



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

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#### 

### **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**





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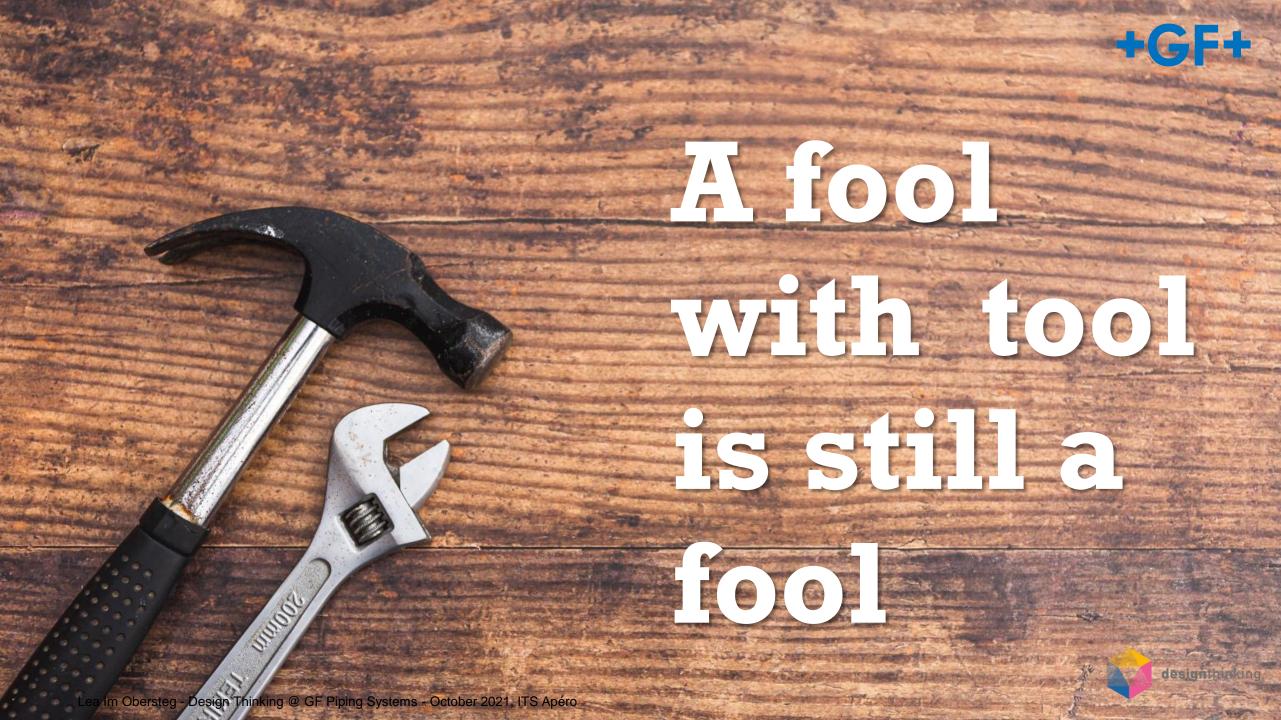


### "The business does not care about Design Thinking and concepts."

#### "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