

Almost always, we start in the dark or with too many unknowns.

Research, Observations & Insights offer some context.

Concepts, Prototypes & Synthesis clarify further.

Planning & Strategy then empower our actions.



“in the dark or with too many unknowns” Black

“offer some context” Gray

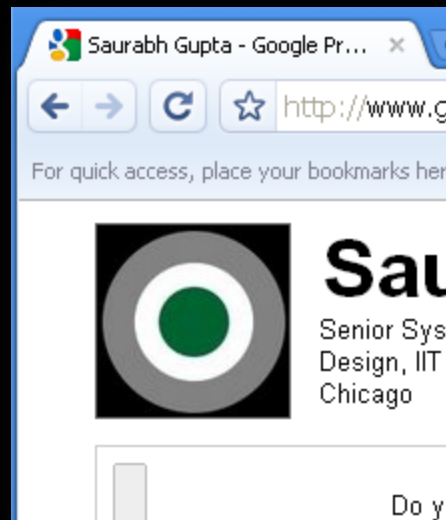
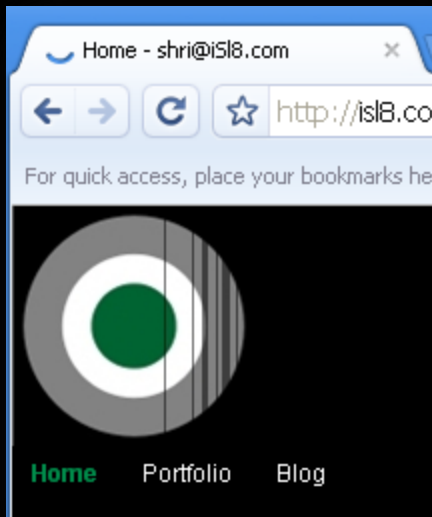
“clarify further” White

“empower” Green



Roles for Brand 'Shri'

Role	Reason
Catalyst	New People, New Ideas, All the time. Look where my brand has been... Pharmacist, Technologist, Designer, MBA, Immigrant, Career Changer, Multilingual.
Learner	My brand is all about being on the cusp & to be on that cutting edge of Technology, Design & Research, this role is required.
Partner	More than ever, for a successful transition into a new career / industry, and to deliver on the brand promise, it is essential to partner. The world is moving too fast for any one person.
Mentor	In order to continually increase the value add that my brand can offer, it is imperative that it nurtures & grows a community based on the idea of making others successful.



Systemic

“in the dark or with too many unknowns” Black

“offer some context” Gray

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“empower” Green



Relevant



Iconic

Thank You!

