

SO YOU RAN A DESIGN THINKING WORKSHOP. WHAT'S NEXT?

RUN A DESIGN SPRINT

Start to actually apply design thinking in a focused environment. Get teams together and spend 1-5 days tackling a real business problem using the end to end design thinking methodology.

MOVE ONTO "LEAN STARTUP"

Try taking your idea and low fidelity prototype developed and apply the lean startup. Design thinking helps us come up with better ideas and the lean startup helps us turn those ideas into business models that work.

TRY MEASURING SOMETHING

Companies often fall into the trap of implementing a new methodology but failing to measure its success. For example, measure the ROI on design thinking through the number of people upskilled, employee satisfaction or the number of projects that have applied the methodology.

CHANGE YOUR OLD SCHOOL KPIS

In parallel to setting measures, it is essential to hold employees accountable for driving the change. Adjust KPIs to promote innovation and creativity.

TURN OLD PROCESSES INTO RELEVANT PROCESSES

Organisations tend to get comfortable in their ways and fail to change processes that need updating. Doing the same thing all the time doesn't make it the right thing. Take a step back and understand how your company does its work. A good place to start is to incorporate customer insights gathering to your processes.

TEAM UP FOR DESIGN CHALLENGES

Design Challenges are similar to design sprints but rather than focusing on the problem for 1-5 days, design challenges are spread across a longer time period. Teams should spend about 2 hours a week across a 6-8 week period and apply design thinking to a problem area of the business.

SPREAD THE WORD

Design thinking is actually a form of risk mitigation. allows us to determine which ideas are worth taking to market and which are ones we should pour cold water over. Share all the success stories that come from applying design thinking (whether large or small).

WHEN ALL ELSE FAILS...JUST DO SOMETHING YOURSELF

Save the energy spent complaining about the lack of support from your leadership and actually apply design thinking yourself. The average corporate day consists of an abundance of tasks that "just need to be done" without adding too much value.