Forbes, U.S.: Making Innovation Possible in a Data-Drenched World

"By focusing on uncovering the human problem behind the business problem, the human-centered organization analyzes the experiences offered on the market and seeks to understand what the customers are looking to get done, what pains they must go through, and what gains they are achieving, to provide the best possible solution," says **Andres Angelani**, CEO, Cognizant Softvision. "Design's exploratory mindset, abductive thinking, associative processing, and tinkering approach to challenges and opportunities become a facilitator."

Excerpts from Forbes' article:

"Can a spirit of unfettered innovation last in today's data-intensive digital era? Yes, and more so, says Andres Angelani, CEO of Cognizant Softvision, In his forthcoming book, Transforming While Performing: How to Create a Culture of Innovation with Partners, Angelani says digital helps open the gates of rapid, fail-fast type of innovation. He outlines the key elements of innovation: starting with a gamification approach to meeting objectives, along with a design approach to management.

'When design principles are applied to strategy and innovation, the success rate for innovation dramatically improves,' he states."

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