



GF Piping Systems How Design Thinking plays its role in an international industrial company

Lea Im Obersteg, Head of Global Design Thinking, GF Piping Systems October 2021, ITS Apéro **Georg Fischer Corporation**

3.2 bn CHF

Total revenues 2020



countries



Total companies

14118 **Employees worldwide**

Our three Divisions



GF Piping Systems





GF Casting Solutions

GF Machining Solutions





+GF+





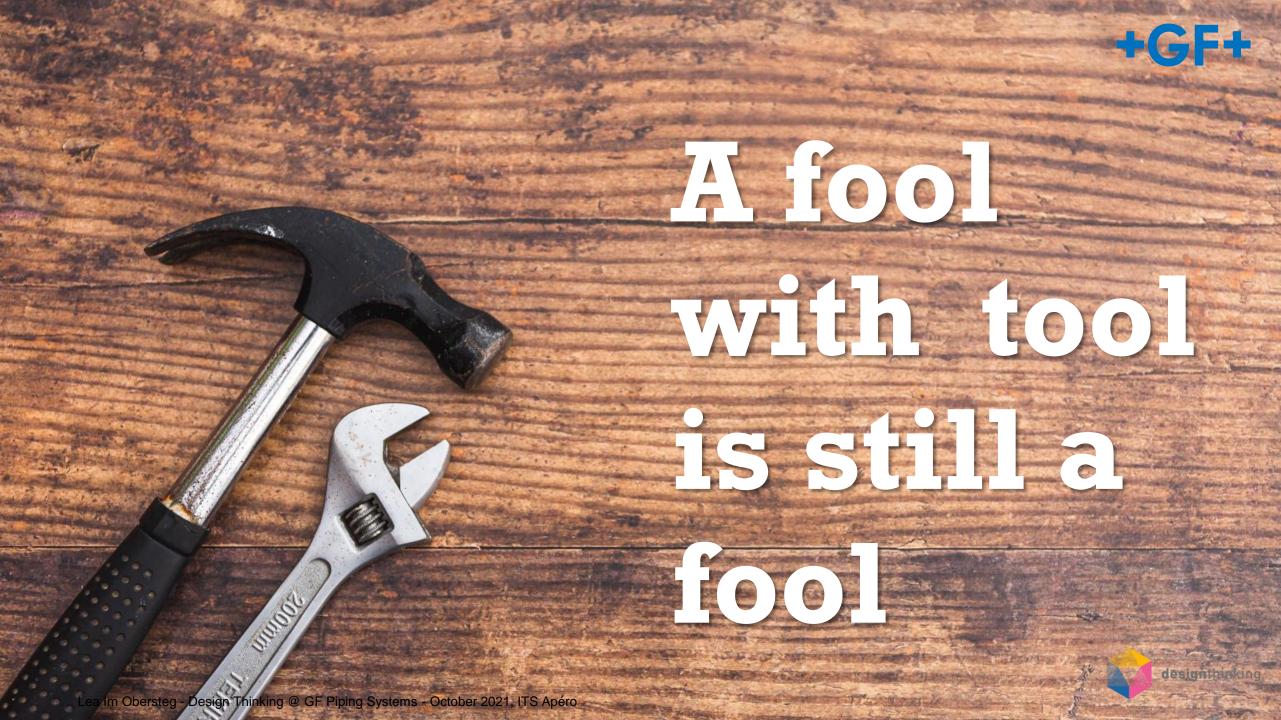


"The business does not care about Design Thinking and concepts."

"The business only cares about market outcomes." - Phil Gilbert, Former Head of Design at IBM

designthinking





and path...

the vision

Scoping

... by slicing the elephant...



and lettin oetimenti

eg - Design Thinking @ GF Piping Systems - October 2021, ITS Apéro



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Thank you