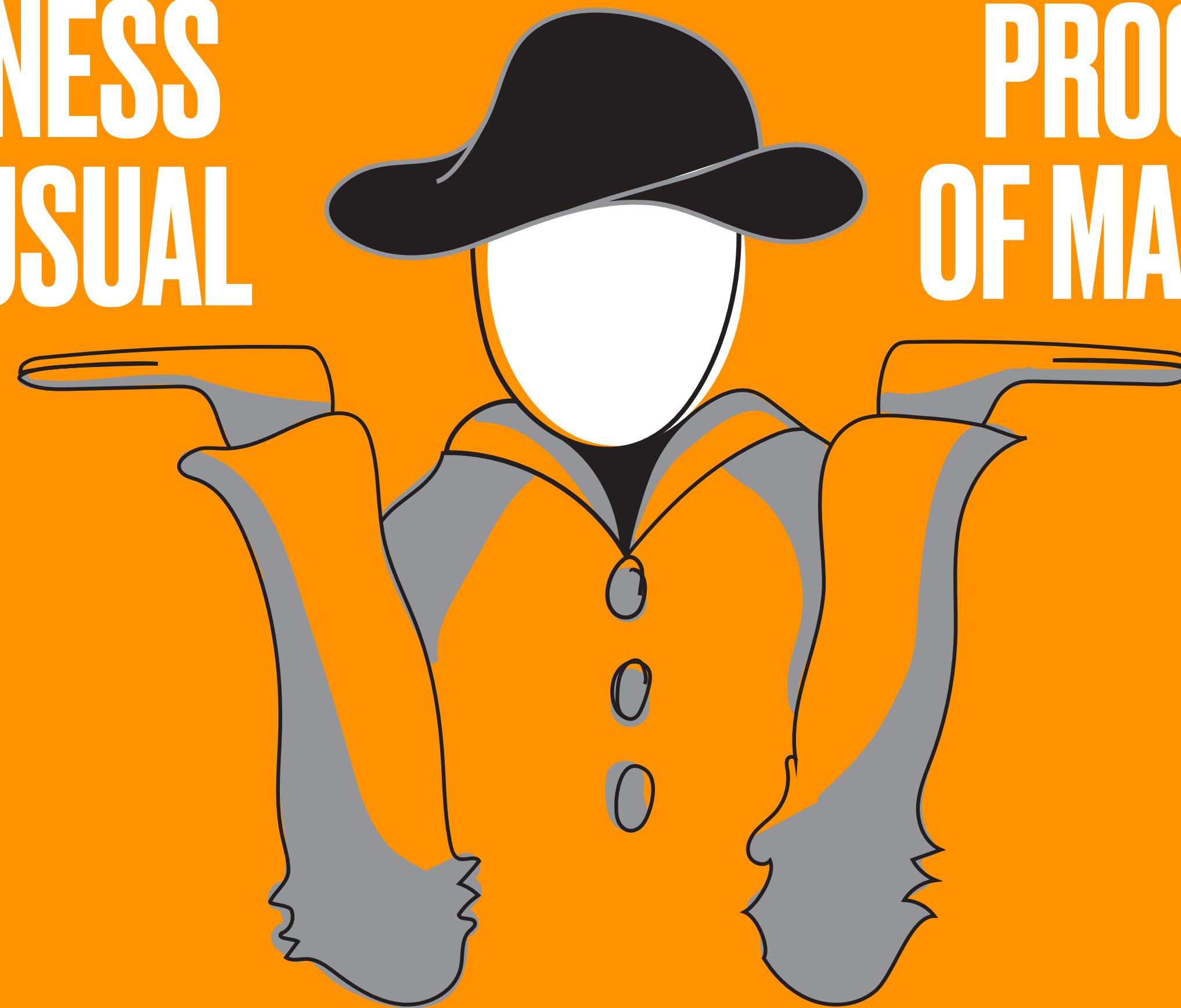
With a background in business management, financial consulting and import-export., I also have an experience in art direction and graphics design.



Meet Alpha, an individualist, emergent with the genesis of the technological era.

Alpha seamlessly juggles day-to-day workflow and embodies a “Do-it-yourself” mindset

**BUSINESS
AS USUAL**



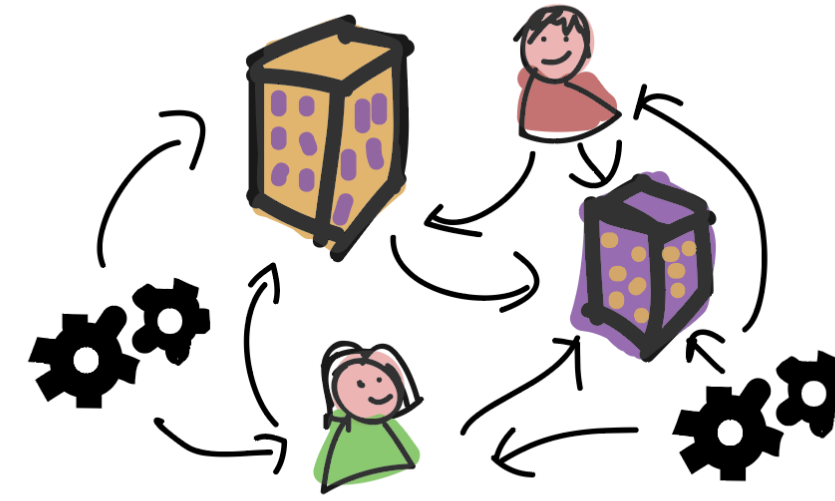
**PROCESS
OF MAKING**



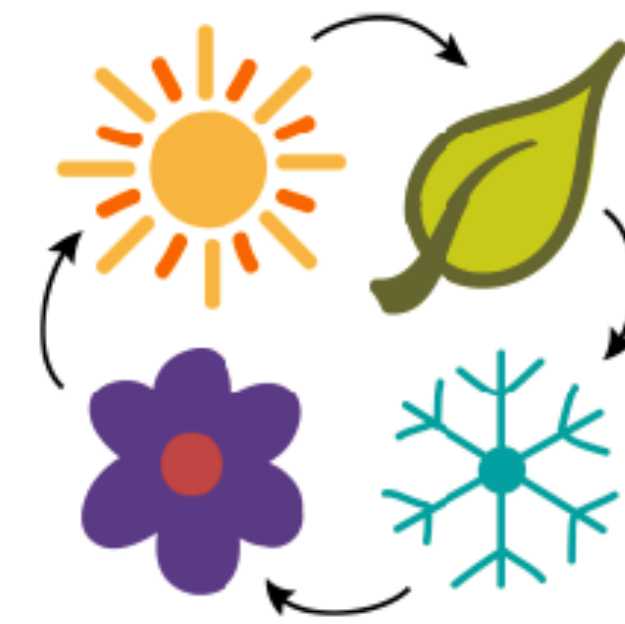
There are many like alpha , who are offered with digital tools at companies or have easy access through freemium models that are so easy to learn and master that most people still don't think of themselves as “creating” or “making” when using them - But that's exactly what they're doing

LET'S SEE HOW IN AN ANALOGOUS STUDY!

TRADITIONAL ORGANIZATIONAL ECOSYSTEMS

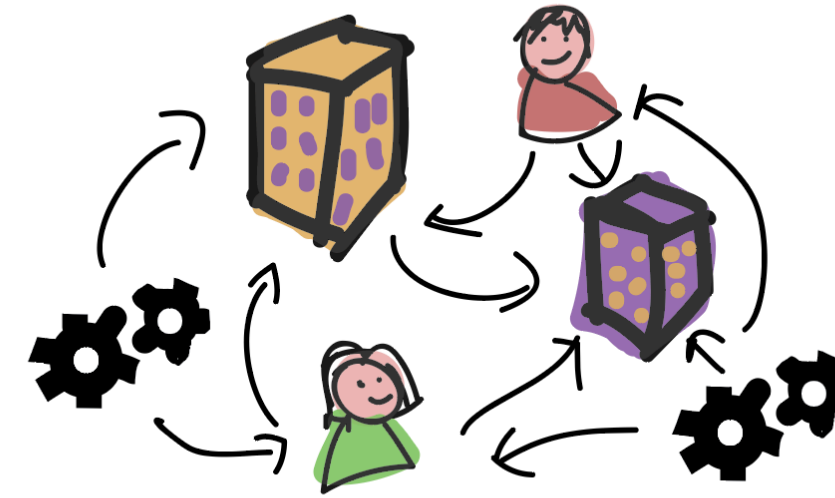


X



NATURAL ECOSYSTEMS

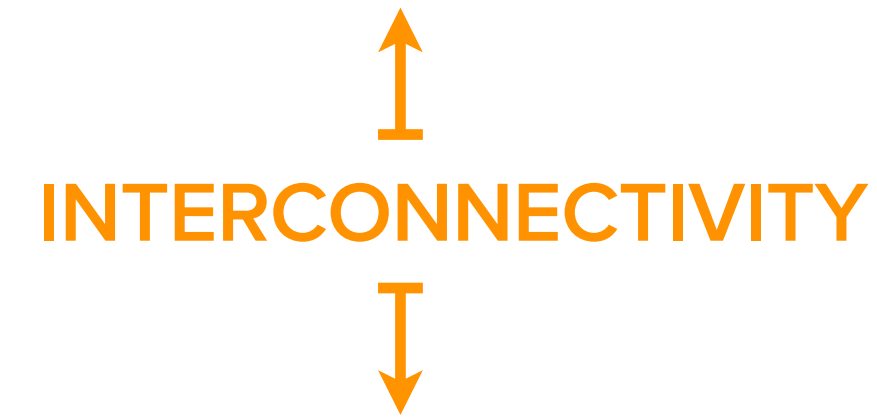
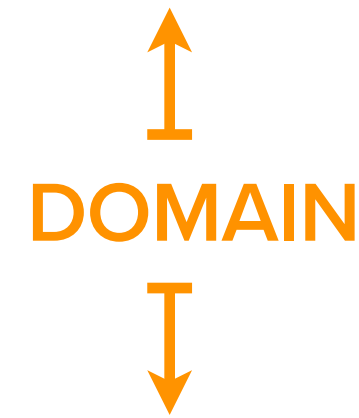
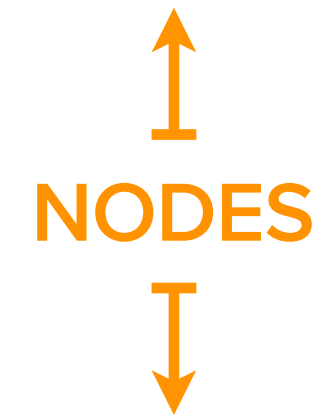
TRADITIONAL ORGANIZATIONAL ECOSYSTEMS



People

Entity

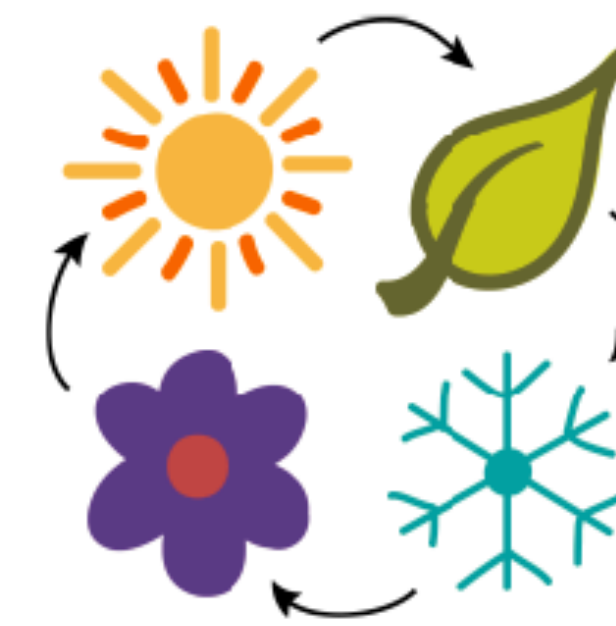
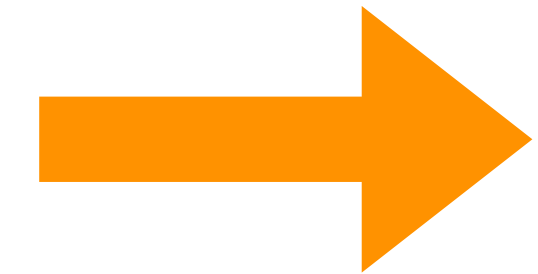
Infrastructural software



Biodiversity

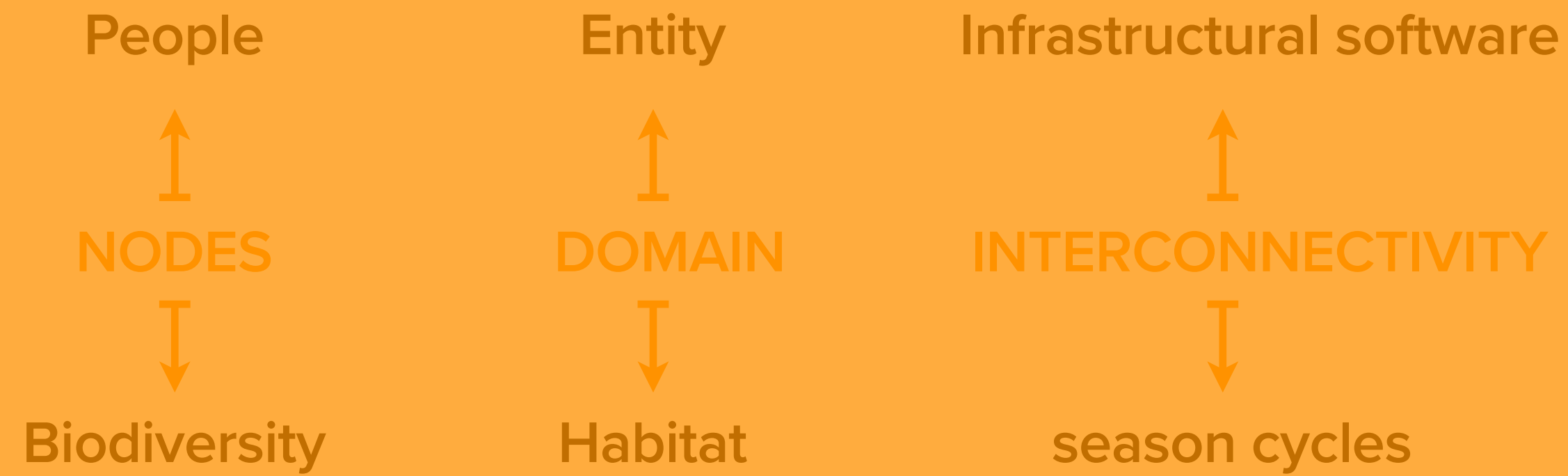
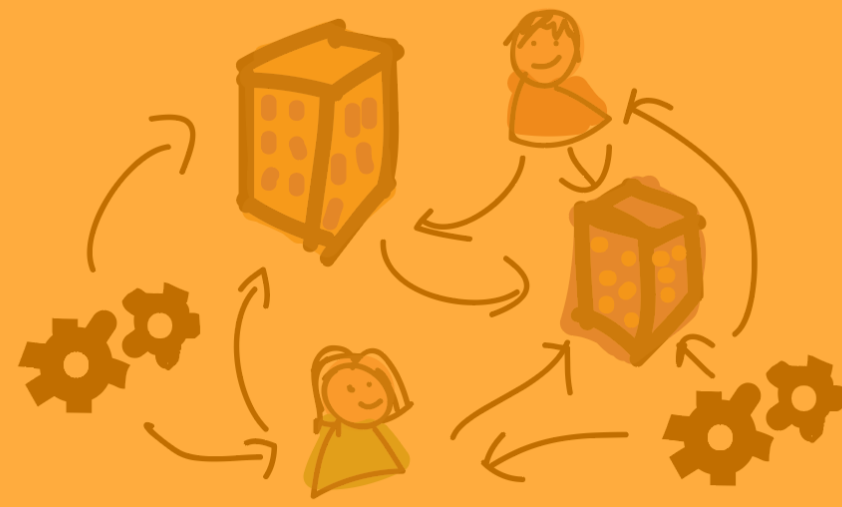
Habitat

season cycles



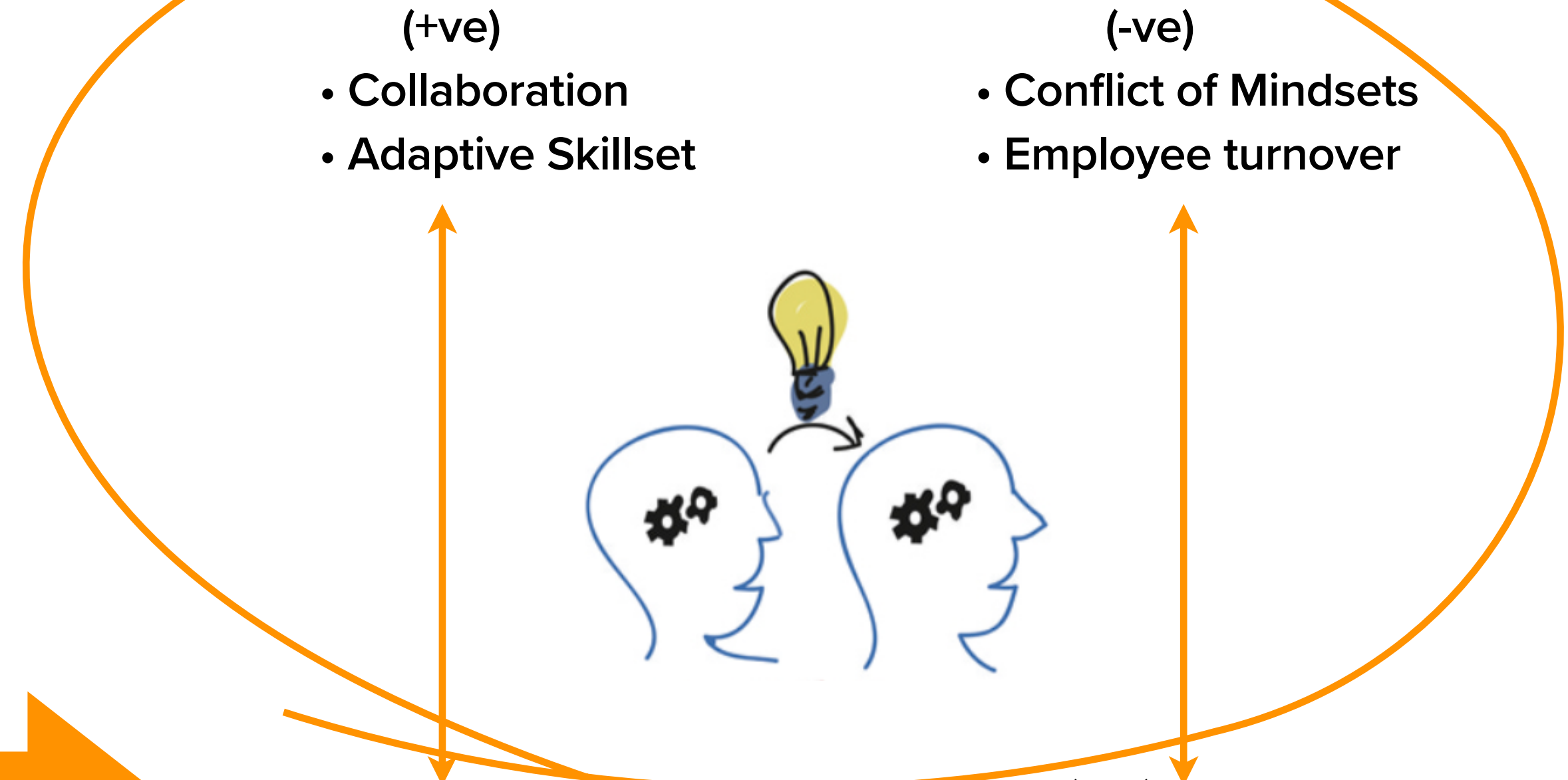
NATURAL ECOSYSTEMS

TRADITIONAL ORGANIZATIONAL ECOSYSTEMS



NATURAL ECOSYSTEMS

INNOVATIVE ORGANIZATIONAL ECOSYSTEMS



- (+ve)
- Collaboration
 - Adaptive Skillset

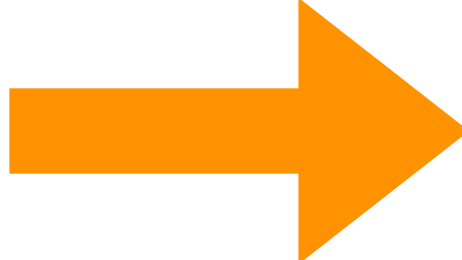
- (-ve)
- Conflict of Mindsets
 - Employee turnover

- (+ve)
- Human interaction

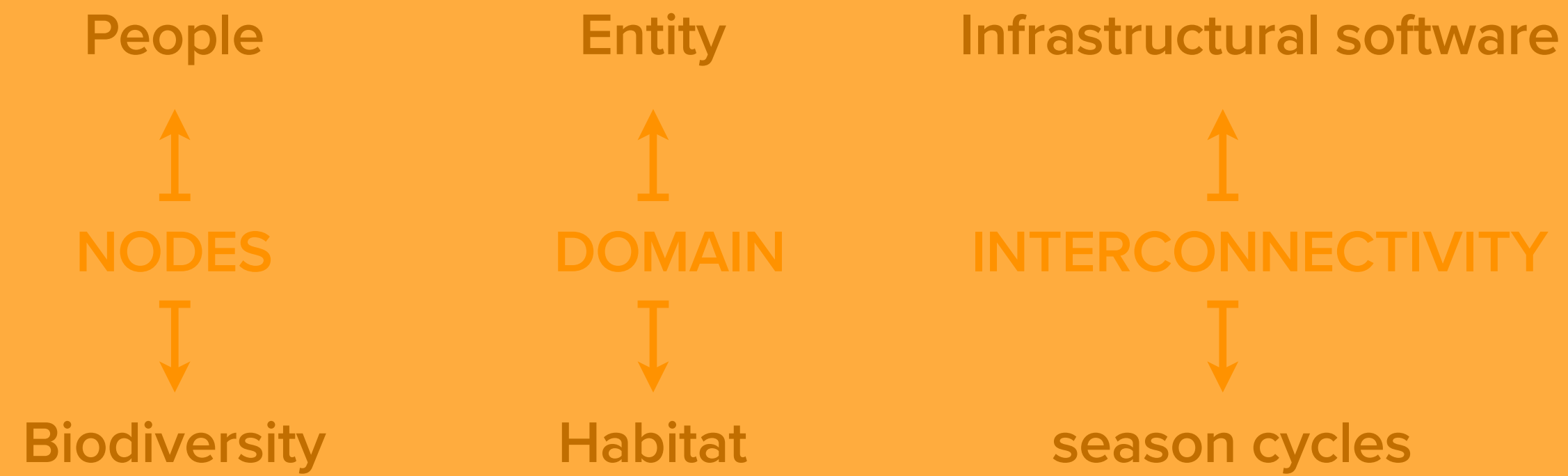
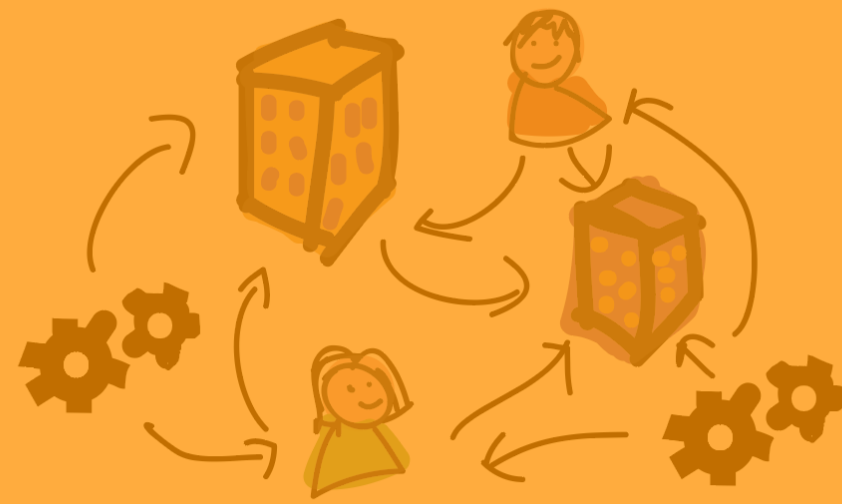
- (-ve)
- Let go of unmanageable biodiversity e.g: Pests



ARTIFICIAL ECOSYSTEMS

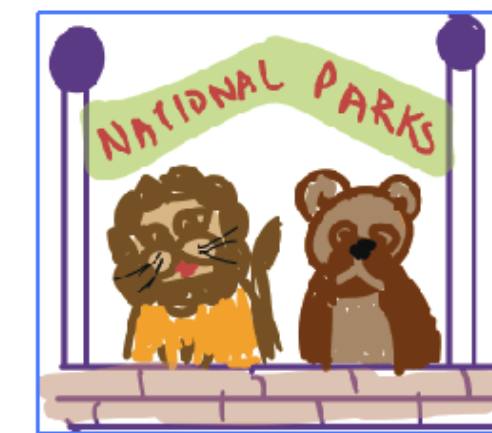
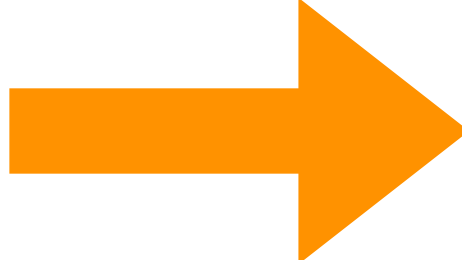
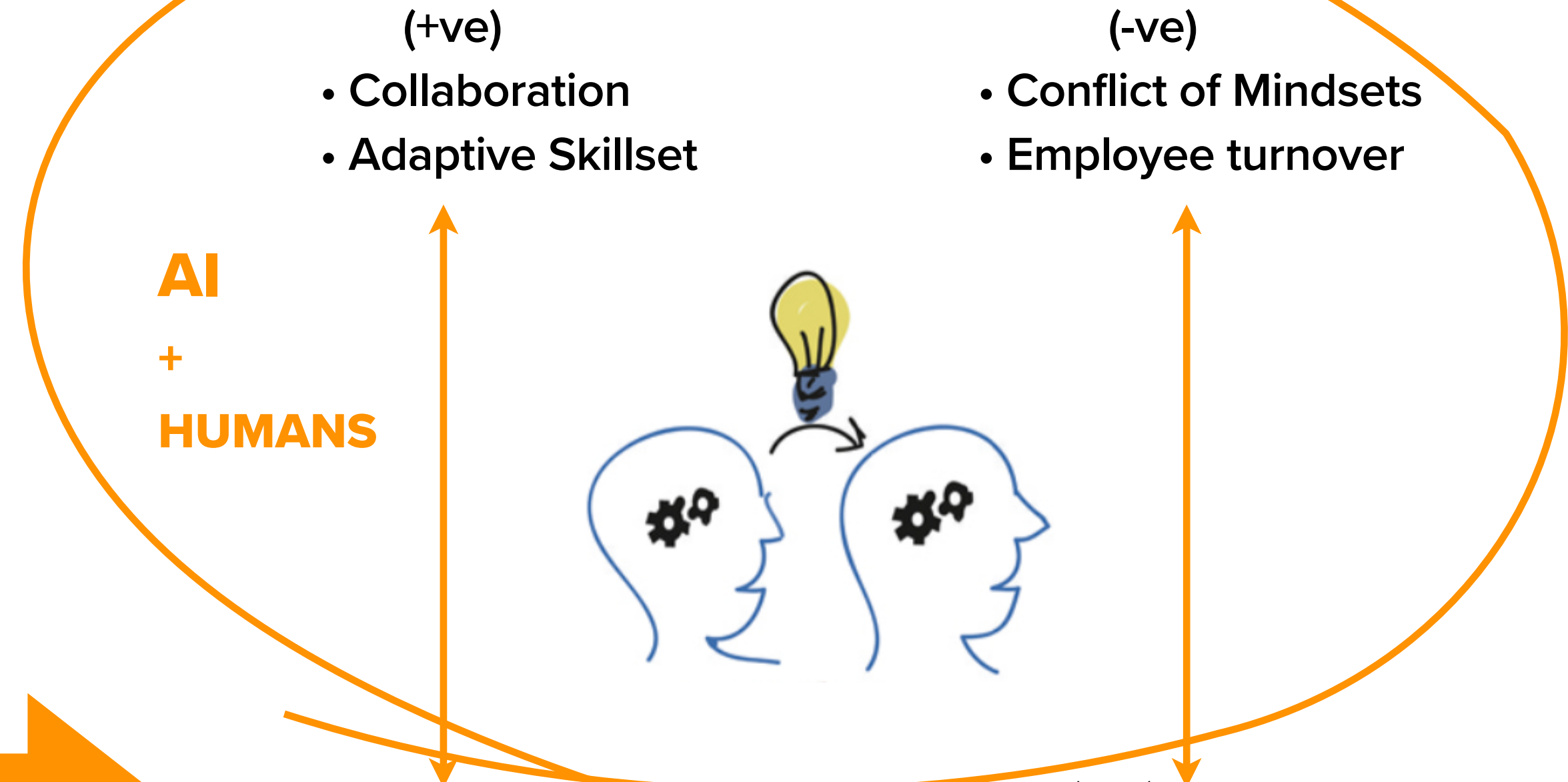


TRADITIONAL ORGANIZATIONAL ECOSYSTEMS

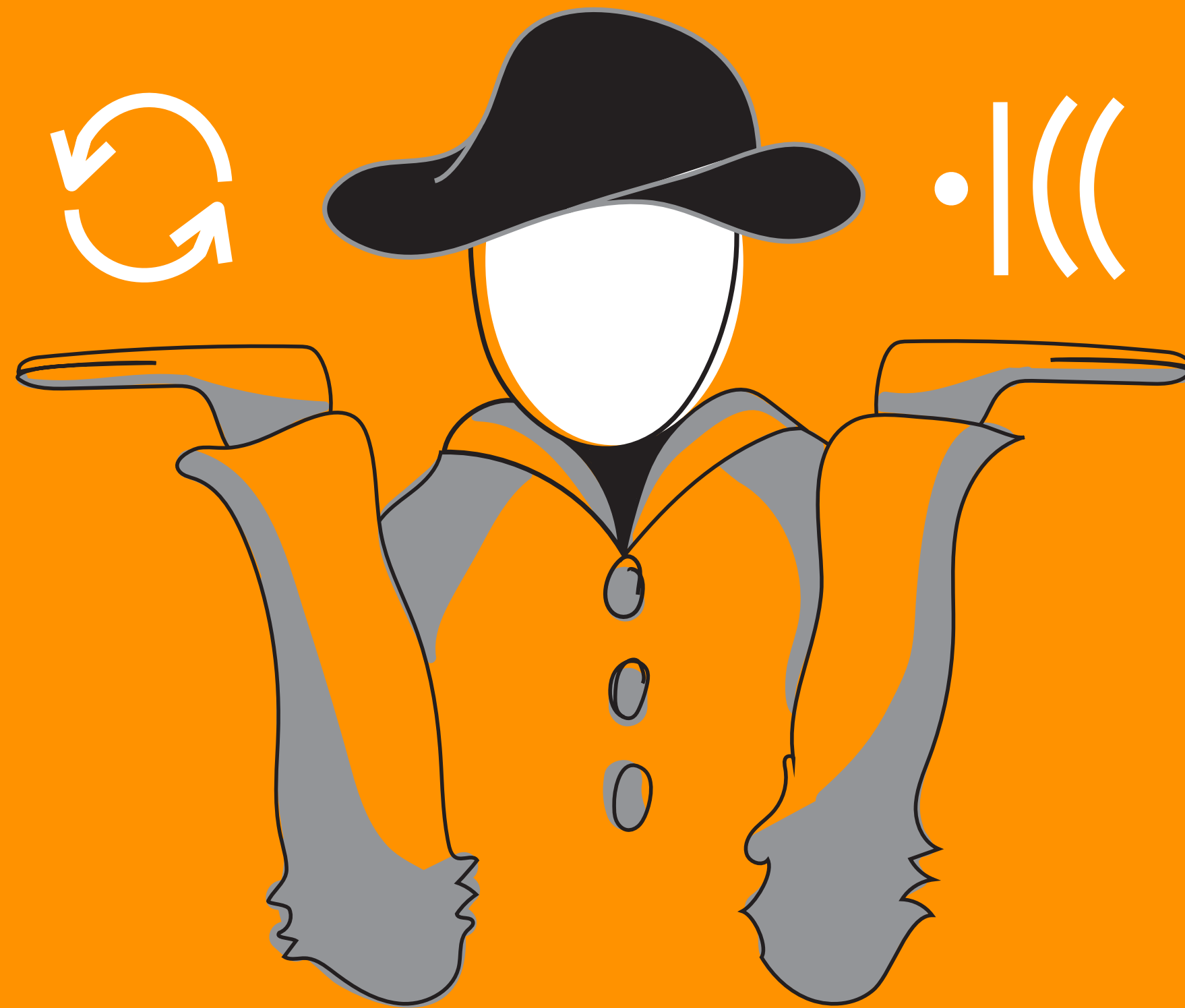


NATURAL ECOSYSTEMS

INNOVATIVE ORGANIZATIONAL ECOSYSTEMS



ARTIFICIAL ECOSYSTEMS



While in school and after, Alpha had always collaborated as part of a team on several projects and start-up ideas.

Now, Alpha is working in a company with an innovative vision and is part of an amazing team with open work culture.



Alpha's company gets acquired, for a good price



Although, Alpha is always looking out for job security and changing work environments. Alpha has many colleagues barely keeping up!

WHY MERGER AND ACQUISITION?

1

Innovative organizations are prone to be acquired

2

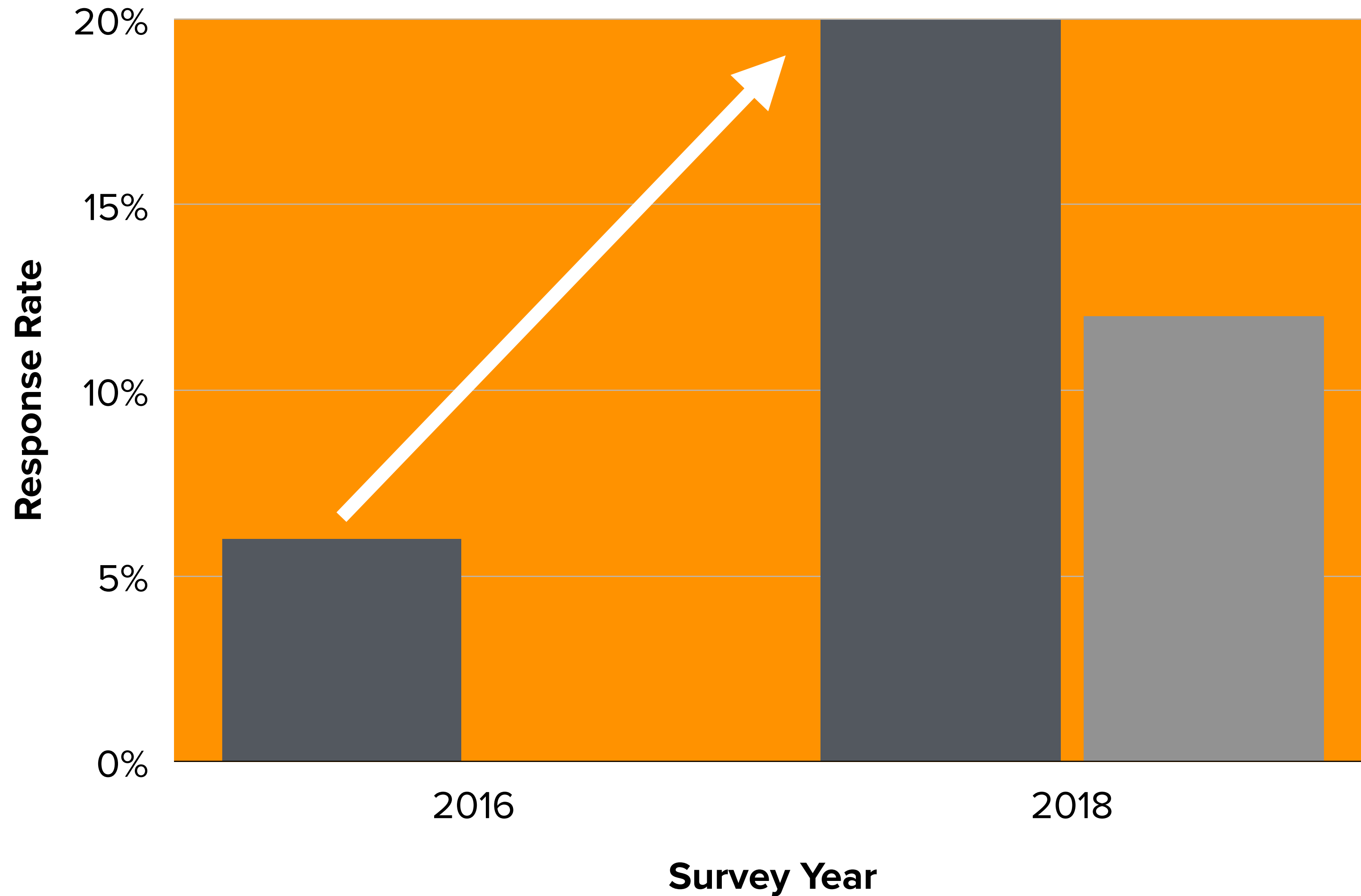
There is major restructuring of organizational structures during an acquisition

3

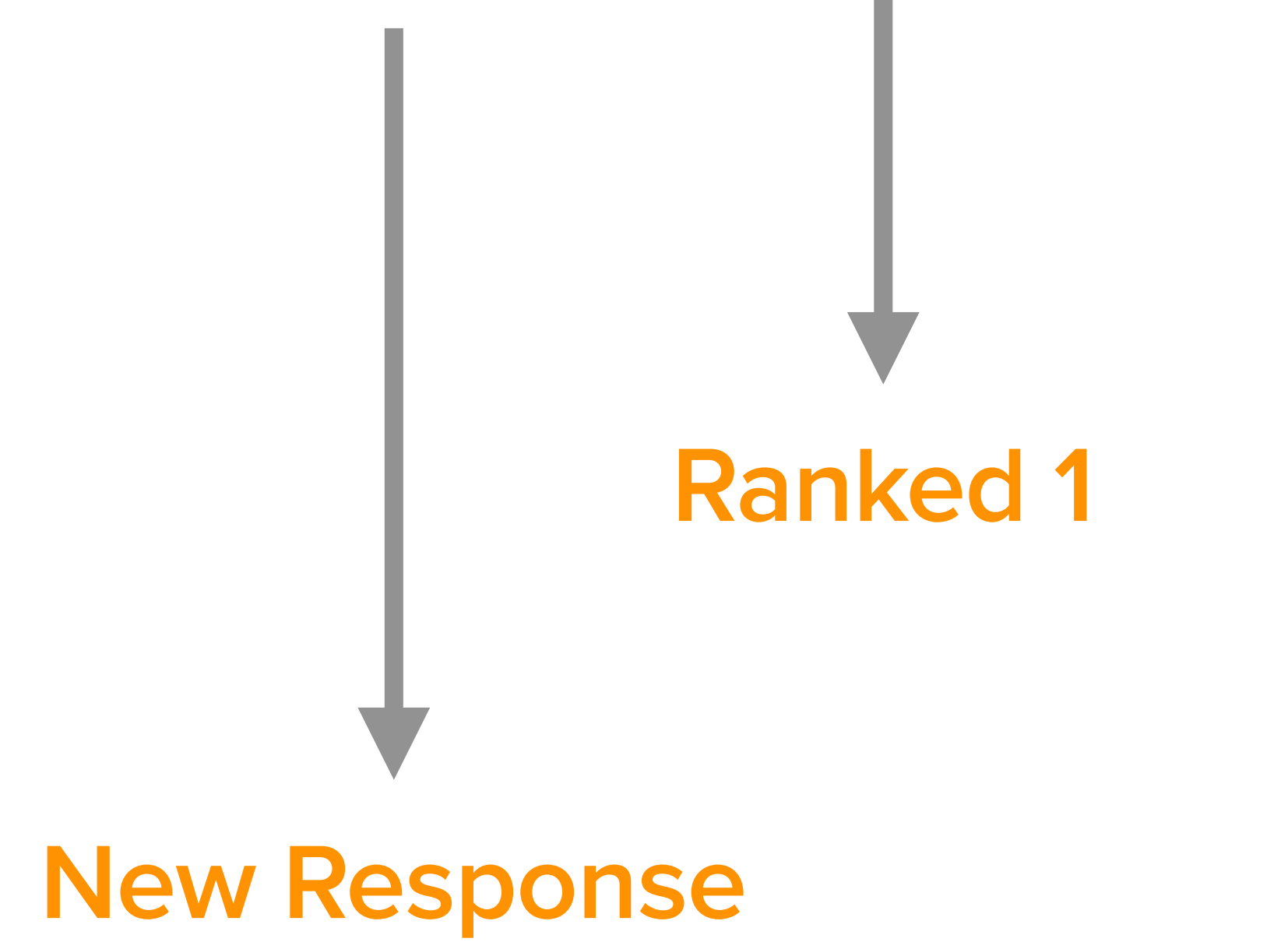
Major crisis for Employee turnover and valuation

**QUANTITATIVE FIGURES ON INNOVATIVE
ACQUISITIONS ACCORDING TO SURVEY CONDUCTED
ON M&A DEAL TRENDS 2018 BY DELOITTE**

PRINCIPLE MOTIVE FOR M&A DEALS



■ **TECHNOLOGICAL ACQUISITIONS**
■ **DIGITAL STRATEGY**



**WHAT DOES INNOVATION MEAN TO
INDUSTRIES?**

High-Tech and Innovative brands does not always encompass technological assets like AI, IOT, robotics etc.

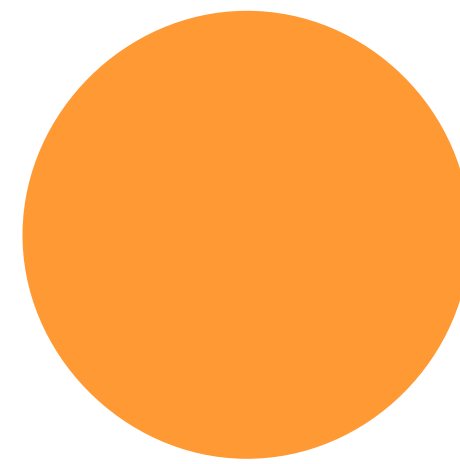
Although, there is always a digital strategy for the longer run to align into the new working cultures that has taken birth with new economies like gig economy, user-experience and e-commerce.

FOR EXAMPLE: FOOD TECH INDUSTRY

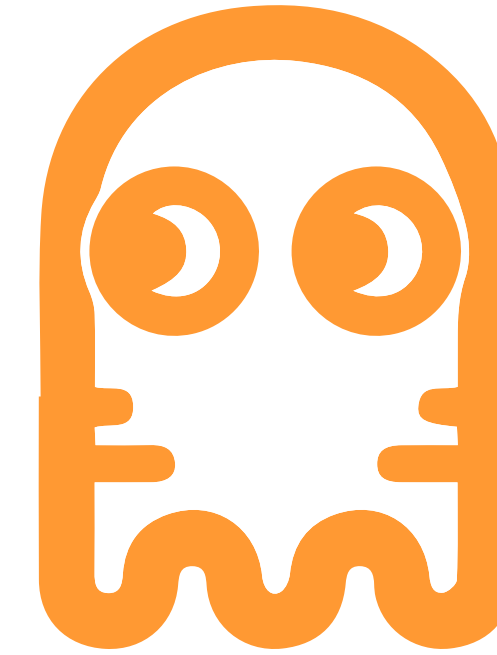
INCUMBENTS



FOOD TECHNOLOGY



GROWTH



Technological Assets



Digital Strategy



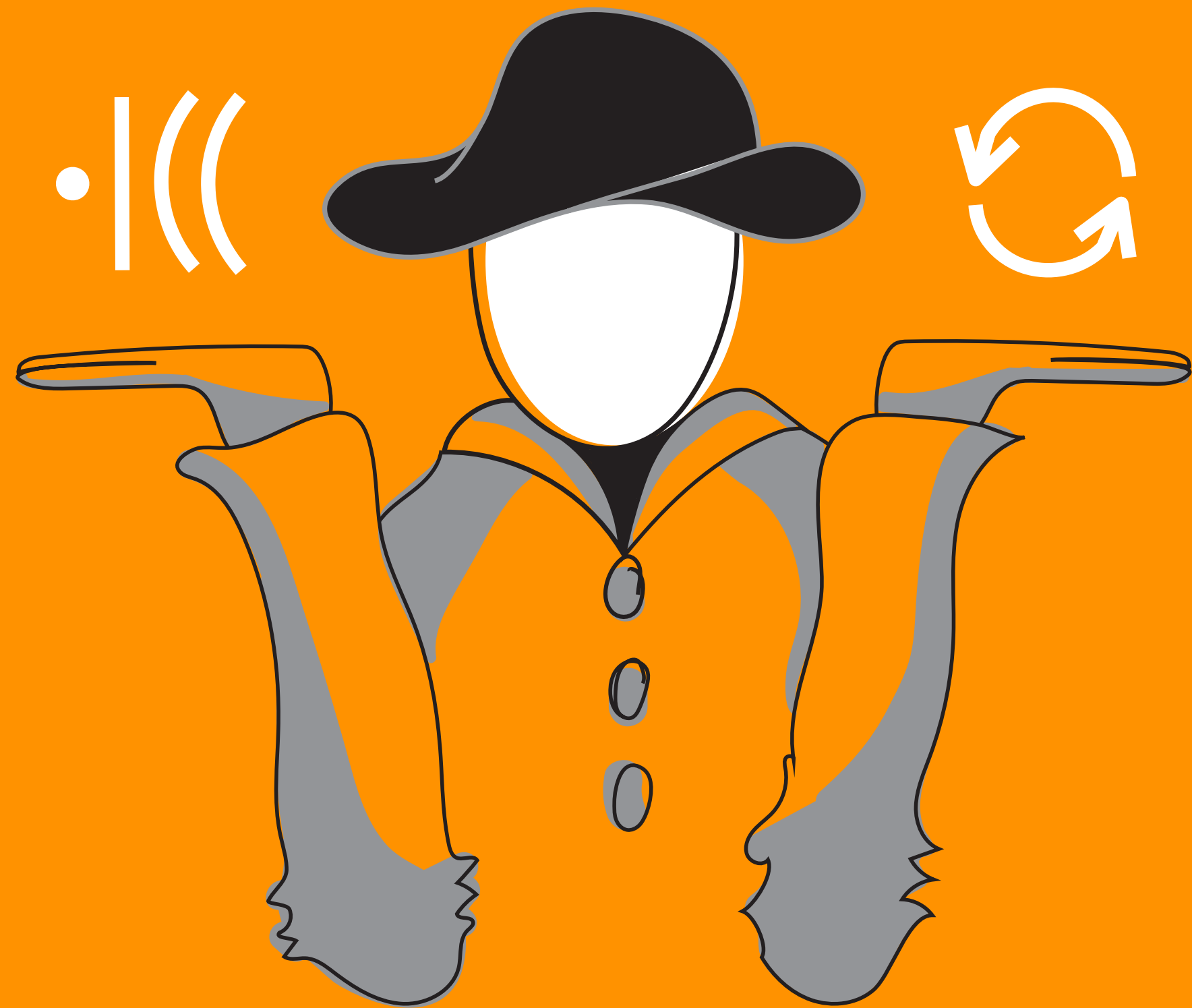
Organic Grocery → E-commerce



Frozen Food → User-experience



Alpha is always in an uncertainty and waiting for information to be given to him, after the deal has been struck.



Alpha understands the hustle with his adaptive skillset and is very much hoping that the decision makers bridge the gap in strategy



**How would the decision makers
compliment financial synergies with
employee driven approaches in an
acquisition model?**

- QUALITATIVE
- QUANTITATIVE

Desk Research

6

1-1 Interviews

3

UX: Card Sorts

6

Intercepts

- 2 LIVE TALKS
- 1 WORKSHOP

Observations

3

Case Studies

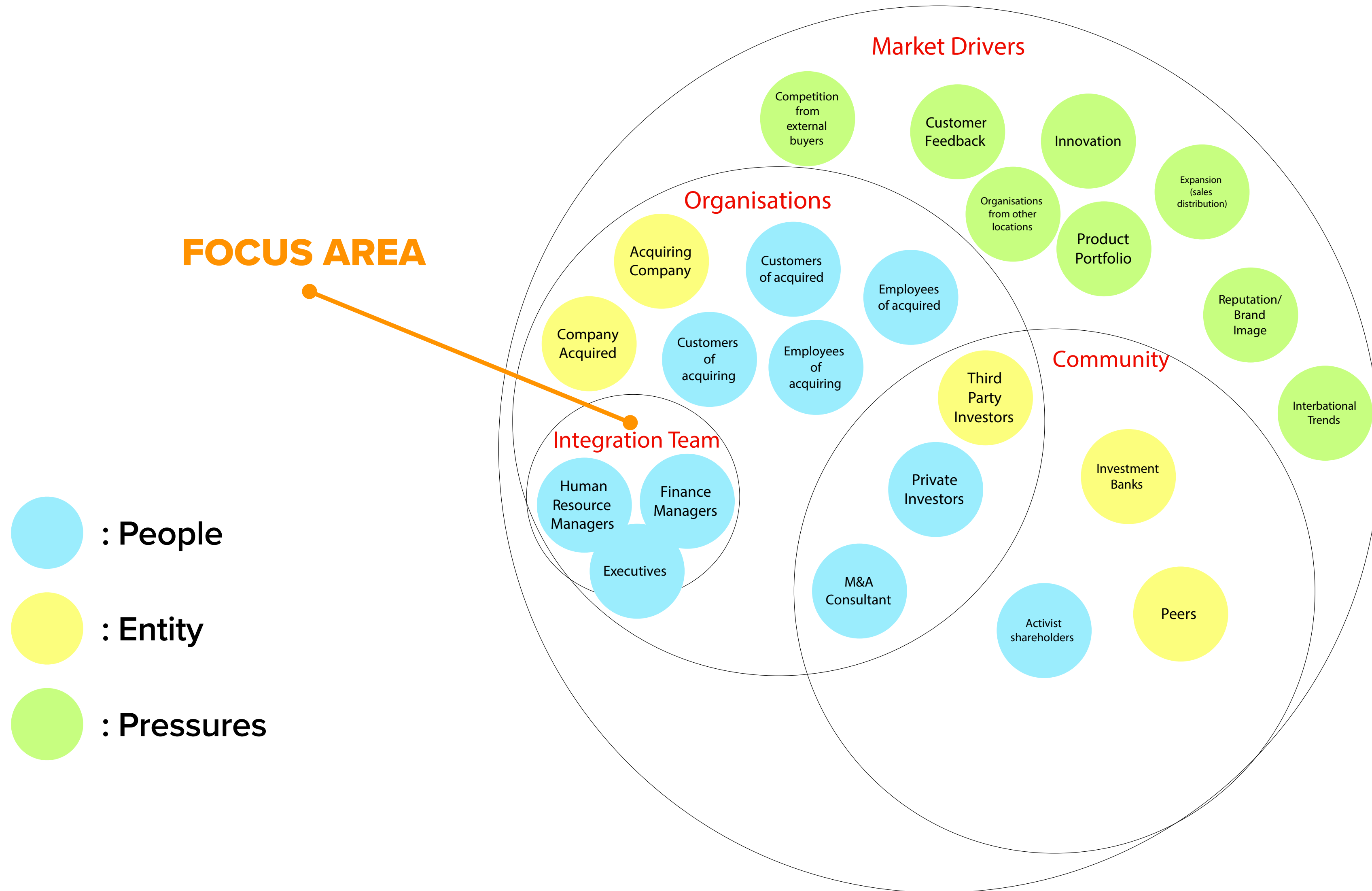
1

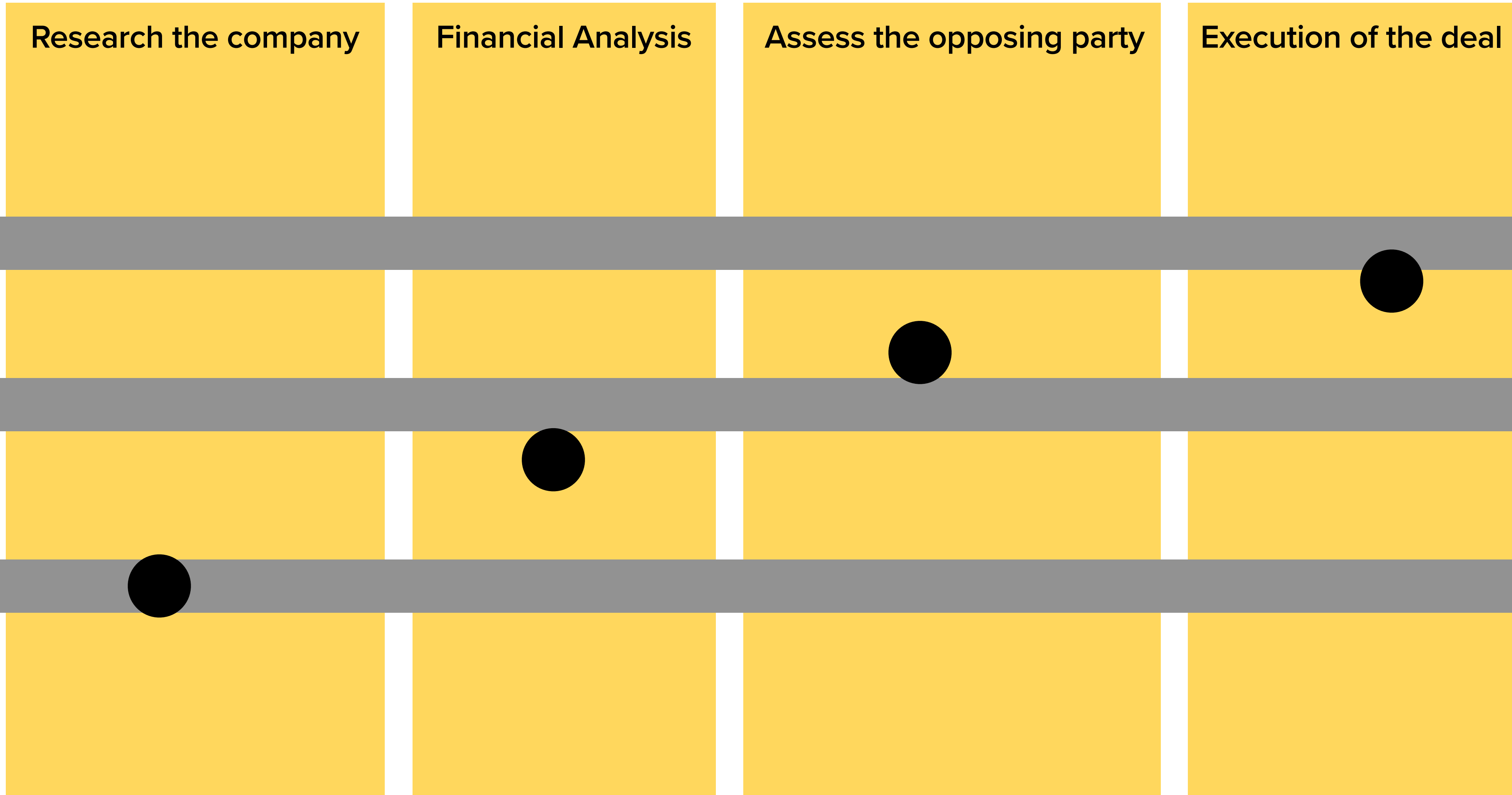
Crowd sourcing
ideation session

2

Co-creation
Workshop

ACQUISITION LANDSCAPE





Excitement



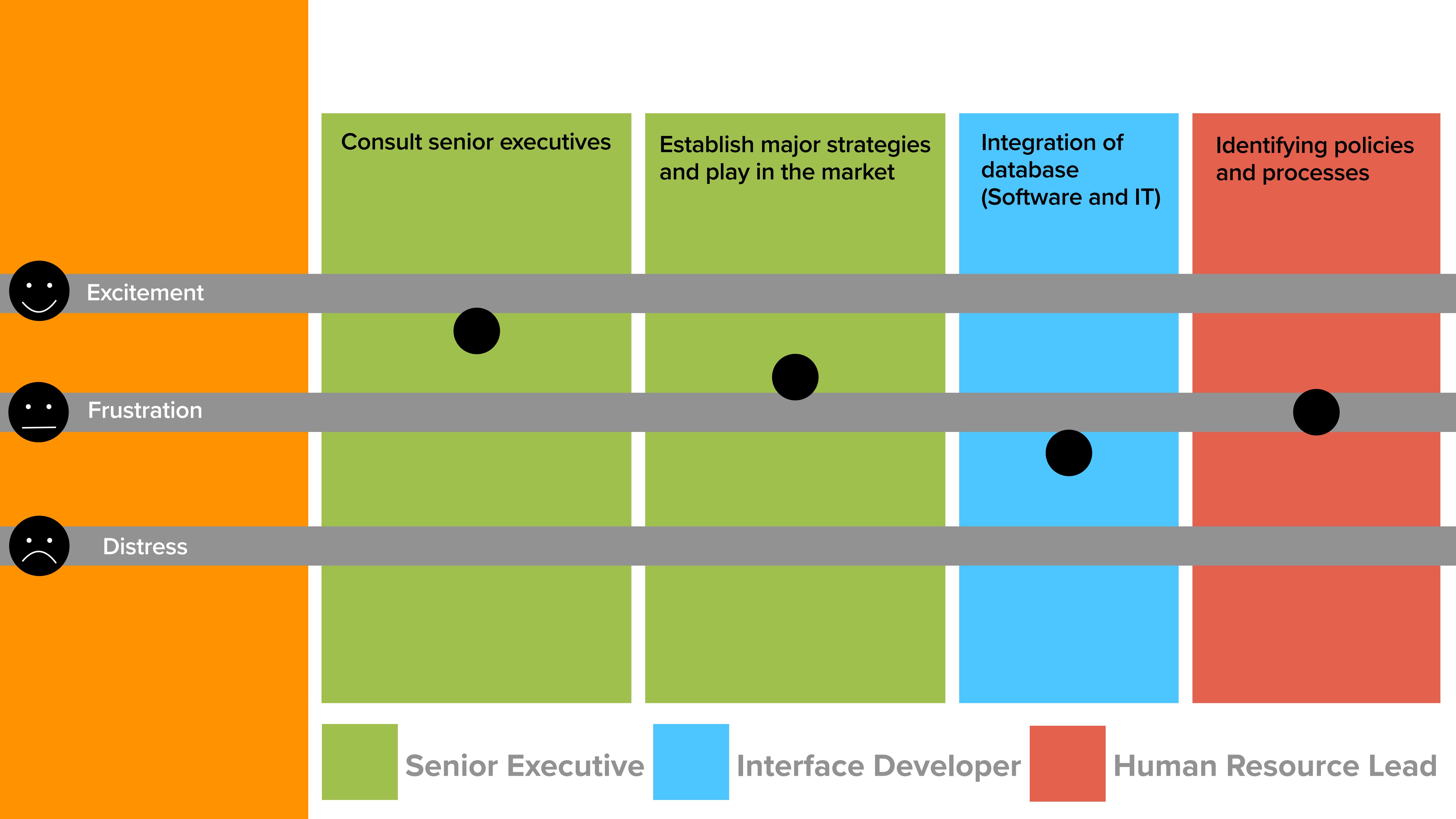
Frustration



Distress



Financial Manager



Consult senior executives

Establish major strategies and play in the market

Integration of database (Software and IT)

Identifying policies and processes



Excitement



Frustration



Distress



Senior Executive



Interface Developer



Human Resource Lead

Understanding the pain points

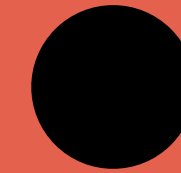
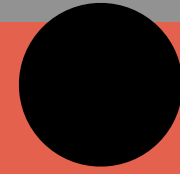
Problem solving

Communicating to the senior executives

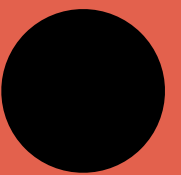
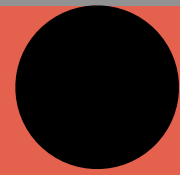
Communication channels and policies for the employees



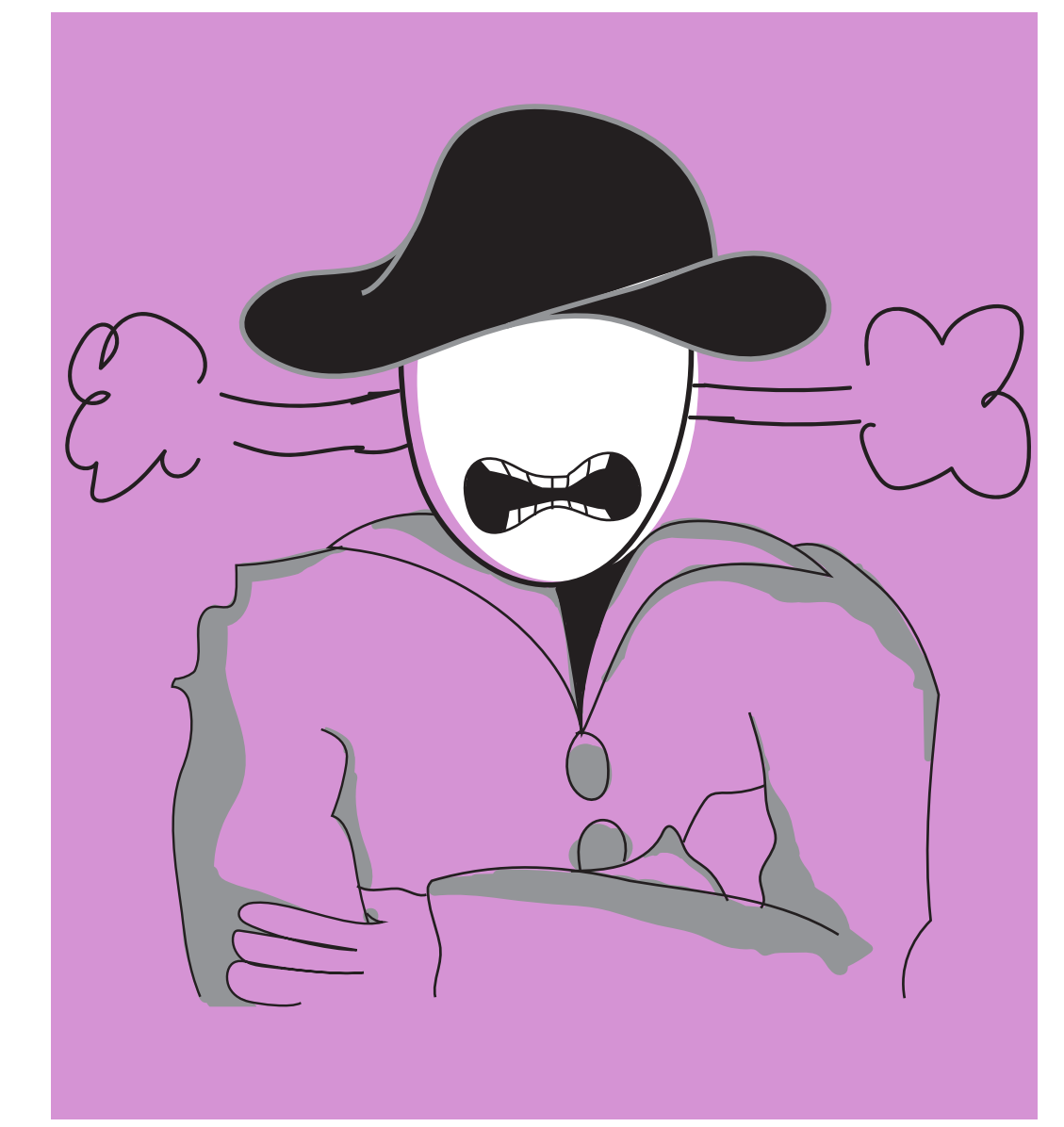
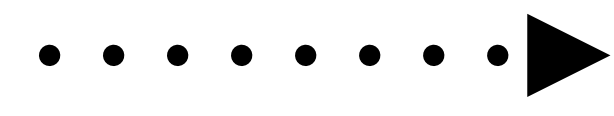
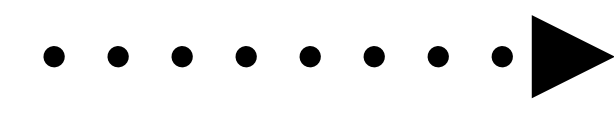
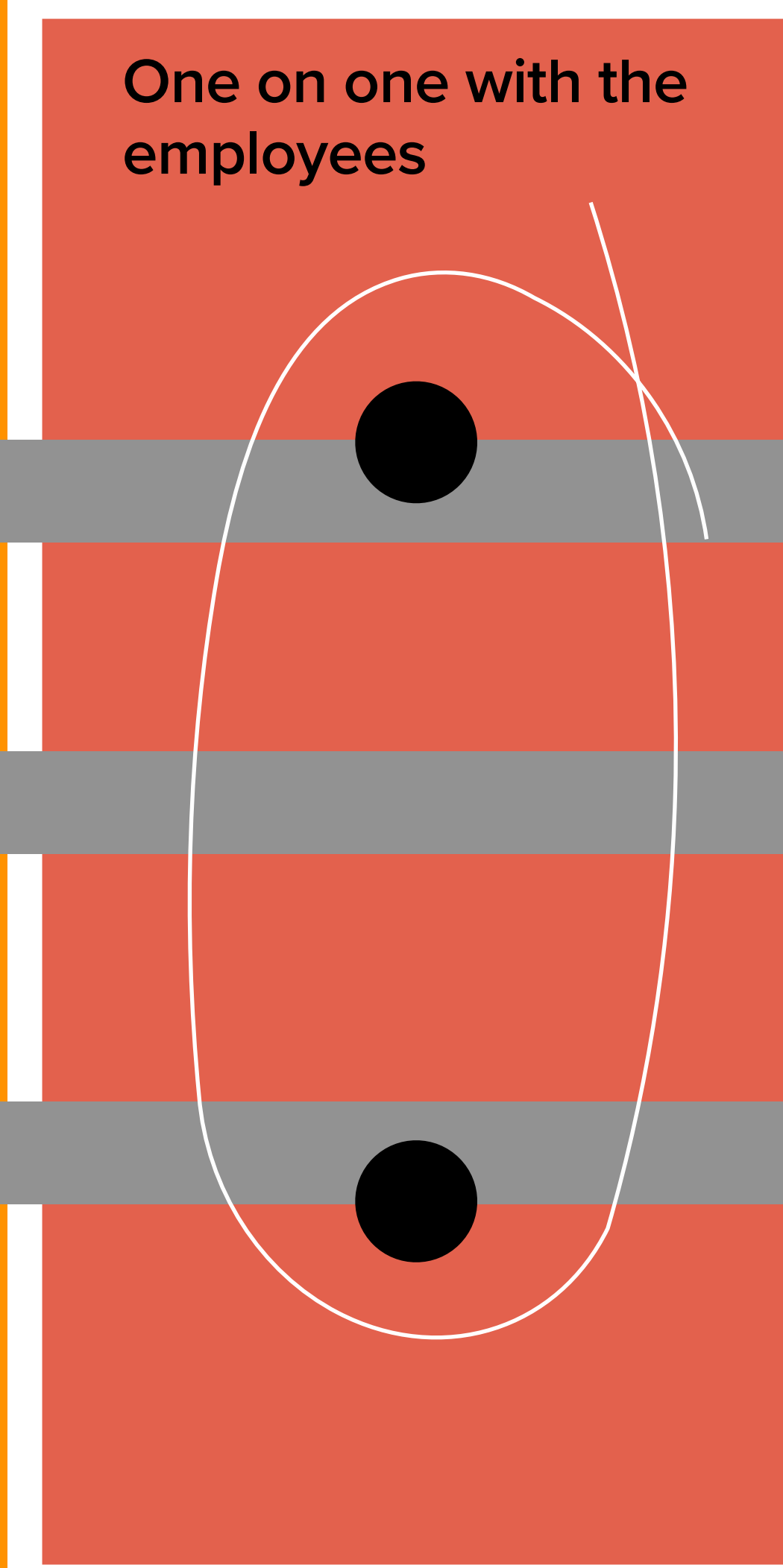
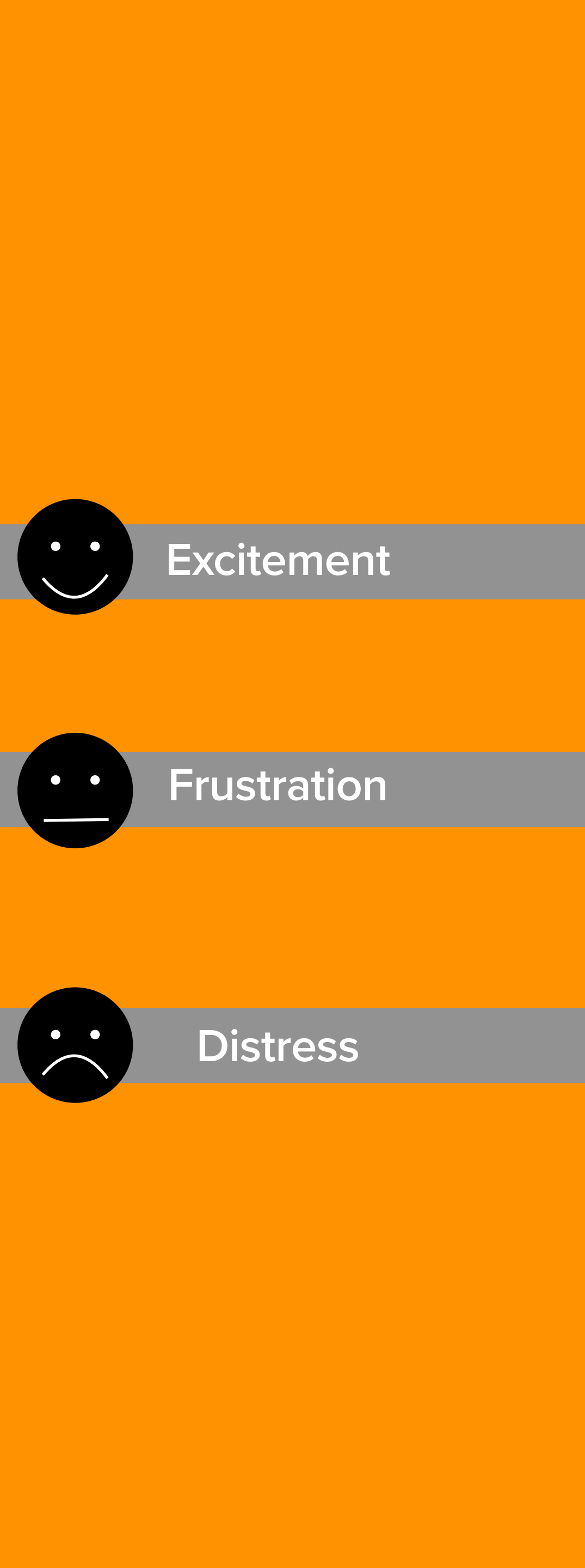
Excitement



Frustration



Distress



 Employee

 Excitement

 Frustration

 Distress





**AGENCIES AND
GOVERNMENT**



CUSTOMER



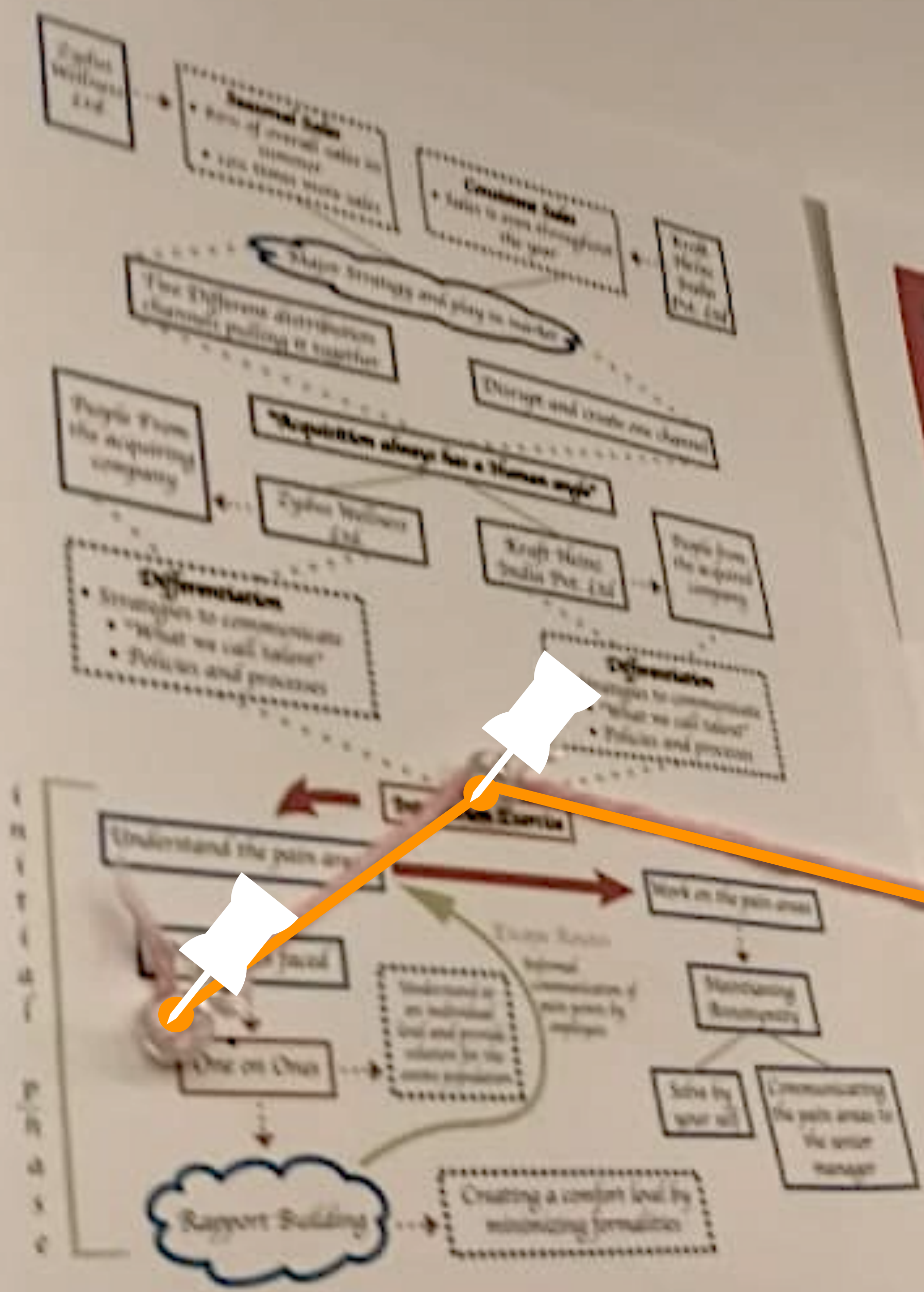
SHAREHOLDER



EMPLOYEE

FOCUS AREA

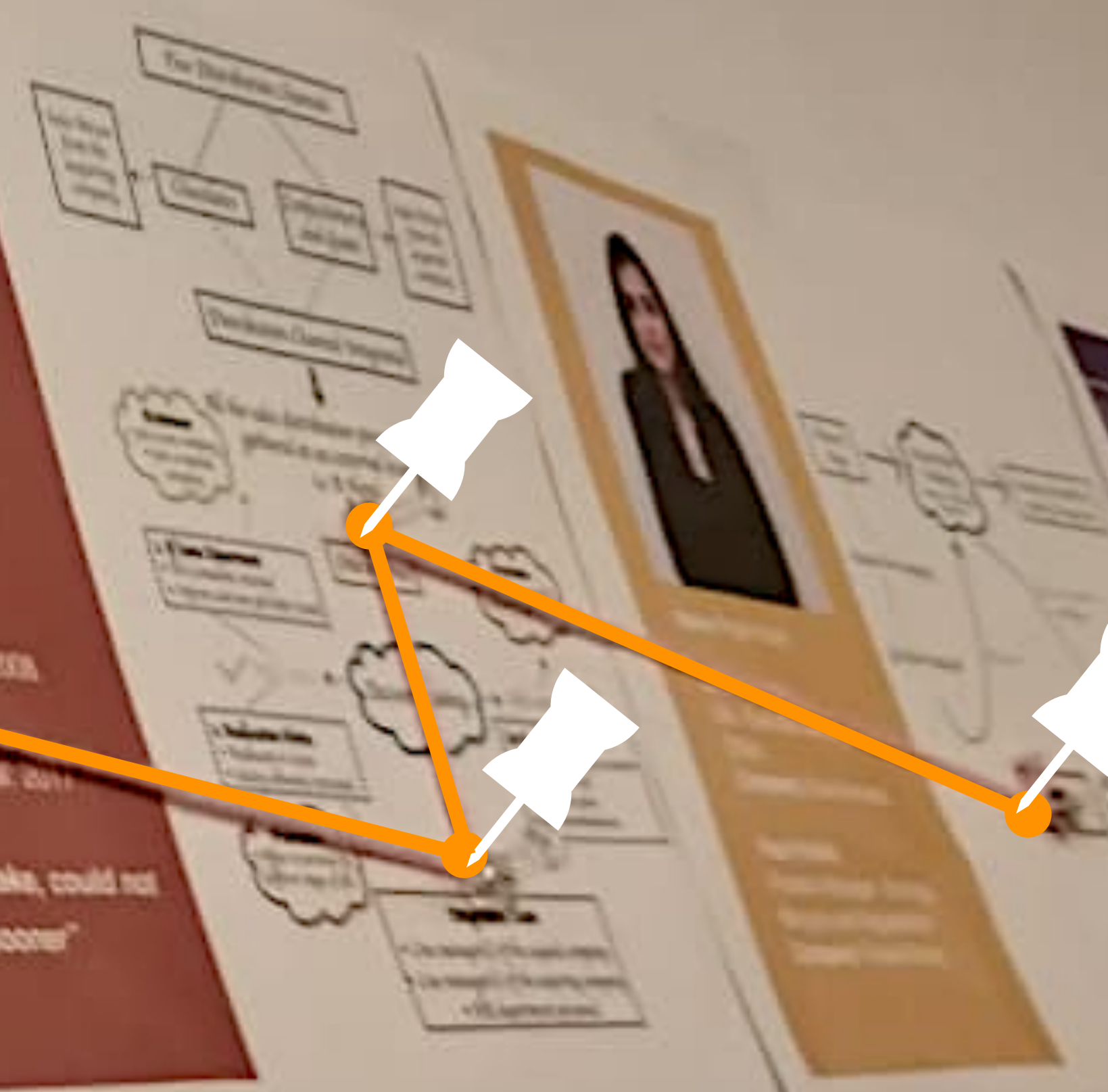
Ltd. acquires
ia Pvt. Ltd.
man Resource
est India
hya Pradesh,
a
ellness
nroll, 300 offrole
ment Lead for
ustralia, New
Brunei and
AZ



Name: Vishal Thakur
Profile: Sales Officer
Company: Mars Consolidated

Mars Acquired Wright
Press Release (Wall Street Journal) - 2018
Execution of the Deal: 2017

"Private Equity at Stake, could not integrate sooner"

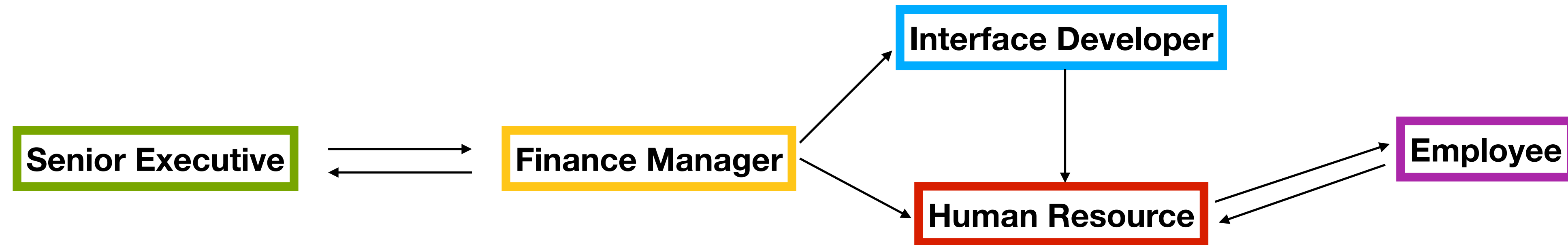


**TWO LEVERAGE
POINTS FOUND IN
THIS SYSTEM**

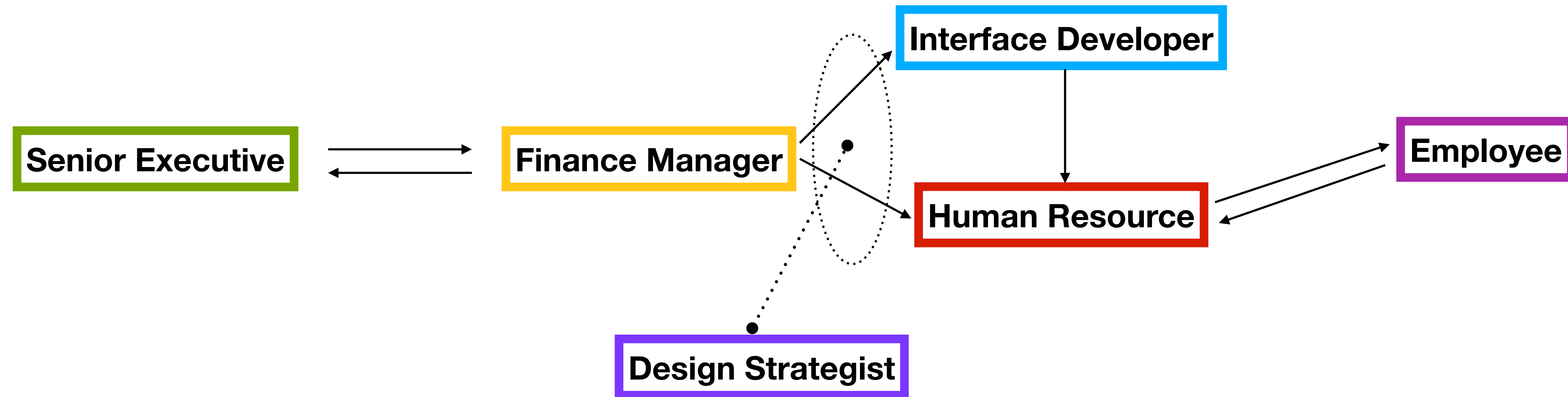
COMMUNICATION

DECISION MAKING

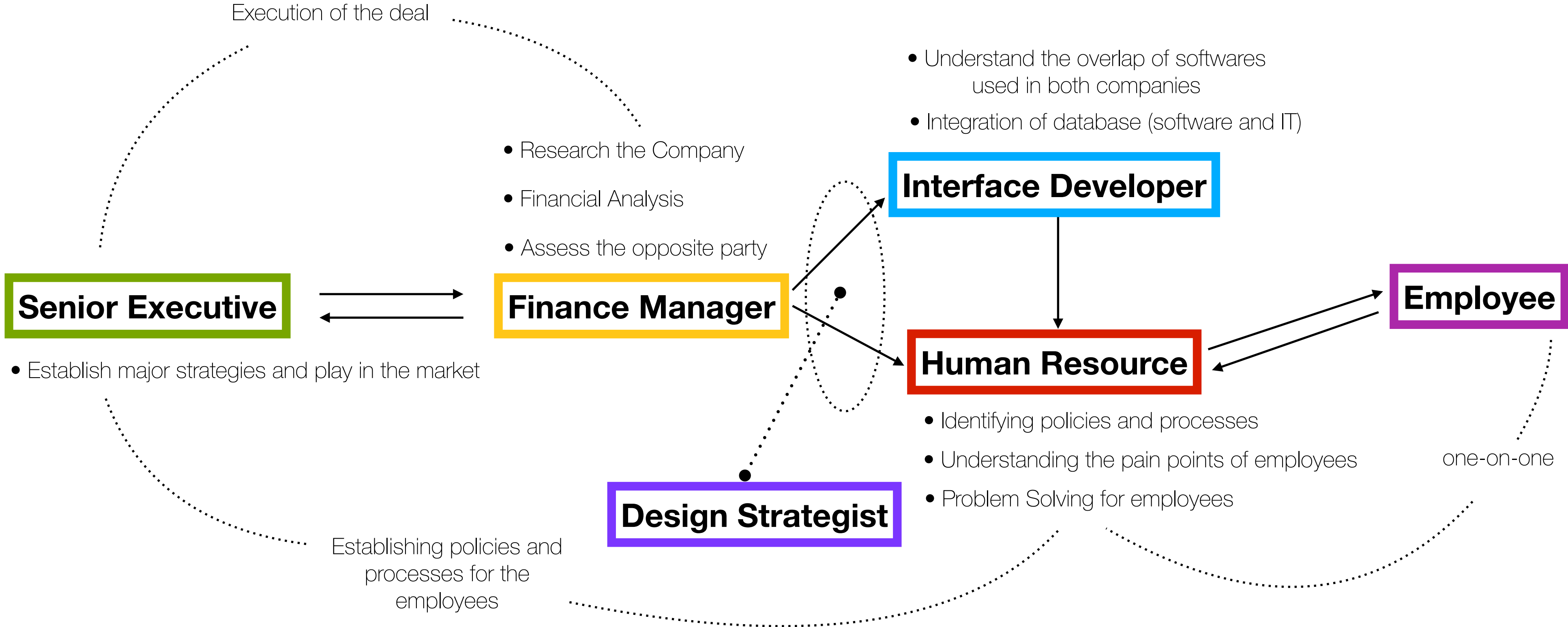
COMMUNICATION CHANNELS



INTERVENTION



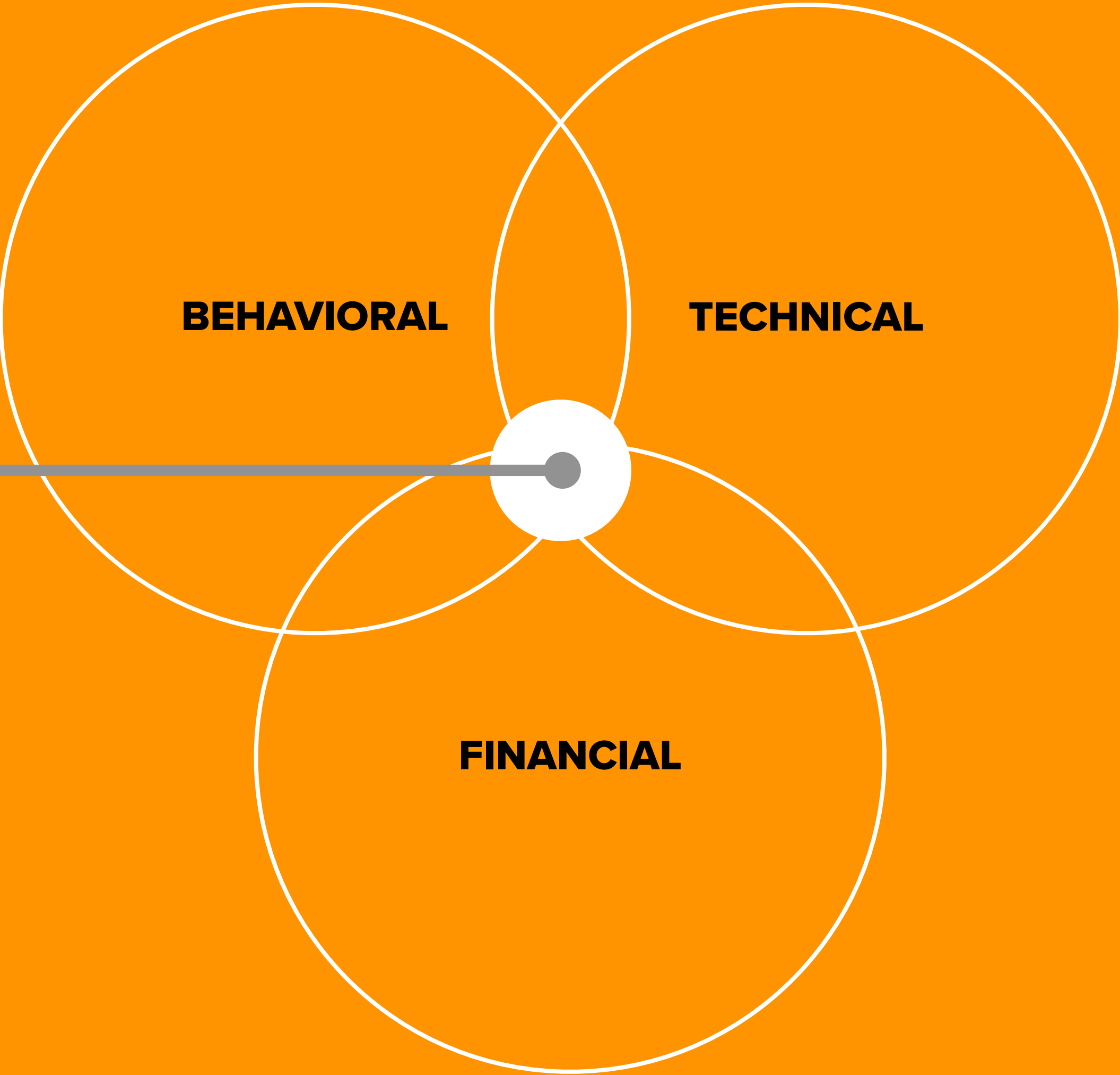
EXPERIENCE MAP FOR AN ACQUISITION MODEL



• Roles → Direct Communication Channels Informal Communication

FOR A BETTER TOMORROW

AMÉLIORÉ



AMÉLIORÉ

PROBLEM

Product Innovation matches financial synergies **BUT** people make innovation

IT Interfaces define policies and that is where the cultural integration happens **BUT** it is overlooked

Acquisition needs incubation to make it long lasting **BUT** there are lack of resources to incentivize



SOLUTION

Make conscious decisions about the emotional responses post acquisition

When IT software doesn't overlap, make decisions with user experience through agile

Instill collaboration to understand motives behind each decision maker, which would help incubate time

WHAT IS AMÉLIORÉ?

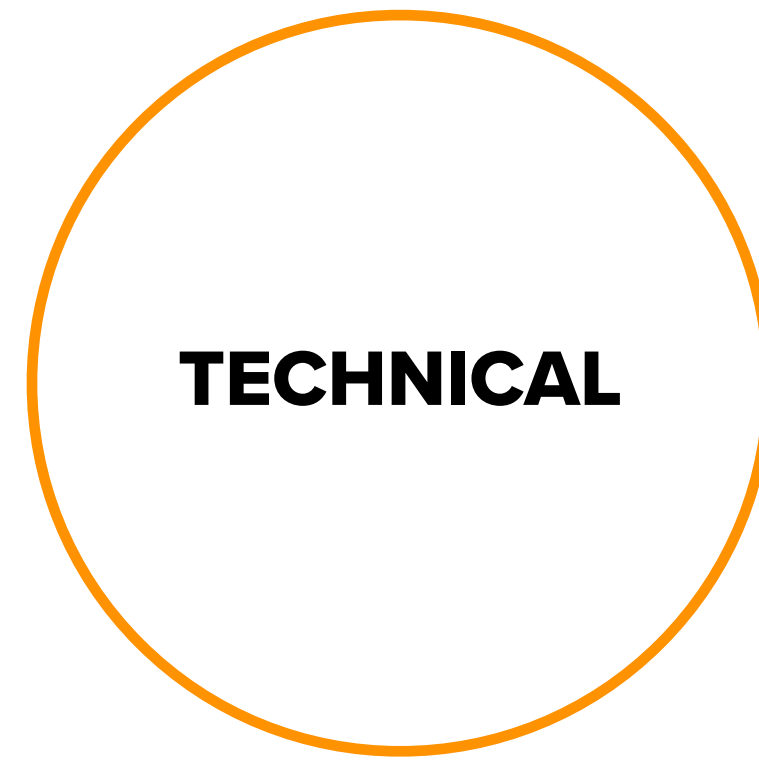
PRODUCT AS SERVICE

- Digital Toolkit
- Design Strategist

KEY FEATURES

- Empathy Building
- Agile
- Collaboration
- Role Playing

**PROTOTYPE
CONCEPT
DESIGN**



STEP 1

Agile Workflow Framework



STEP 2

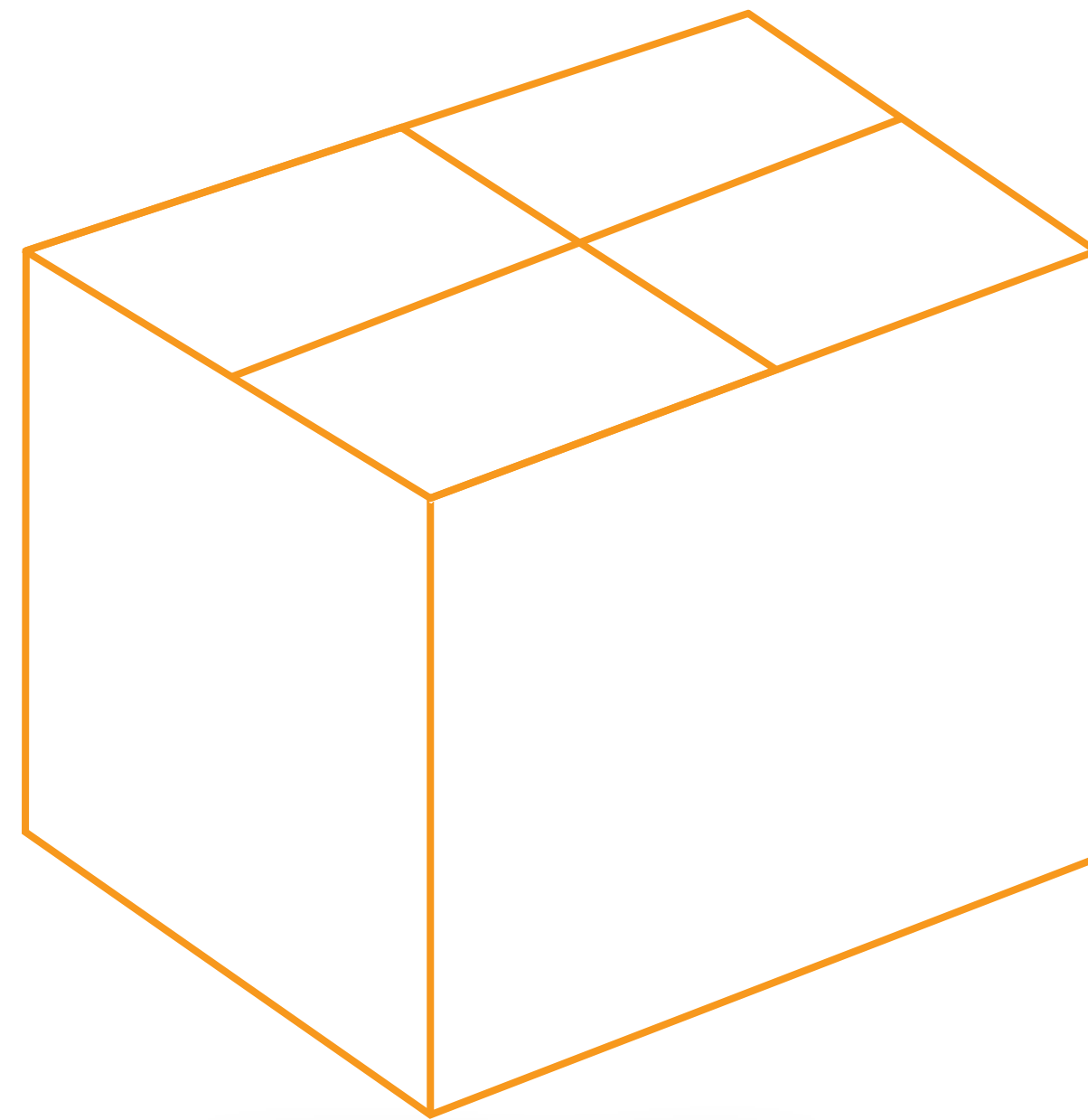
Card Sorts for Collaboration



STEP 3

Process Timeline Framework

WHAT IS IN THE TOOLKIT?



WHAT IS IN THE TOOLKIT?

AGILE WORKFLOW FRAMEWORK

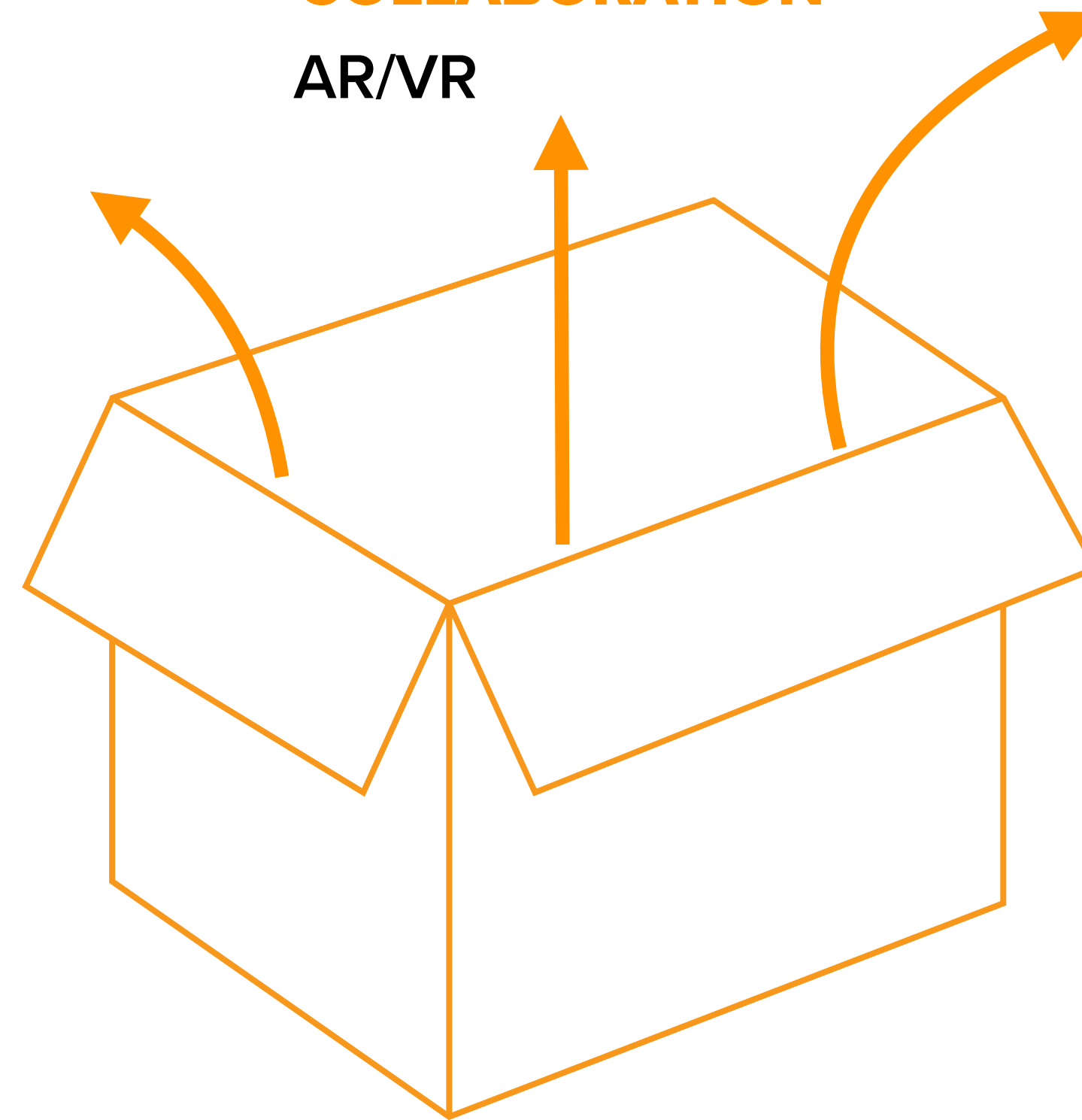
Software
Application

CARD SORTS FOR COLLABORATION

AR/VR

PROCESS TIMELINE FRAMEWORK

AI and machine learning



DEVELOPMENT

PLAN

REPRESENTATION



AR/VR

Immersive Experience

ACTORS



REMOTE

Global Connectivity

NETWORKS



APPLICATION

Platform Infrastructure

DEVICES



HARDWARE AS SERVICE

Devices like VR glasses

PROTOTPE

&

TESTING

AGILE WORKFLOW FRAMEWORK

ROLE YOU PLAY IN THE ACQUISITION	MOTIVE TO BE HERE	PURPOSE BEHIND DECISION MAKING	WHAT DO YOU THINK YOU WOULD GAIN OUT OF THIS?

PROTOTPE

&

TESTING

CARD SORTS FOR COLLABORATION

- Color coding for roles
- Time Management
- Decision making process
- Optimization of Resources
- Designing the workplace with economies at scale

TESTED

TESTED

TESTED

DEVELOPMENT

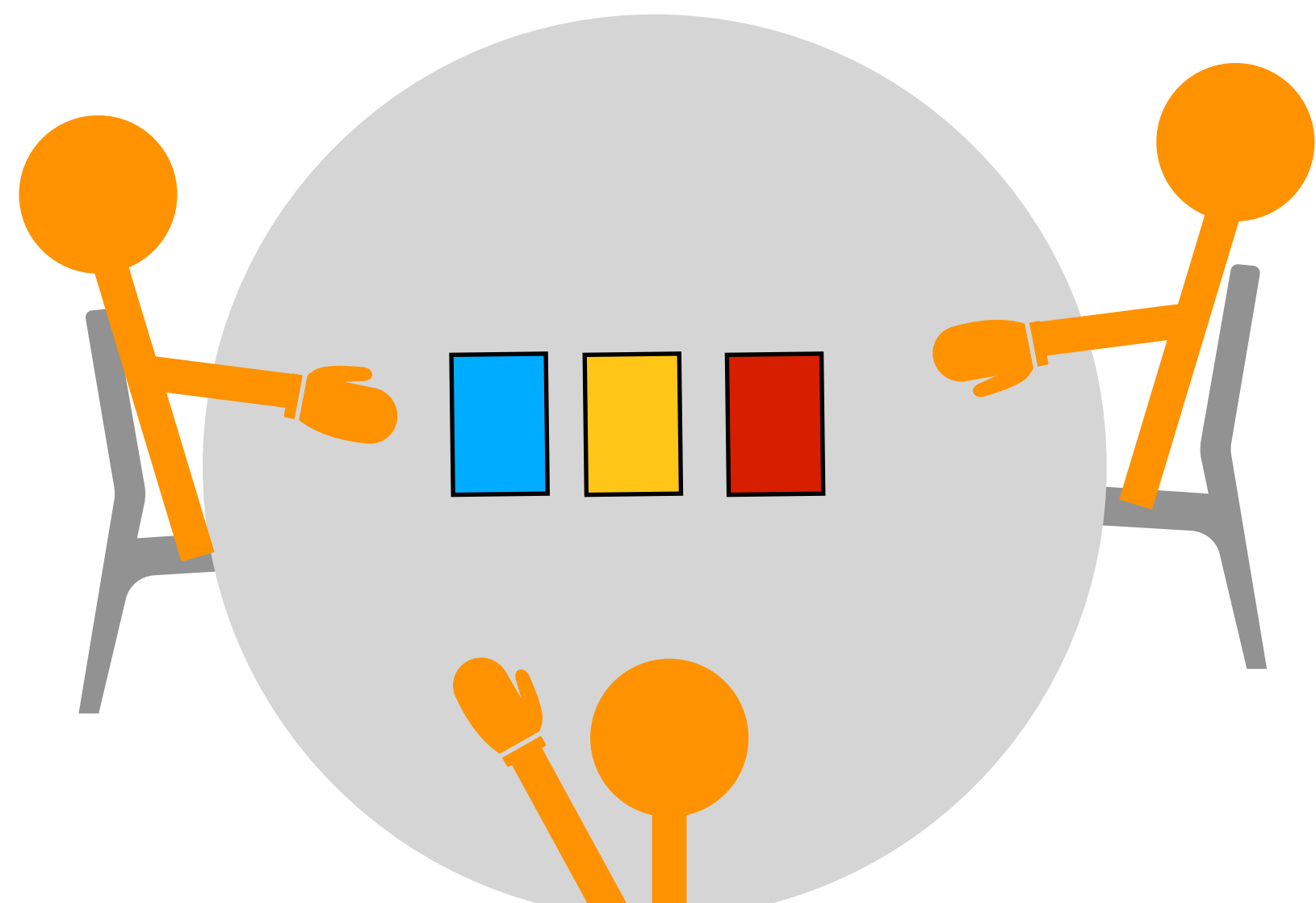
DEVELOPMENT

PICK THE CARD THAT RESONATES THE MOST WITH YOUR ROLE

I Integrate the IT softwares and technologies with the policies of the firm

I want to pull down the cost and retain the revenue

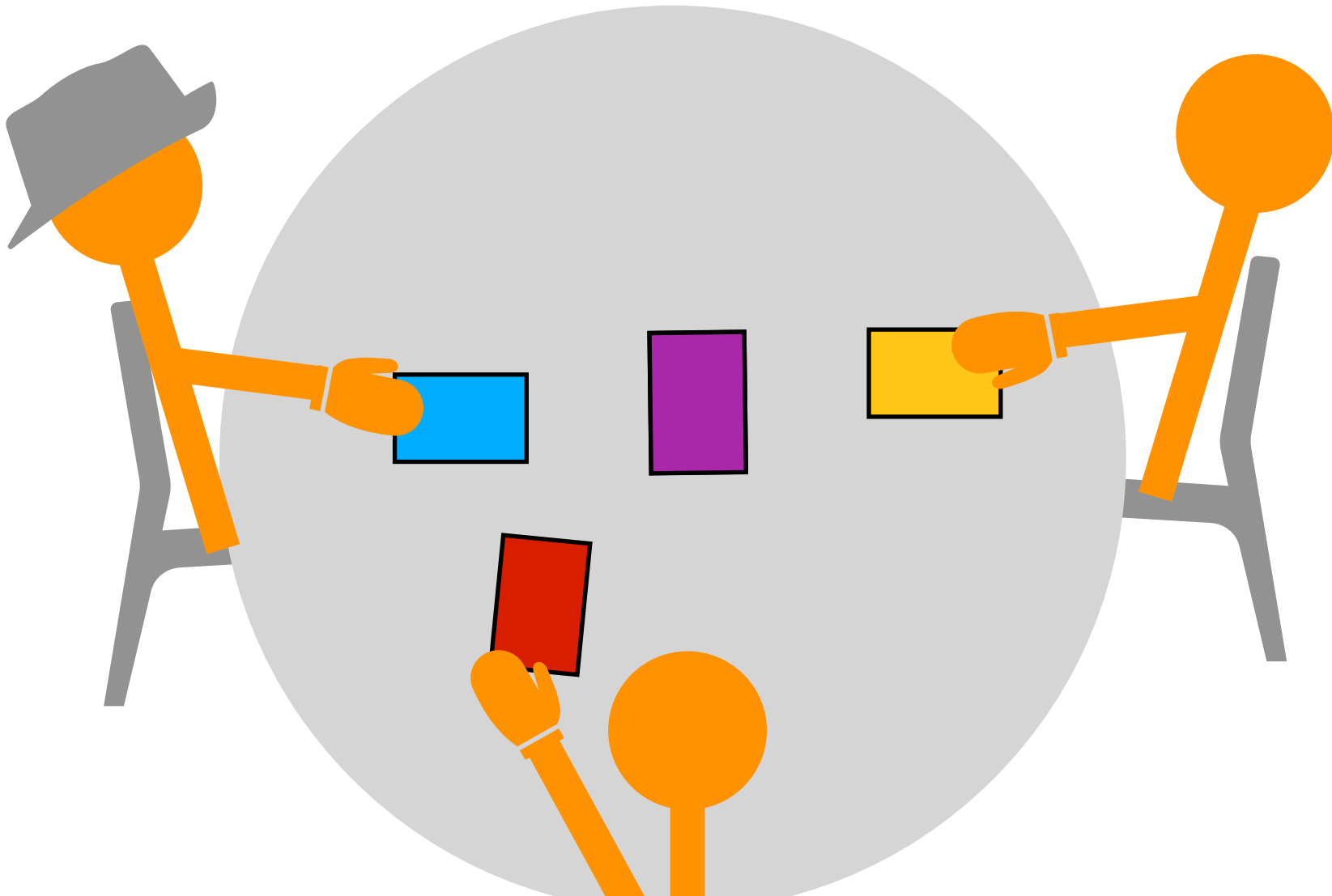
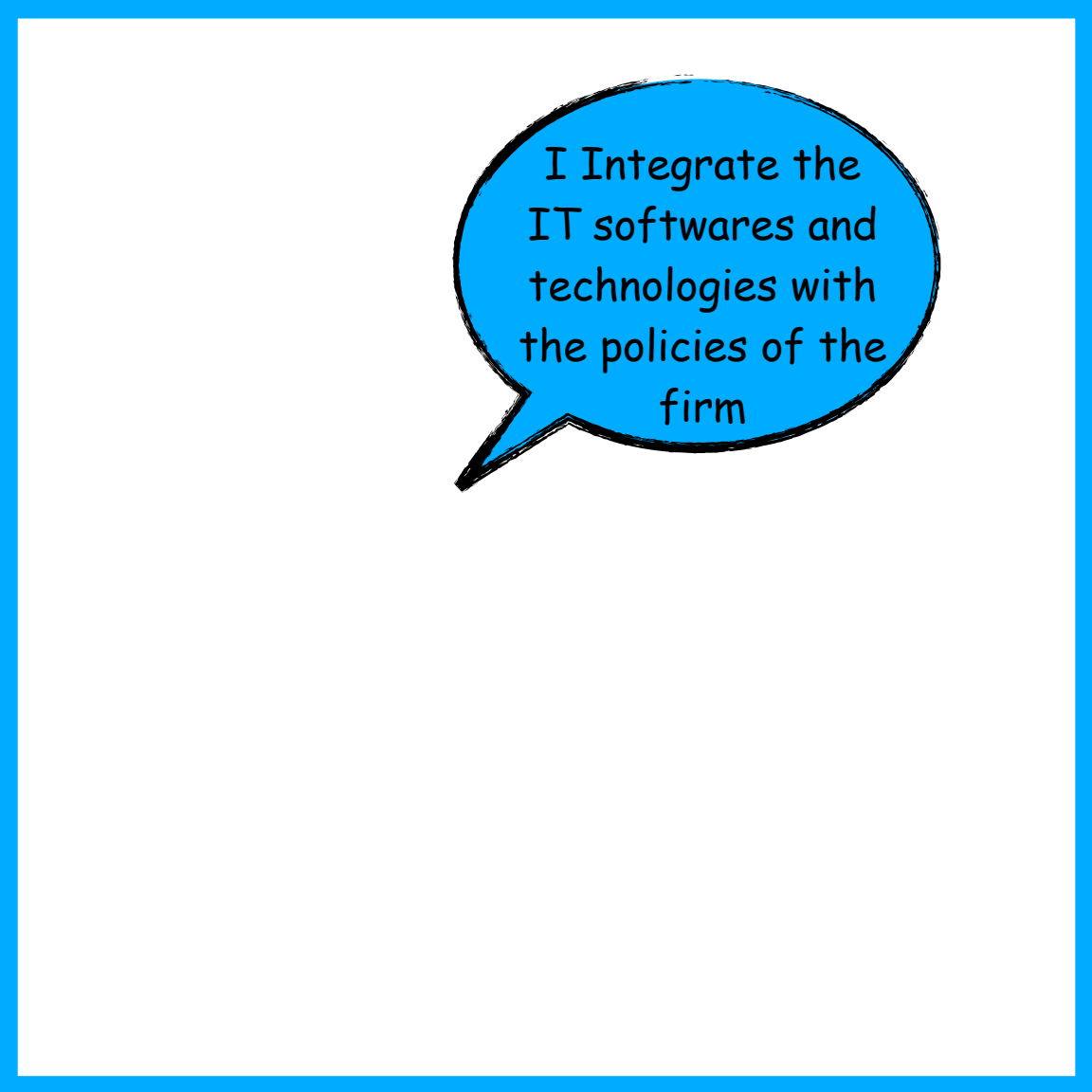
I issue the general statement of policies



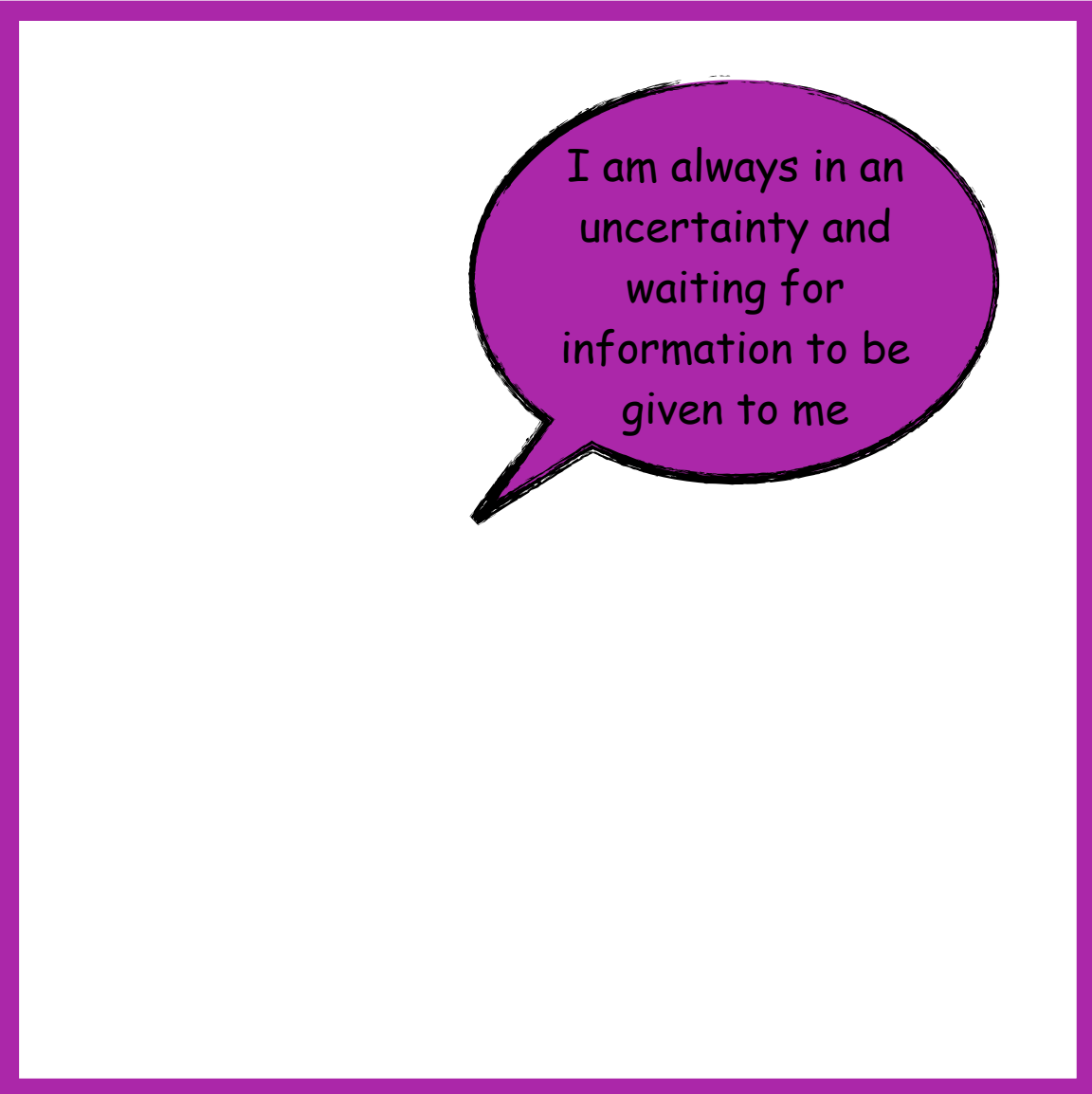
CARD PICKED

EXAMPLE: TESTED WITH THE DIRECTOR OF APPLICATION DEVELOPMENT

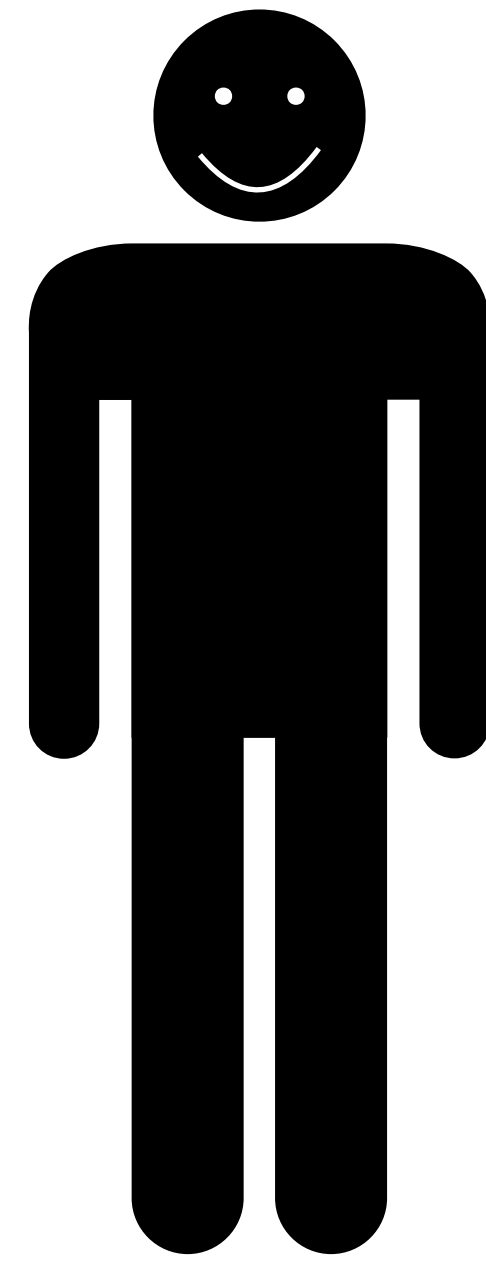
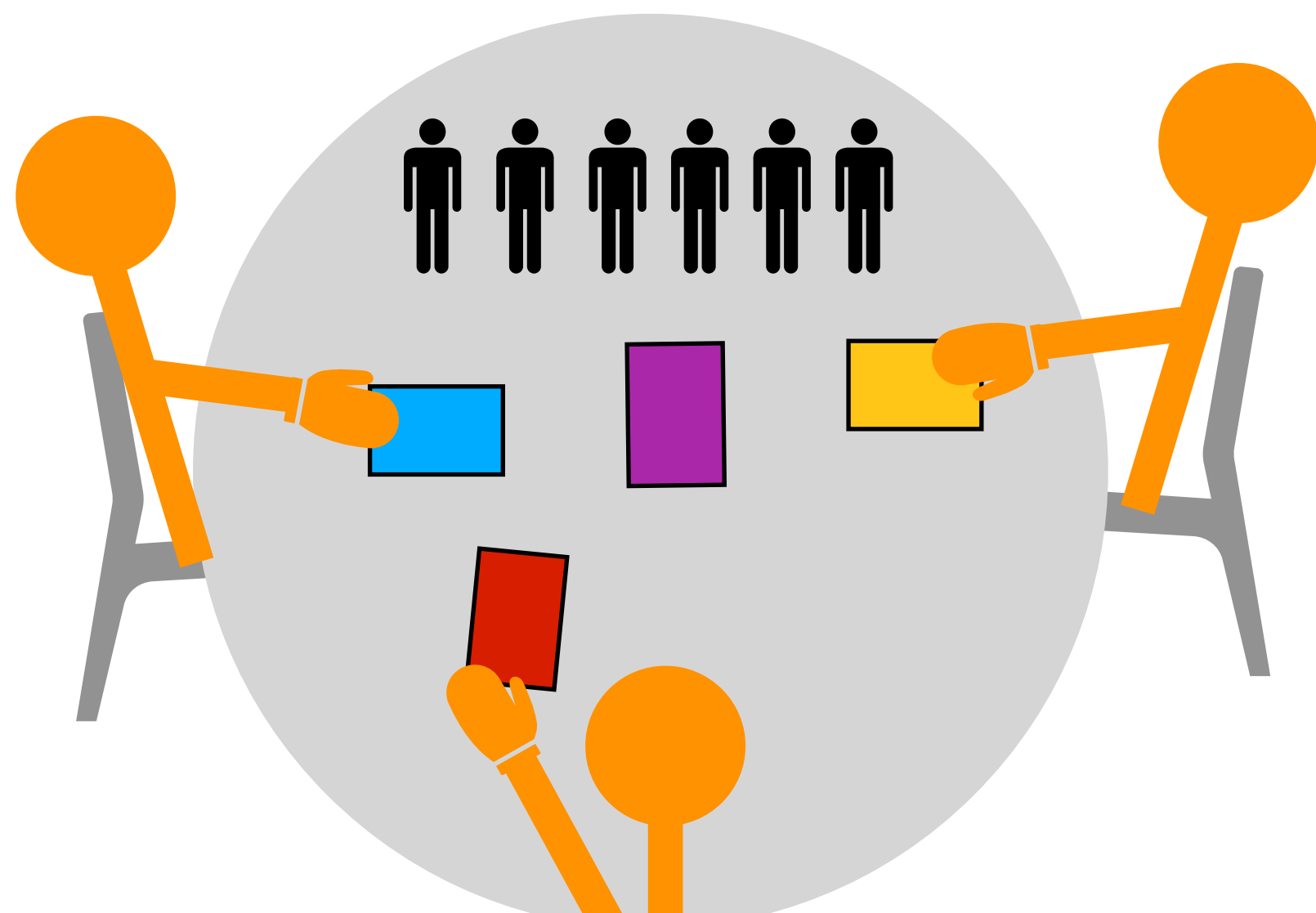
Your Card



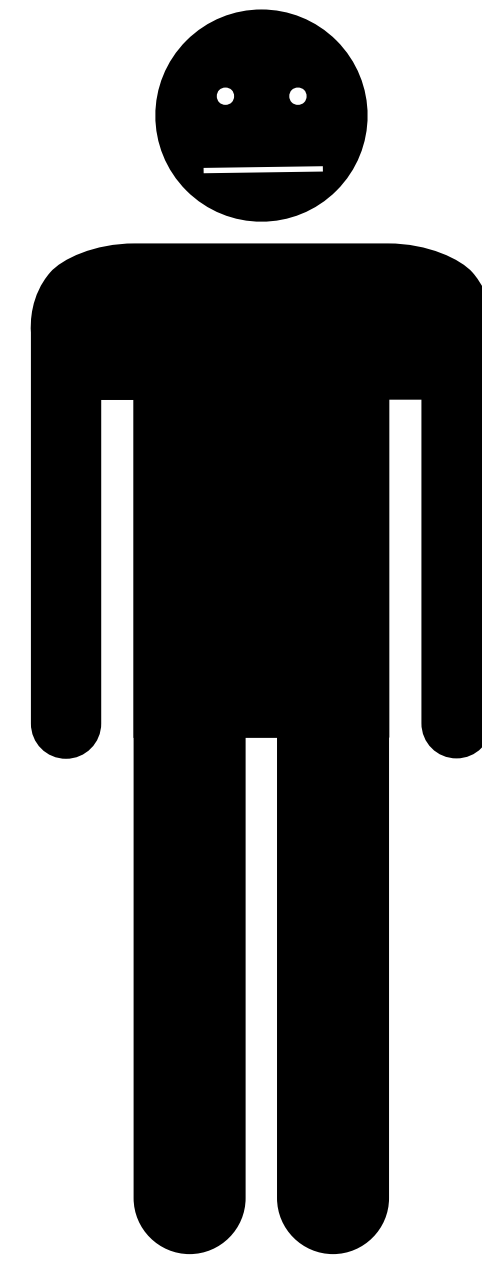
Card For All



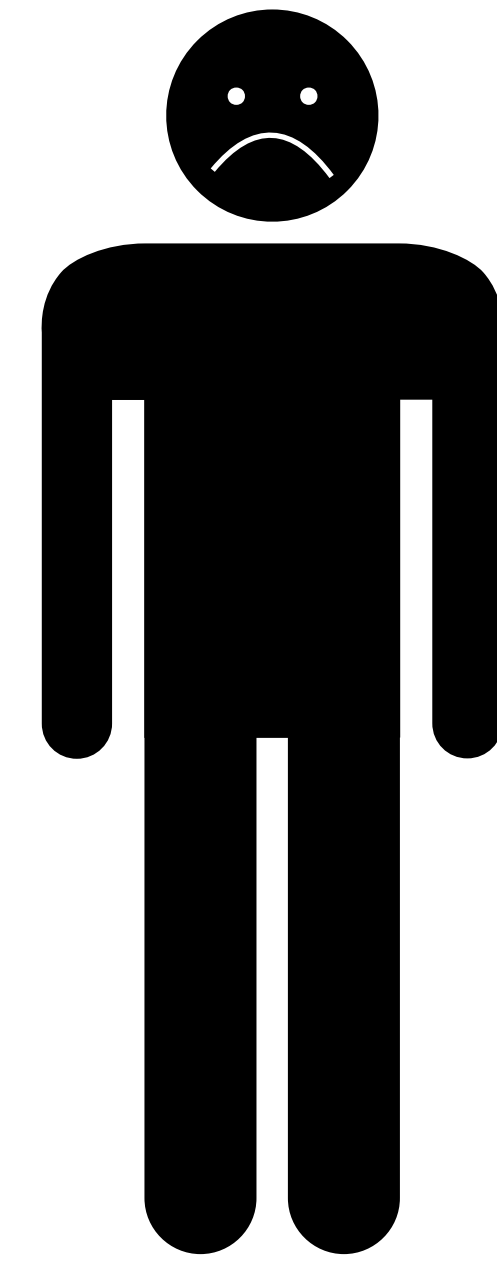
PICK A CHARACTER, THAT FITS THE DIALOGUE FOR EACH CARD ON THE TABLE



Happy to do
this task



Got to do what
I got to do



Sad to do this
task

PICK THE ENVIRONMENT, FOR EACH FRAME ON THE TABLE



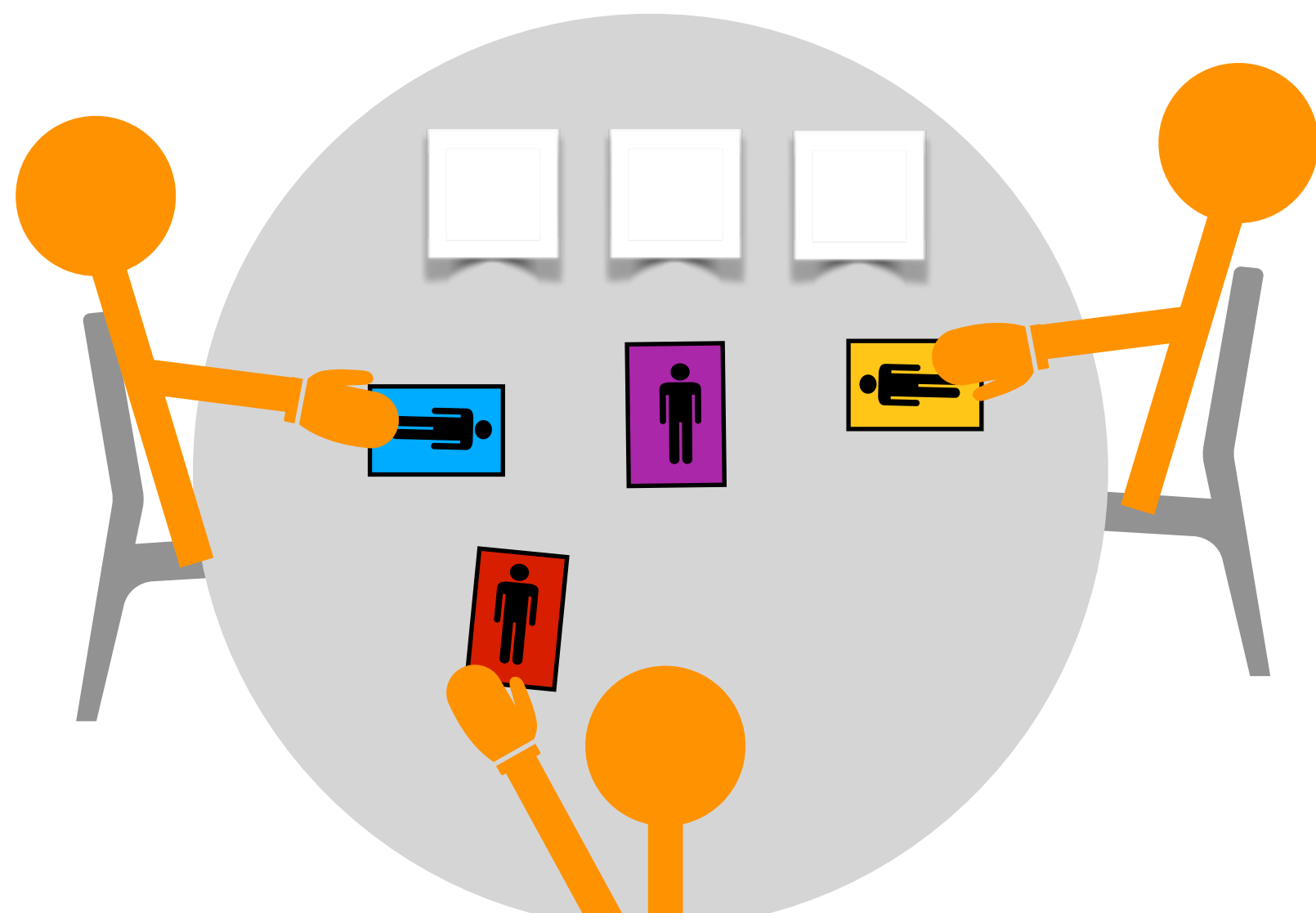
Closed Work Environment

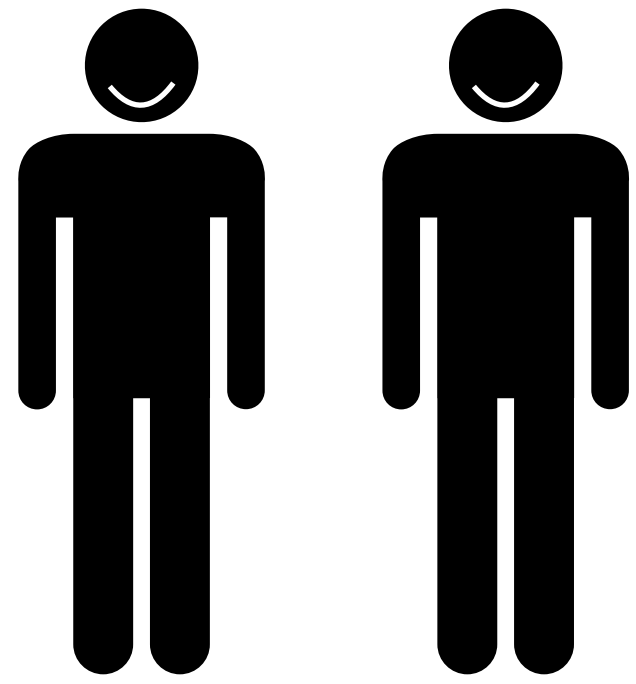


Isolated Work Environment



Open Work Environment





I Integrate the IT softwares and technologies with the policies of the firm



- Flexibility in decision making
- Design Strategist conducts voting

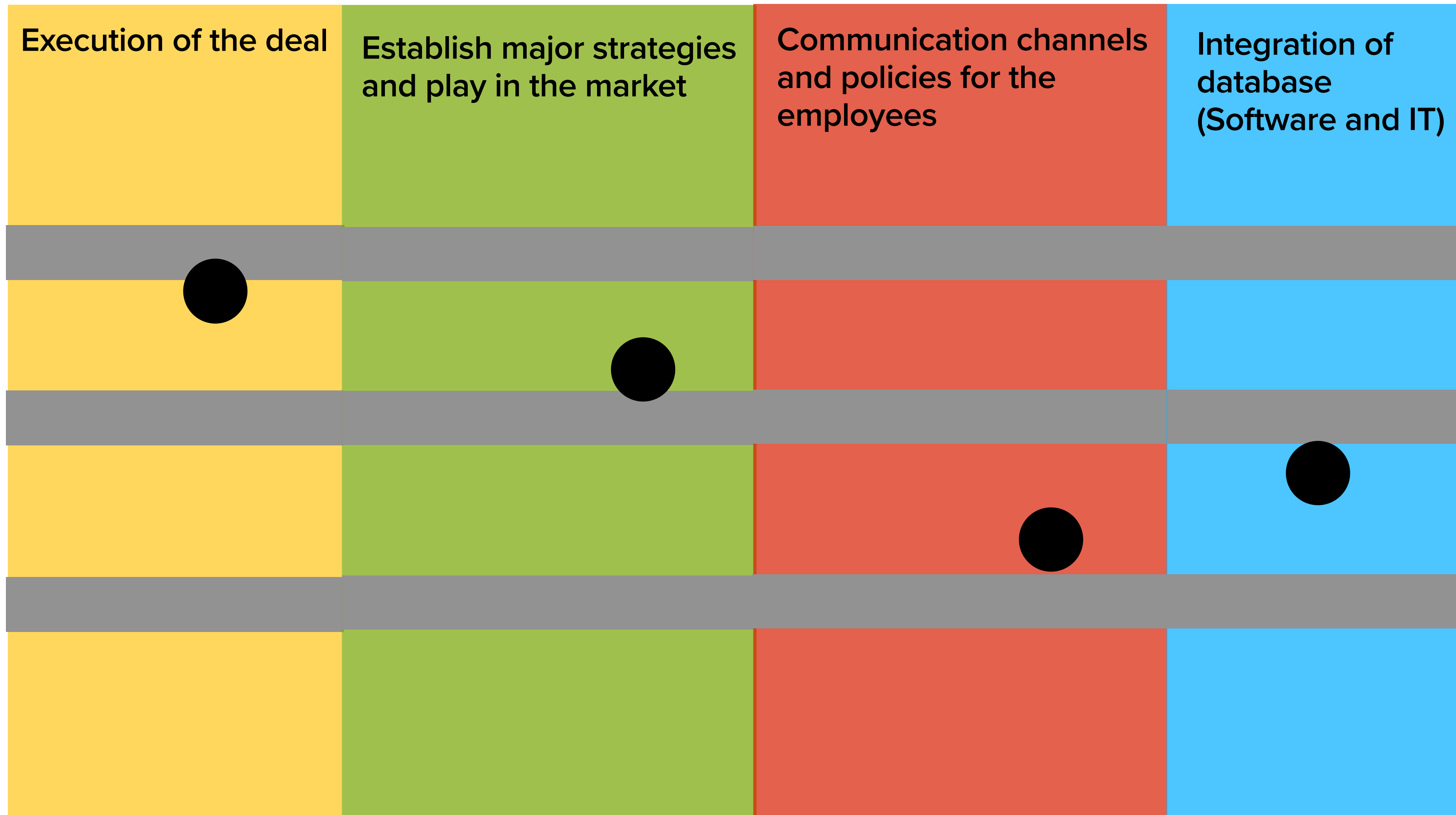


I am always in an uncertainty and waiting for information to be given to me

I want to pull down the cost and retain the revenue

I issue the general statement of policies

PLACE THE ROLES ON EACH STEP OF THE JOURNEY MAP



1

Fine tune the emotional journey

2

Conscious with the roles of the employees

3

Assets for Resource allocation

FOR A BETTER TOMORROW

AMÉLIORÉ

**VISION: RE-DEFINE LUXURY AND
STANDARD OF LIVING**

**MISSION: DELIVER THE BEST
STORYLINE FOR
EXECUTION STRATEGY,
THROUGH SCENARIO
PLANNING**

THANK YOU!

CONTACT

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