



Mu Sigma

Solving Problems for Fortune 500 Companies

Thursday Learning Hour

Do The Math

Chicago, IL

Bangalore, India

www.mu-sigma.com

1 August 2022

Agenda



Introduction

Problem Statement

Problem Solving

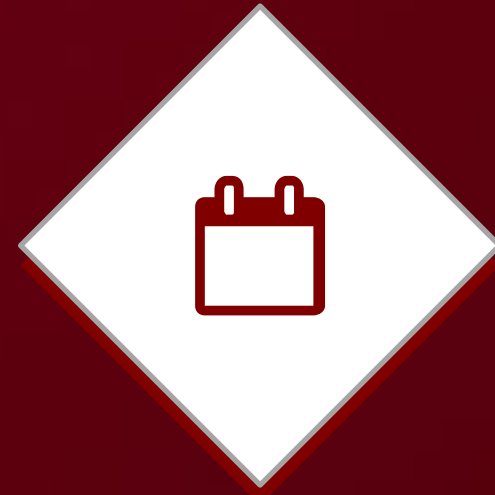
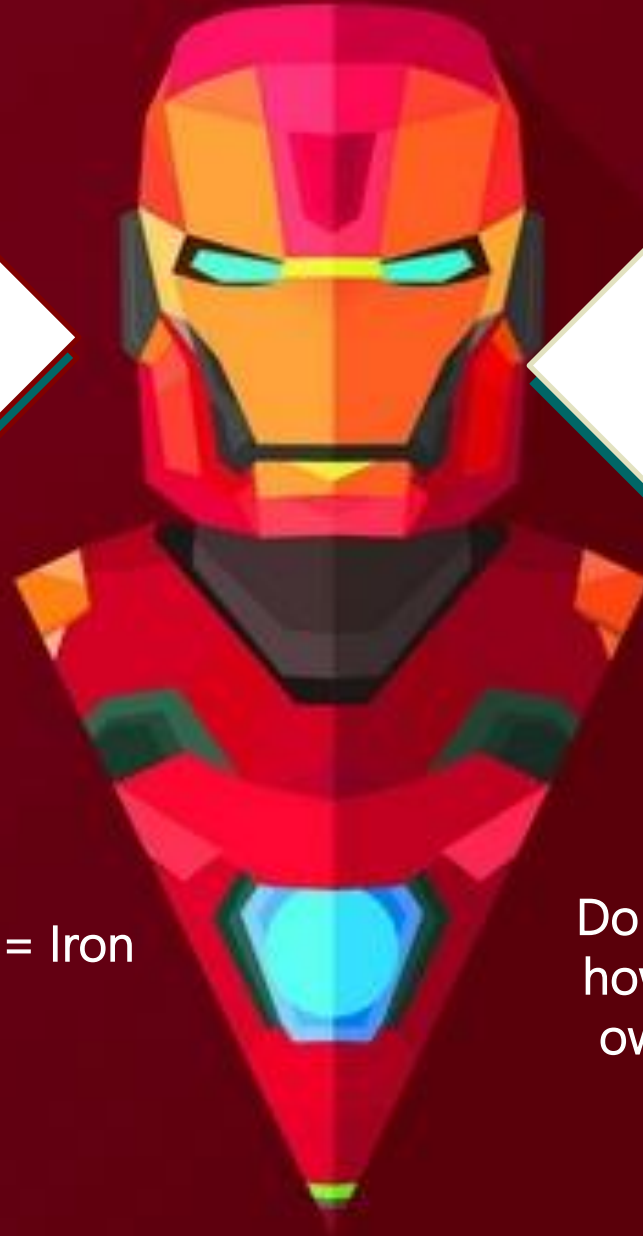
Mental Model

Current to Future State – Gap Analysis

Activity



Introduction



Mu Sigma's way of
Problem Solving includes



and



Man + Machine = Iron
Man

Do you want to know
how to become your
own version of Iron
Man?

Find out how in this
presentation!

Suppose Tesla Motors wants to launch in India



Company

Tesla, Inc. is an American automotive company based in Austin, Texas.



CEO

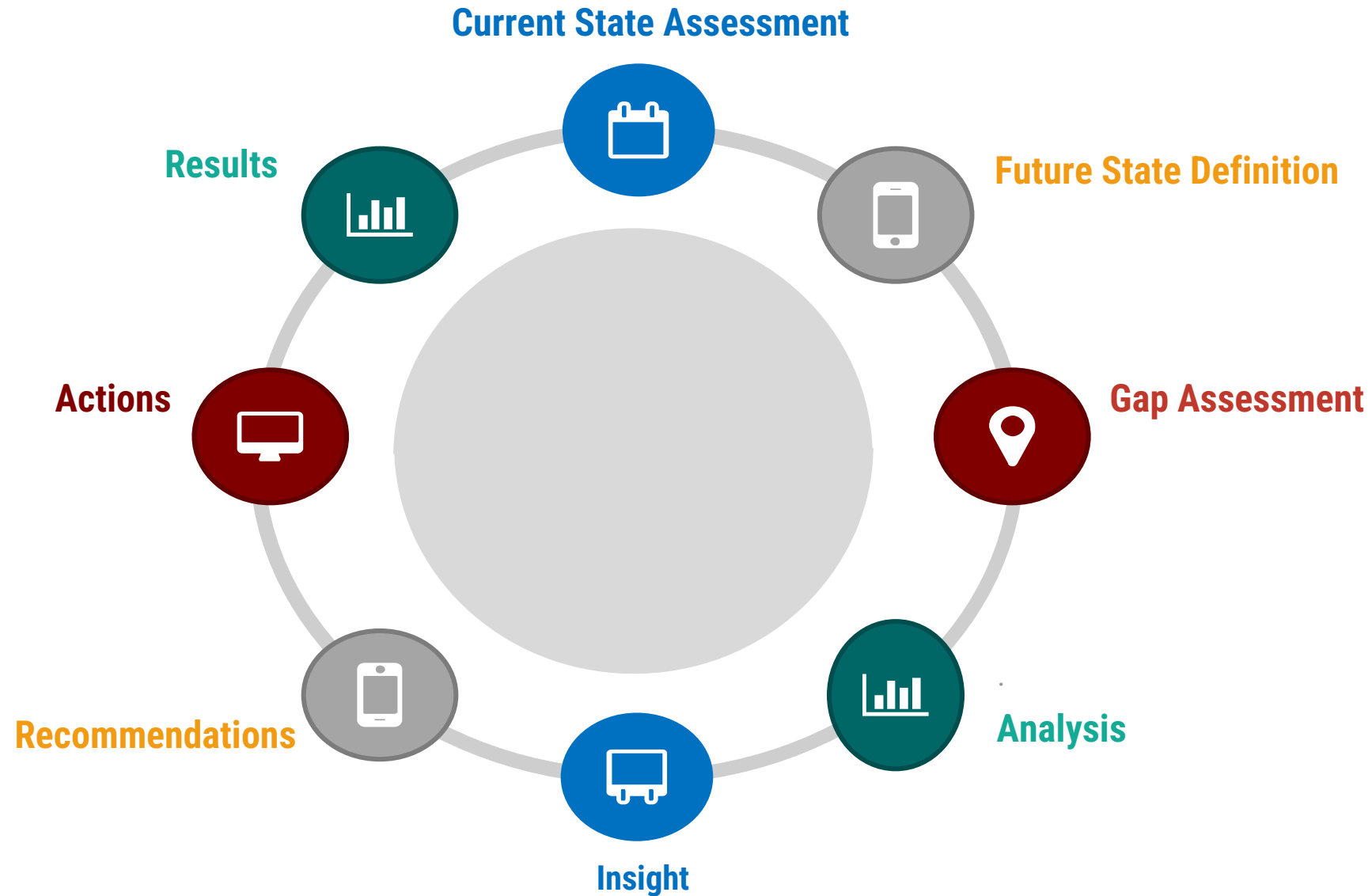
Elon Reeve Musk is the founder, CEO and Product Architect of Tesla, Inc



Problem

Tesla wants to launch in India, what is the strategy to place it's charging stations.

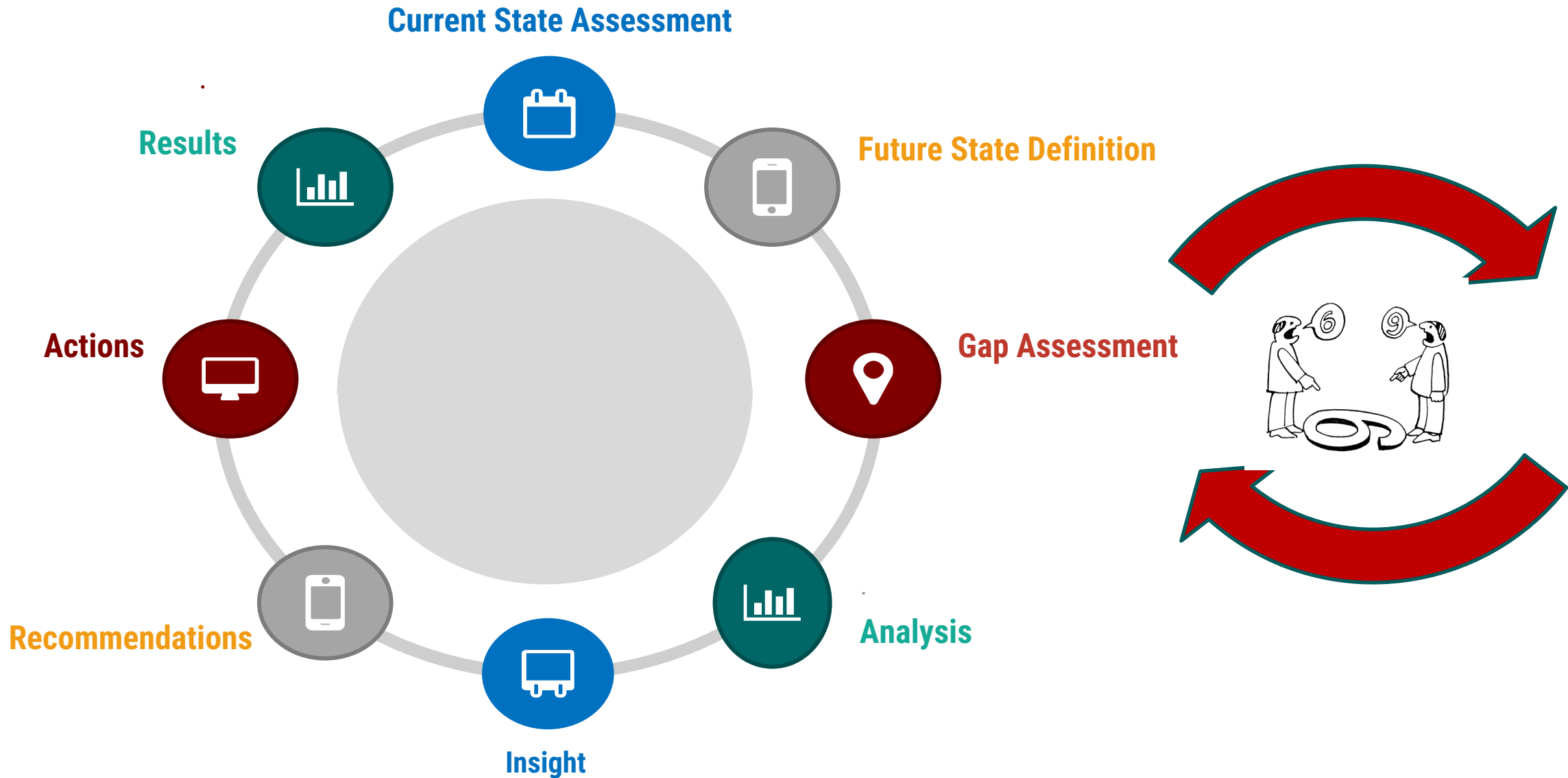
What typical problem solving is like



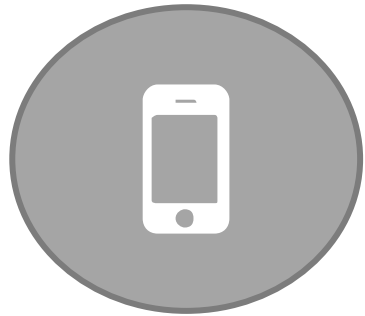
Will This model work?



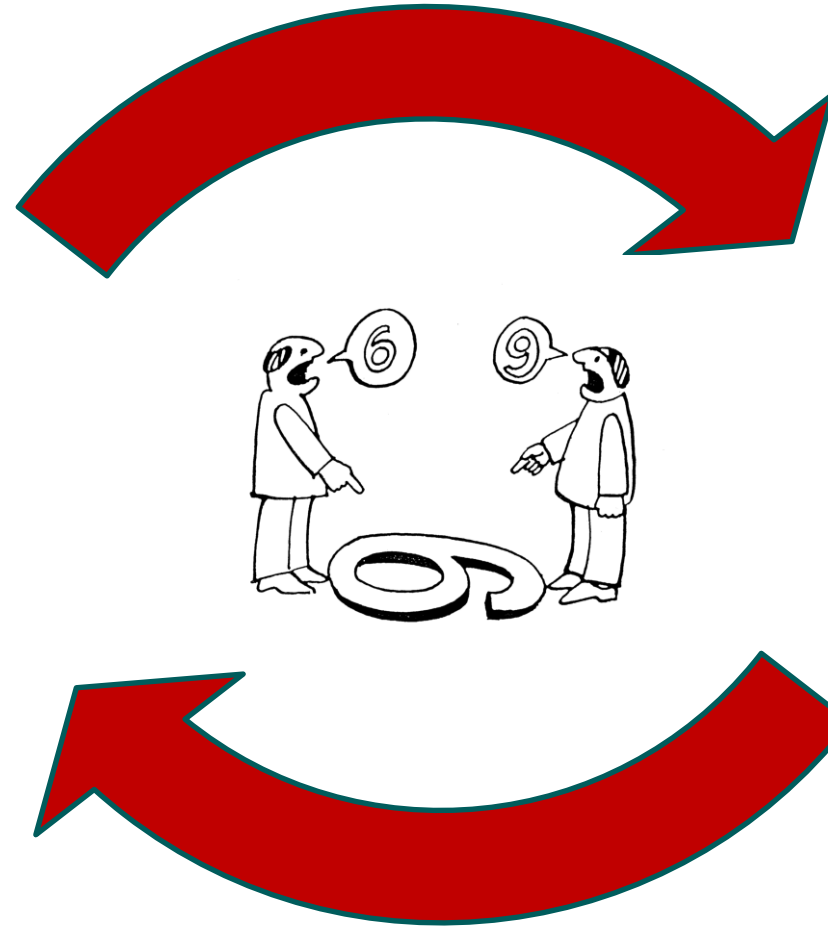
Organizations Have Their Own Mental Models



Organizations have their own Mental Models



Future State Definition

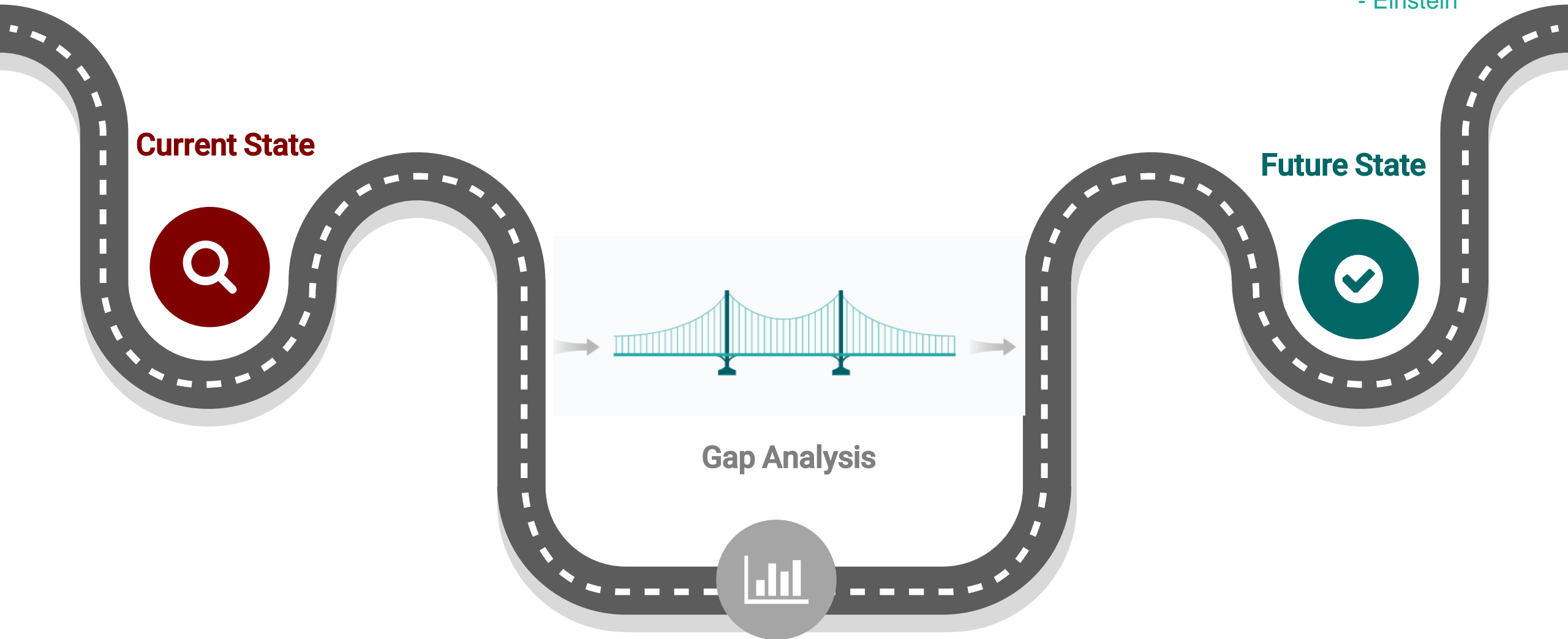


Analysis

Welcome to Mu Sigma's way of Solving Problem

“If I had an hour to solve a problem, I'd spend 55 minutes thinking about the problem and five minutes thinking about solutions.”

- Einstein



Current State ?

- **Stakeholders and Roles & Responsibility**
The team that is working on the problem and its responsibilities pertaining to the problem.

- **Current Scenario**
What is the problem that they are facing? How did the problem originate or what has led to its prioritization?

- **Expectations**
What does the customer expect from us?



Desired Future State ?

- **Outcomes**
What is the desired outcome from solving the problem?

- **Shared Behaviour**
What are the actions that need to be performed by the client to achieve the goal?

- **Shared Insight**
What are the key understandings that you need to have to achieve the behavior?

A Consumer Electronics Brand Wants to Launch in India



NAAV

A very huge consumer electronics brand wants to start production of its headphones in India



Sharmaji ka beta

He is a dynamic CEO who has seen incredible success worldwide and wants to expand slowly in India

Current State ?

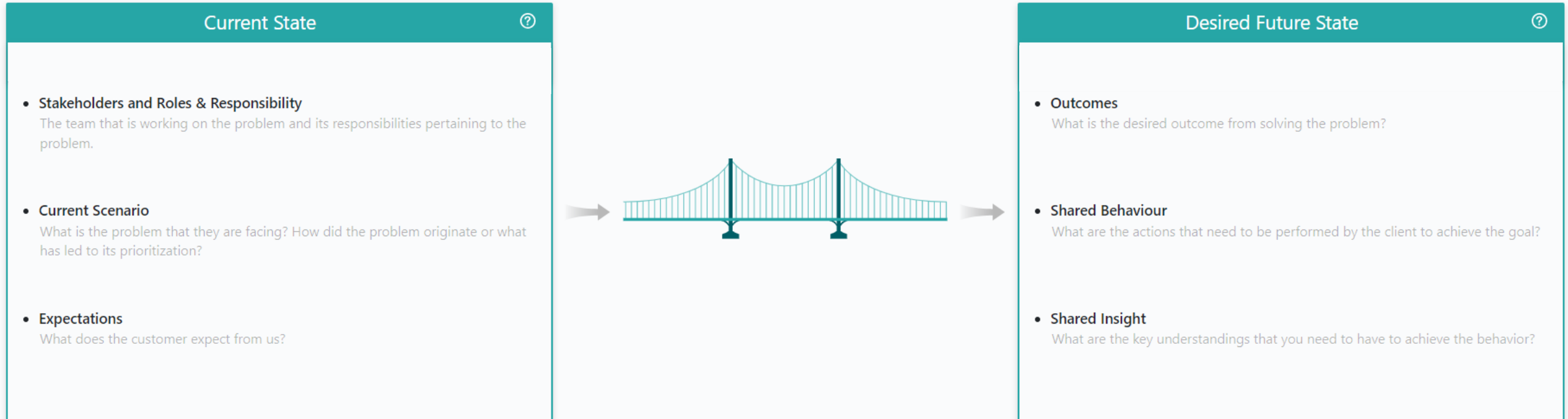
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How a Mu Sigman would solve this Problem



We are Hiring

Decision Scientists don't just happen.
WE MAKE THEM

01



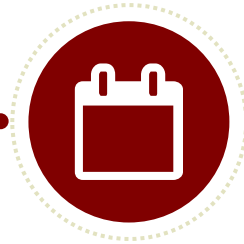
We are one of India's first Unicorns and defined a new category – pure-play decision science.

02



We believe in young people and create world class Decision Scientists

03



We will be visiting you soon

Q & A

Thank You