



PegaWorldiNspire

# Defining Design Thinking's Business Impact

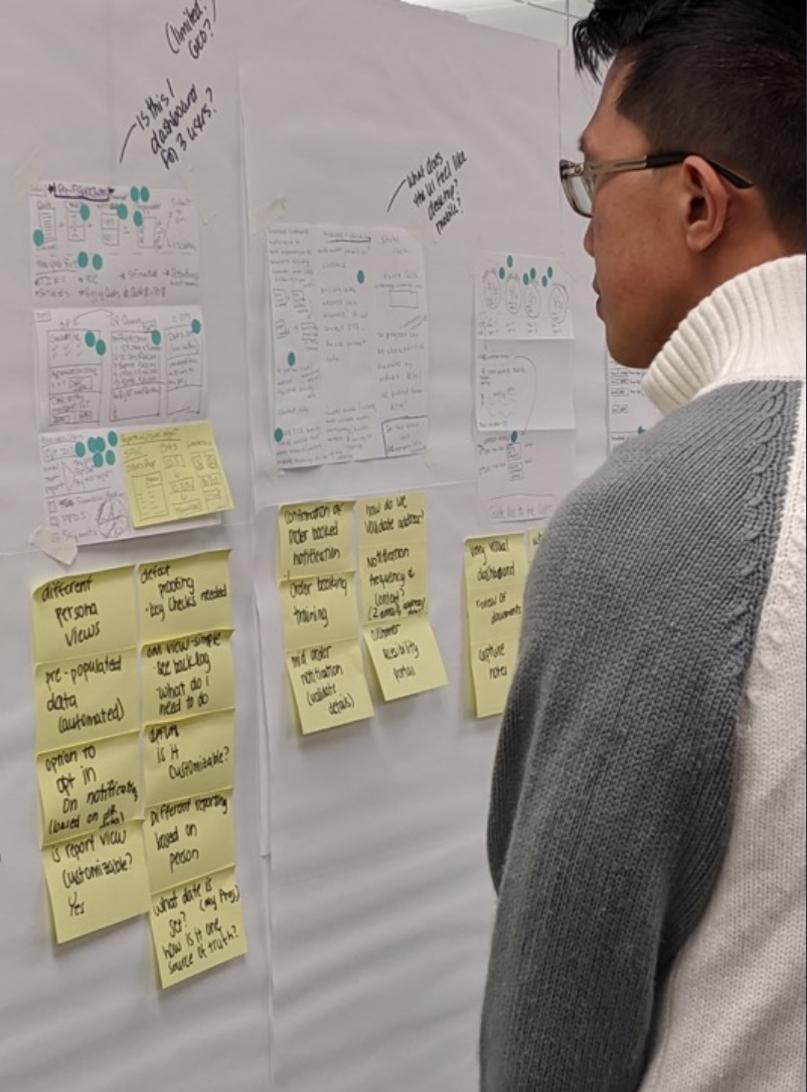
**Baruch Sachs**

Vice President, Client Innovation, Pega

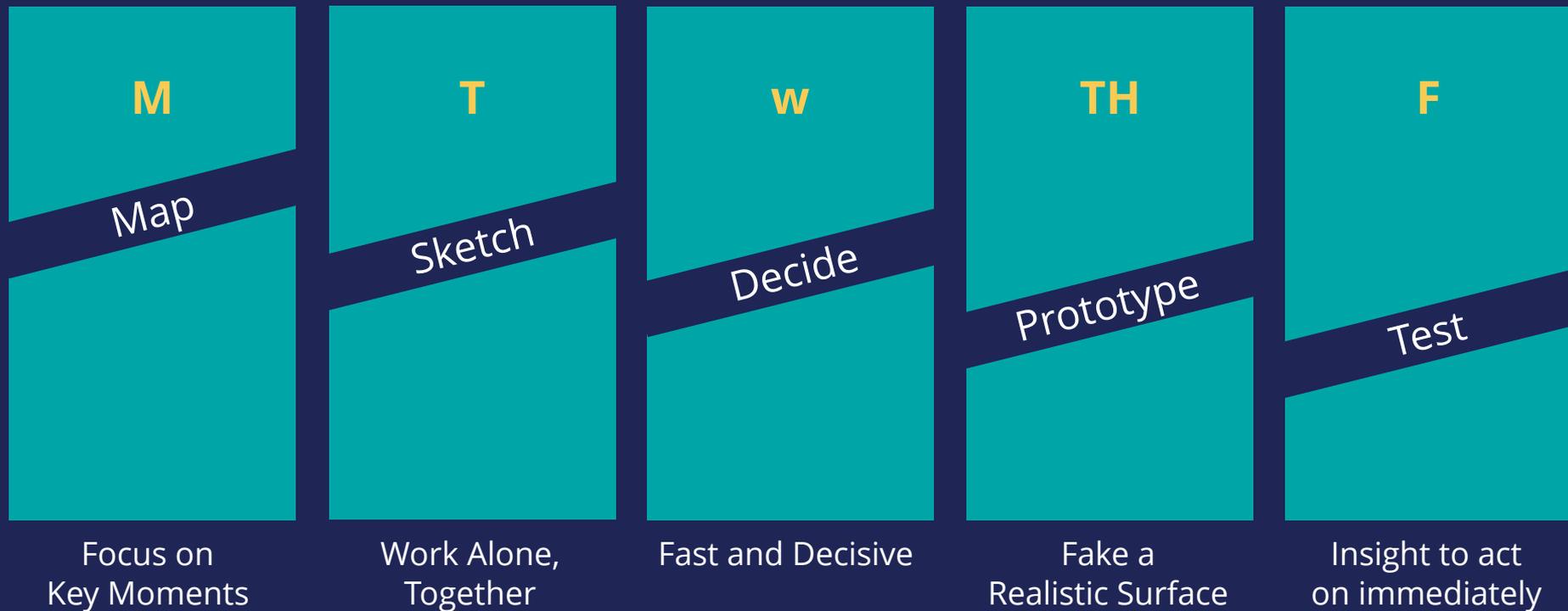
**Scott Parr**

Sr Director - Technical Product  
Management, DT Global Supply Chain, GE  
Healthcare

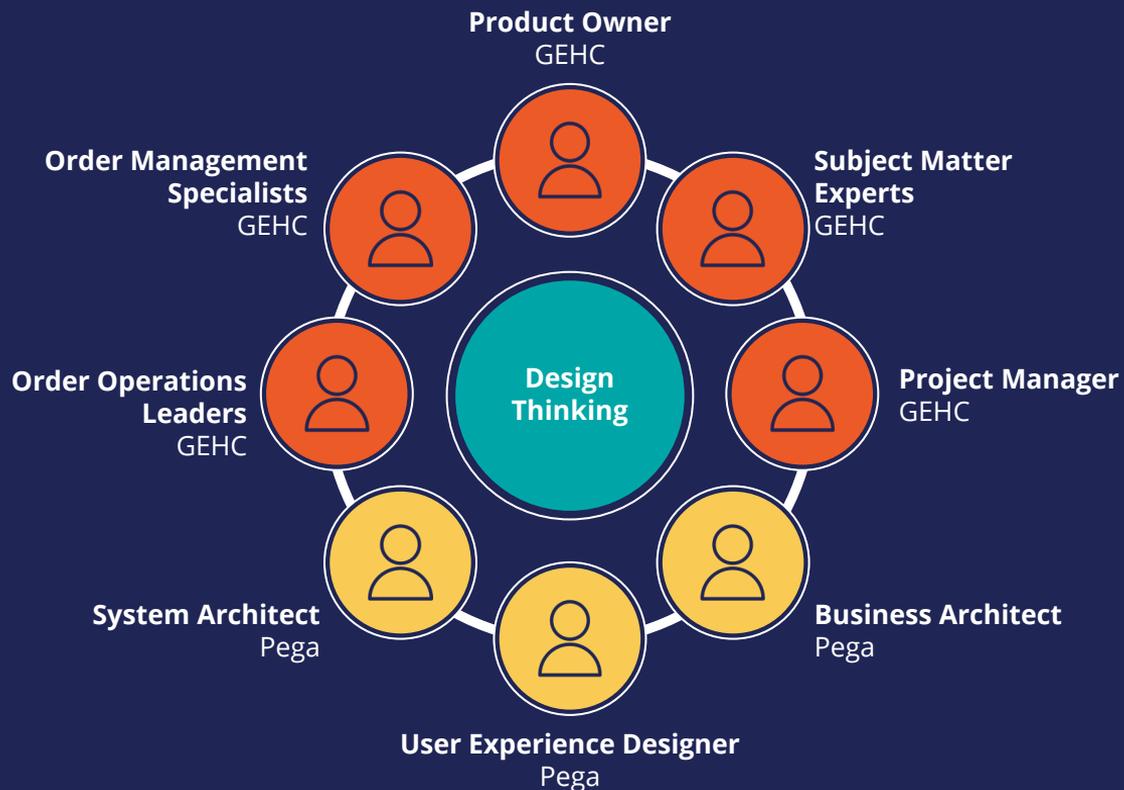




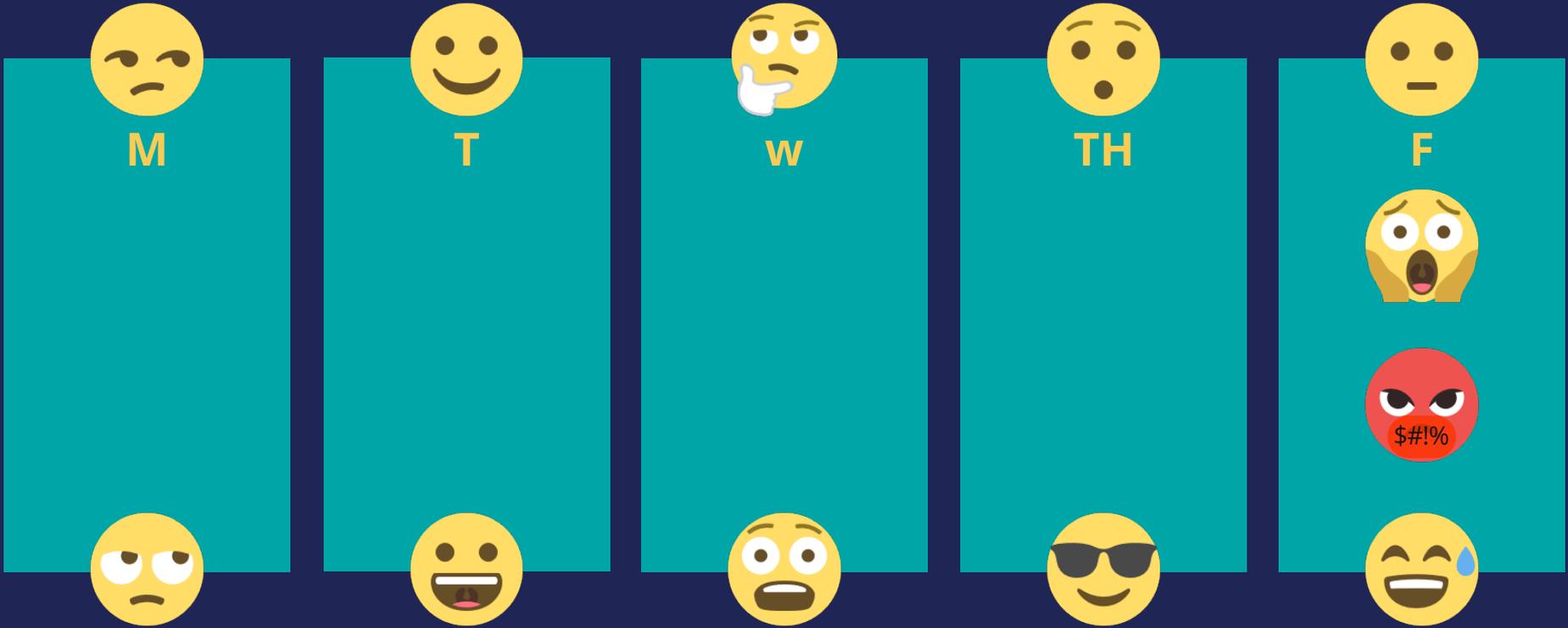
# Exploring the problem with an innovation sprint



# Having the right people is key



# Exploring the problem with an innovation sprint





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