



Department of Mechanical Engineering

Report on TEDx Talk

Date and Time: 27/02/26, 2-3 PM

Topic: Speed up Innovation with Design Thinking – Guido Stompff (TEDxVenlo)

Audience: 4th Semester Students

Venue: B 301, NHCE

Objective:

- To educate audiences by sharing knowledge, research, or new perspectives
- To inspire innovation and design thinking
- To raise awareness about important global or social issues

Overview of the TEDx Talk

The talk addresses how organisations can improve innovation using design thinking. The speaker explained that many companies struggle to innovate because they try to plan everything before starting a project. However, truly innovative ideas often cannot answer questions about cost, risk, or profit in the early stages.

Stompff describes this as a “Catch-22 of innovation,” where ideas cannot move forward because too much certainty is required at the beginning. Through research on design teams, he found that innovation usually happens through collaboration, discussion, and experimentation rather than individual effort.

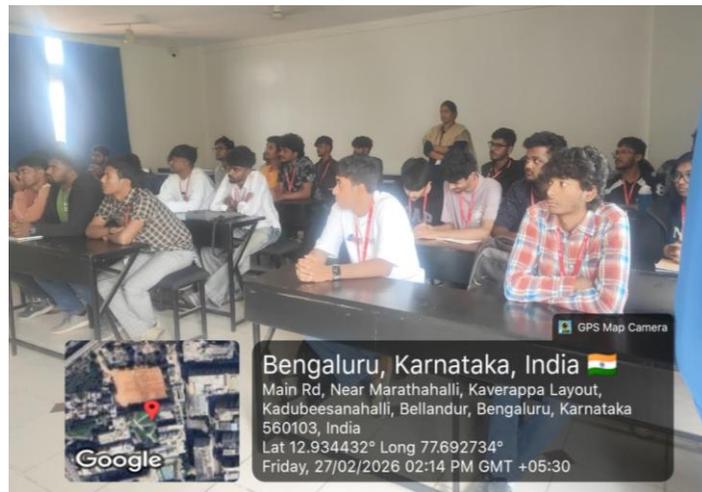
Design thinking encourages teams to explore multiple ideas, build prototypes, and visualise solutions through sketches and models. An example mentioned is the “water-square” in Rotterdam, which works as a public space but also stores rainwater during floods.

Overall, the talk shows that innovation becomes faster and more effective when organisations experiment, collaborate, and use design thinking methods.

Conclusion

The talk helped the students to understand the design thinking process, which can help them apply the principles of design thinking in engineering.

Glimpses of the TED Talk





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