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Editing Sample - Fellowship Application

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~~Originally defined by Herbert Simon, design thinking means the art of changing reality into a preferred one by opening conceptual possibilities that were unthinkable before. While at the fringe a decade ago, private companies who vested hope for growth in design thinking driven innovation such as IBM, Apple and Disney proved so successful that they more than doubled (211%) the stock market value of conventional companies.~~

EDITED:

In 1968 Herbert Simon came up with a new way of approaching the world, with the ultimate goal of changing it for the better. Little did he know just how far his ideas would reach. He called it design thinking. Essentially, it is the art of changing reality by toppling the pillars of convention, opening the way for previously unthinkable conceptual possibilities. Once at the fringe of scientific thought, Simon's design thinking began to catch on in the 1980s, especially in the corporate sector, driving innovation in such influential companies as IBM, Apple, and Disney. Through a design thinking approach, they more than doubled (211%) their stock market value.

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~~Taking notes, rare are the members and partners of the North Atlantic Treaty Organisation (NATO) who did not adapt or are considering design thinking to solve pressing issues in recent years. Design thinking is now mandatory for Israeli generals since 2013, for both planners in the US Army and general staffers in US special operations forces since 2015 and for Canadian senior officers since 2017 to name a few. In Europe, NATO, Poland, the Netherlands, and Sweden began teaching it to senior officers recently.~~

EDITED:

Today you would be hard-pressed to find members and partners of the North Atlantic Treaty Organisation (NATO) who have not already adopted or are considering design thinking to solve pressing issues. It has been mandatory for Israeli generals since 2013, for both planners in the US Army and general staffers in US special operations forces since 2015 and for Canadian senior officers since 2017. Senior officers in Europe, NATO, POLAND, the Netherlands, and Sweden are also adopting it.

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~~While design thinking found influence in most sectors, the defence sector remains the most paradoxical. Design principles are fundamentally at odds with principles sustaining most defence organisations in the 21st century. To name a few, design thinking invites users to constantly question deeply held assumptions, hierarchical structures, the division of labour, convergence and learning based on repetition, that are, all deep habits of defence organisations. In other words, design thinking promises to set the conditions for innovation by disrupting the very foundations sustaining what makes an officer, an officer and a defence organisation, a defence organisation.~~

EDITED:

Bringing design thinking principles to the defense sector presents a paradox. Design thinking principles are fundamentally at odds with the doctrines sustaining most defence organisations in the 21st century. For example, design thinking invites users to constantly question deeply held assumptions, hierarchical structures, the division of labour, convergence, and learning based on repetition, all of which are deeply ingrained parts of defence organisations. By its nature, design thinking promises innovation by disrupting the very foundations of what makes an officer, an officer and a defence organisation, a defence organisation.