

CASE STUDY: A DIAGNOSTIC THINKING SUCCESS STORY

With Dr. Deep Desai

**Influencer • Unstoppable • 2019 HBA Luminary • PharmaVOICE 2020
Physician • Challenging the Status Quo**

She shares her journey to "D - Cube" Consultancy and why she believes that Diagnostic Thinking is a game-changer for organizations and individuals.

You can also view Dina's interview with Deepa on [YouTube](#)



EXCLUSIVE

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Dina

Welcome everyone to the confident women leaders show. I wanted to say good evening to all of you in India and good morning, early morning, to all of you here in the United States. My name is Dina Readinger. I'm the CEO of Diagnostic Thinking and ACE coaching company and the host of the Confident Women Leader Show.

I'm excited to share with you a wonderful, amazing, competent woman who is out there and believes the same thing that we all do is that confident women leaders are changing the world. And her name is Dr. Deepa Desai. Welcome Deepa.

Deepa

Excerpt from the interview...

Whenever I try to do something new, I make sure to brainstorm it with my close circles, whether it is my personal advisory boards, whether it is my friends, or, you know, even when you remember when we have got a couple of opportunities where, you know, the **Diagnostic Thinking** helped me, because it is again a platform where you have a group of people where the focus and the intentions are the same.

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CASE STUDY: Dr. Deepa Desai 's DIAGNOSTIC THINKING SUCCESS STORY

Dina

Welcome everyone to the confident women leaders show. I wanted to say good evening to all of you in India and good morning, early morning, to all of you here in the United States. My name is Dina Readinger. I'm the CEO of diagnostic thinking and ACE coaching company and the Confident Women Leader Show is designed to allow women to share their empowering stories of how they go from chaos to confidence and how they're able to design the career and the life that they deserve, and they love. I'm excited to share with you a wonderful, amazing, competent woman who is out there and believes the same thing that we all do is that confident women leaders are changing the world. And her name is Dr. Deepa Desai. Welcome Deepa.

Deepa

Thank you, Dina. And thanks for having me on the show.

Dina

It's exciting. Let me give you a little background. I have to read it because there's a lot of content here and a very powerful, powerful content. Dr. Desai is a business leader with more than two decades of experience in the healthcare domain. She's a homeopathic physician and INSEAD alumni. She's the founder of DQ consultancy, which is focused on transformation of people and businesses. She volunteers for the healthcare business women's association as their senior global director for the ambassador program and with their power women. As the head of the partnership, she was the 2019 HBA luminary award winner recently honored with the 2020 pharma voice. 100 most inspiring leaders in the healthcare industry. Dr. Deepa is focused on fostering an environment of diversity and inclusion and is committed to mentoring. She loves connecting people and ideas to ensure transformational growth. And so all I can say is, wow, well,

Deepa

Yeah, when you read it out, it really sounds good. It

Dina

I've known you Deepa for over gosh, it's going to be close to two years here come 2022. And so I've watched you go from this corporate leader into creating a company that you love, but more importantly, that you deserve. And I want to spend a little time talking about how you went from that, because it's a scary part for a lot of anyone, men and women, uh, going from a corporate career into creating something that you love and I'd love for you to share.

How did you step into your confidence to actually do that?

Deepa

So honestly, I think the know it was the first step was not a confidence step at all, to be honest, you know, I always felt that, you know, when I was in the corporate world, like most of my colleagues there was a lot of feare to reach the top of the corporate. I kind of took some break and then I started focusing on my happiness and then suddenly I recognized that, you know, I wanted to do something different because the corporate world was getting very predictable. I was doing what I was always doing. I realized that, oh my God, you know, I'm feeling that the happiness focus has shifted from making sure that everyone else around me is happy, into making sure that I'm happy there should be no postponement of happiness. And I believe that that helped me to take that decision. It was unnerving that, oh, you know what happened to you Deepa. I know you were loving the corporate world and now suddenly you want to start something on your own. But I think that when you start recognizing that,

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what makes you truly happy and you are determined not to postpone that, then I feel the decision kind of slowly starts making sense and you feel comfortable about,

Dina

Yeah. So let's talk about that. The difference between happiness and controlling the fear of what you're stepping into, this unknown.

“Talk a little bit about kind of shifts that you made, which are really important for a lot of people to grasp, because a lot of people just can't go from one thing to the next and there really is a transformation. Can you share a little bit about that?”

Deepa

I'm a homeopathic physician and I used to sleep, eat, drink, live homeopathy. The very first time when I decided to make that shift from being a full-time homeopathic physician, into a corporate world it was scary. The first time when I decided that, if being a middle level manager to deciding I would like to lead this organization, there was fear, there were doubts. When I moved into a business of close to \$20 to \$25 million to something which was a hundred million dollars, there was fear there was concern.

“So what I have recognized over time. It's nice to accept that fear because that is a trademark of a human nature.”

You know, that when you're getting into an unknown, there is going to be a sense of fear. What has helped me to handle this fear is that I have recognized that when you accept that fear, that, okay, this is a part of me and it's a part of a journey and it's a part of a change. Uh, I think it does not disrupt you, but the moment you start pushing back that fear, then it kind of works upon you, your mind, your actions and your plans. So I feel that the first step that I have seen is that when you accept that I'm doing something new and I'm a human being, it can be how many years of experience, but whenever you're moving from one side to another, that fear is going to be there.

“So accept it and accept that. That is how we are designed. And then you still keep on working on your goal. Uh, I think it gets easier.”

Dina

Thank you for sharing that Deepa because there is a human side to business, regardless if you're corporate or you're creating a company, certainly you've got your new company called, D cubed. And I'd love for you to share with me the passion.

How did you overcome the fear to create something that you love and what is specifically does DQ do?

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Deepa

The moment when I started D Cubes, when I left my earlier organization, uh, I was very sure that I'm a corporate material and I'm someone who can work into an organization very well. So I was very determined to get another corporate role. Uh, but then I realized that most of the roles were very similar in the nature of what I have done in the past. I love to work with people and solve complex problems, you know, when someone comes to me and, and I have seen that this has been my differentiator. You can see, uh, on always working into things which are complex and difficult, and then kind of breaking it down into simpler solutions, uh, and creating a win-win situation. I also understood, uh, realize that from my homeopathic background, you know, uh, I can, uh, understand the strengths of human beings very well.

I can work with people very well and, you know, somewhere, I also realized that my purpose is to create confidence and inner strength and create a hope for people around me, be it, my team members or my circle of influence. So I said, how can I bring both these things together? You know, that how can I help, uh, understand the strengths of people and use that people's strengths to help them to navigate, uh, the edge journey and also look into businesses, we should require transformation. How can I break down this complex situations and help them, uh, in streamlining those processes, help them to, uh, work in a situation where you can get the best of, uh, every industry, every skill that people has got. And that's how the DQ consultancy name in the formation, because I felt that the cube is something looks into anything from all the 360 degree perspective.

And it brings about a transformation, whether it is people or whether it is processes or businesses. Uh, and that's how I said, okay, you know, when, uh, this is what I love to do, and in life, it's all about the choices you make, right? So if you identify what makes you happy and when you start doing that, what you're passionate about, uh, I think then, uh, you just start enjoying it. And then there is no question of, okay, what is work-life balance?

“Because, you know, every moment is learning. Every moment is fun and, and, and you **enjoy the journey. So I think with that perspective in mind, I started and I'm working with certain organizations, uh, to help them to navigate their, their part and make things more simpler and easier.”**

Dina

“I love that. So it goes back to creating confidence for yourself, but also hope for others.”

When you're trying to find confidence, when you have people out there where confidence is one of the biggest issues that I've seen, not only through my own career and my own experience, but also helping other people overcome that, what would you tell people about increasing confidence?

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Deepa

So I have realized that, uh, you know, when you have a support system, okay. And when I say support system, I mean, you know, whether it is at workplace or whether it is in your personal life, okay. If you have a support system, of like-minded people where you can converse, you can share, uh, about, uh, the things that, you know, you find it difficult to travel through it alone. Uh, I think it gives you confidence in your own ideas and your own thought processes. So whenever I try to do something new, I make sure to brainstorm it with my close circles, whether it is my personal advisory boards, whether it is my friends, or, you know, even when, if you remember when we have got a couple of opportunities where...

“... you know, the Diagnostic Thinking helped me, because it is again a platform where you have a group of people, uh, where the focus and the intentions are the same.”

Okay. And the intent is that this is your safe place. And you know, that these people have got your back and you can share your concerns. And when you brainstorm these things, uh, you know, there are a lot of conversations and learning from the other members experience, and that gives you confidence in your thinking, and it makes you think that, yeah, you know, I'm thinking correct, I'm going in the right direction. And once you believe by that, once you believe that what your purpose is, and this is completely aligned with that, uh, it gives you a very different power to navigate through your success and your journey.

“I would, uh, kind of definitely attribute it to Diagnostic Thinking or personal advisory boards or your family and friends where you can converse about it and learn from each other's experience.”

Dina

I Well, thank you for sharing your experience, because I truly believe that Diagnostic Thinking process is so powerful. It's so simple, but yet it's not easy to do, but I think you being a homeopathic medicine by history type of questioning and thinking, you know, allowed that process to be much more easily acquired. I know there's hesitancy when you first step into that and I'd love for you to shared why it was different because we both ended up going through an executive MBA. We also, you know, have experienced different thinking process.

When you talk about Diagnostic Thinking, I'd love for you to share a little bit about what was it like, what did you experience it? And then when you stepped back and said, okay, is this different? I'd love for you to share that story.

Deepa

So, yeah, like you rightly said, you know, that when you look at the homeopathic, stream of medicine, typically a physician is in the, in, in the position where he's typically probably just asking questions, which are non-leading, but probing the patient or the subject to talk about what is the situation and what are the different possibilities? What I saw in diagnostic thinking was that the approach was very similar. I was amazed! Because I had just heard about the results from diagnostic thinking, but when I was actually a part of it, probably that's why when you remember the first group that we were with you

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in diagnostic thinking, I could easily share my perspective because I kind of realized that the more sharing you would do.

And I think that the way you led that thinking, you know, because your questions were not leading questions, but it was slowly helping me to navigate, to think about the situation in a holistic manner. And then you have this other participants who are listening to you, and then from their experience, they are asking certain questions. And suddenly you kind of realize that, you know, you're looking at it, at one, uh, I would not call it a problem, but let's call it for problem, for ease discussion that there is a problem, but then you have six or seven people looking at it from their experience and different perspective. Uh, and that suddenly makes you think that, oh my God, you know, there are so many possibilities. And you also feel assured that, you know, there are other women leaders who've gone through a similar, uh, phase of thinking similar phase of imposter syndrome, if you may call it. Uh, and, and I think that those conversations made it more easy. Uh, when you come out of it, you just kind of start thinking that you're a part of a larger community, rather than thinking that it's only you who's thinking or facing like that.

Dina

Yes. I think that was the biggest challenge I had throughout my own career, which is why I did it in the first place. You know, I had myself setting on an island and you being in corporate America, as long as I was, I always measure ourselves based on our performance, because that's how we move. Yes. The mindset has to change. I think even for corporate America, you do have to be a high performer. You want to operate out of excellence, but it really is around, what you can do together as a team and how you can learn from other people and how not to be afraid to be able to share information, but also to get information from other people, but the power behind Diagnostic Thinking. What I wanted was to gift the world for other women, and men, to experience Diagnostic Thinking.

“If you suffer with a lack of confidence or knowing what to do next, we don't want you on an island. Humankind need to come together so that they can create this power, together, but be successful and be happy and joyful, you know, it's that happiness piece you talked about Deepa. That is a very similar theme that we both have, and we both share because we want that for each other, but we all also want that for the world. We want other people to experience the same success.”

Deepa

Thanks so much Dina for sharing this, you know, because I know that I've known this about you from the conversations that we have had, but I was also thinking that. Hey, hears Dina, hosting this confident woman show, but I feel you yourself have had a very fantastic journey.

“I always wanted the world to know that, how did you discover Diagnostic Thinking and, and how did you have that journey. So thanks so much for sharing.”

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Dina

Oh, great. Thank you for asking by the way. Well, you know, I, I have 35 years in healthcare. I was always a high performer and in 2015, my corporate career life changed as well from extenuating circumstances and changes in companies. So then I found myself kind of swimming. I felt kind of like Dori the big ocean. I'm like, oh my gosh, what am I going to do? They finding the answer to, Where was my true happiness? My true happiness was around helping ...

“...leaders and teams become high-performing because my mindset for being a leader was a bottom up approach versus a top down. I believe that they had the answers. I believe they helped me create an ensure the strategy of what we needed to do, because we had to launch three products one year in oncology, and we also were in a transitional state where we were going to hand off this portfolio.”

So there was a little bit of stress going on. When I left I created ACE coaching company. I then went through a women's leadership training program and was recruited by Washington University to complete my EMBA. Once I got done with the Women Leadership Forum, this was a six month program, which had an amazing content, and asked my cohort, “If you're forced with real-world problems, are you going to be able to apply what we learned over this course into your actual job today? And many of them said, “No”. So I said, well, I'm going to start this pilot because I think I can create something that I needed, but I also see a bunch of other people need the same thing, so I created it. This it's a very rigid process around making sure that we're solving the right problem at the right time. And as you've experienced, we are faced with a problem, but that's never the problem we have. The problem is deeper. And there's a personal component.

Deepa

It's a reflection of that layers that comes out when you're, when you face that situation.

Dina

Right. Which is the great homeopathic thought process of layering. What's getting to the root of what's happening here. So once we get to the right problem, being able to create strategies with amazing, other, very talented women who have different experiences, they have different life experiences. They have different beliefs, they have different successes. They also have very different failures, right. But being, creating a space where we can be open and honest, to be able to say, you know, let's think about this, but being able to openly share in a safe space where you're not judged or shamed, or you're not being colored by something that could change how we think you hold a space of intense based of love each other. It's changing things for people all over the globe. Thank you so much Deepa for asking.

Where do you think this could, what, what could this create for an organization?

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Deepa

I think that the possibilities are endless. It teaches you've always heard that if, if there are issues, there are problems, there are solutions and there are possibilities, is all about the decisions that you make and how you handle a particular situation.

“So I think that Diagnostic Thinking creates possibility within an organization. When I am diagnosing for a businesses this process or how I can help them or how it can be streamlined. So I think that this pattern of thinking helps you to do something which is for a long-term, rather than a short-term vision.”

Dina

Deepa, what would you say to women who maybe lack confidence for thinking of what, what do they want next, right. This fear and this, the situation that they're faced with, whether in corporate America, or even, you know, things that, you know, they want for themselves outside of corporate America, what would you share?

Deepa

So I want to say that this kind of fear, or this kind of emotion, uh, is shared equally across all the different parts of the world. I wouldn't call it just one part of the world. The fears can present themselves in a different manner. The cause comes where the center is the same. Don't waste your energy, just fighting that fear because it's a natural phenomenon. Okay. But important is, uh, not to, I, I wouldn't say that don't do anything about it. I would say that, you know, uh, date and face this fear, upwards and onwards, you know, look it straight into its eyes and say, all right, don't know, what does this fear about what it is that I am very, very scared about?

What, what are the things that I feel will fail? Or what are the things that might go wrong and just put it on a piece of paper, create a whiteboard, write it down and brainstorm with yourself first that, you know, so what does that lead to, because that will help you to identify, uh, what is the real cause of that fear? Because many at times when we don't ask ourselves this question, uh, we start tackling our fear in a very different manner because we have never understood the other fear. So I would say that first, accept that first, write it down. Ask questions yourself, to really understand that what is causing that fear? What is that central fearful feeling? I would try to then rationalize it.

Uh, and I think that once you break it down into small pieces and tackle it one by one, it gets much easier, you know, because it's very easy to say that, you know, don't feel fearful and just go and achieve, uh, but the person who was going through that fear, uh, uh, and everyone has a different measure of that perception of fear. So I would say that, write it down, break it down into pieces, tackle one piece at a time. And I'm telling you that, you know, the universe is teaching you, there are people around you who want to help you, but the important pieces that you go ahead and asking it many times we don't ask because we think, oh, you know, how would it be perceived if I'm going to ask for help for help? And I would say that it's okay to ask for help.

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Dina

“I love it. Ask for what you want. It's something we talk a lot about in Diagnostic Thinking.”

What would you share with other people who, or women or men who are thinking about joining a Diagnostic Thinking group?

Deepa

I would tell them that it is an experience that someone needs to have it because we are different kind of human beings, that you see both many different opportunities and kind of solutions you can find in the Diagnostic Thinking. If I'm going to be a part of one Diagnostic Group and I'm going to have like five to six women leaders helping me travel through my concerns through the situation at hand. But if that same situation I'm going to present to and discuss it with other group of five women, then I'm going to get all together a different solution. So I would tell people that, you know, uh, just go ahead and experience this, take the opportunity also to give back what you have learned from your experience, share it with different people and help them.

“I will go to Diagnostic Thinking because I have an issue at hand, I would say go ahead also to see that all this **experience and the journey** that you have taken, you know, this is an opportunity to give back also, you know, I mean, sharing your experiences and making sure, uh, that your peer or your friend, uh, is able to learn something from that **experience.**”

Dina

Yes. Because every month we come back and we share the successes, and what we're finding is that it accelerates success because you are able to step out of the fear of what the possibility of it not working well. Right. So you kind of work through that place where success is the only option! I think that's the beauty of it. It's certainty.

Deepa

“I think that these conversations also help you to look at success from different perspectives. Sometimes we are so, so narrow focused, you know, about what is success.”

And I feel that sometimes these conversations help you to think that, oh my God, you know, I mean it's not as bad as what I'm thinking. You know, I have been successful and why am I beating up myself? You know? So I think that also is one, one positive situation out of this.

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Dina

You bring up a good point because we only use 5% of our thinking in everyday world and living in life. Five percent of our thinking is conscious thinking. We have to develop our conscious thinking. So if we can get 10% of that into the more into our conscious thinking and making better decisions, solving the right problems, then it's going to change our future just by default. But we have to feel safe enough to go there because it's really hard because family and friends are going to support you in a lot of different ways.

“But when you have a group outside of family and friends, which is always your first should be your first go-to a lot of times, you'll see things you've never seen before. “

Deepa

“And you start facing life with more confidence!”

Dina

You absolutely do. Well. I want to close to thank you for going on my journey and Dr. Deepa. And I certainly want to thank all of the listeners today and wanted to let you know that we're all behind you, spiritually with your journey. And we thank you for joining our confident women later show. And thank you, Dr. Deepa to sigh.

Deepa

Thank you so much Dina for having me and the people in the audience for yelling out to me. I appreciate it. Have a nice day.

Dina

You too.