WE GET IT. WE’LL HELP YOU GET IT TOO.

Critically Thinking Your Design DNA

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TWEETING TODAY?

@Kupe

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#Agile2016
People lose 50 – 80 percent of what they’ve learned after one day! This figure jumps to 97 percent after just 30 days.
RRRR +

- one more thing
- changing the world
- business time
“Don’t believe everything you read on the internet just because there’s a picture with a quote next to it.”

- Abraham Lincoln
TREE EXERCISE

who turned the heat up?
AGILE ADOPTION UP

VersionOne’s State of Agile Report

- 95% of respondents’ organization practicing agile
- 34% have more than ½ of teams agile
TEAMWORK IMPROVING

THE TEAM

Strong passing
Quick legs
Great scrum
Team player

Just awesome!
VersionOne’s State of Agile Report states only 46% of respondents say customer satisfaction is a measure of success.
START AT THE PORTFOLIO

Team need to do a better job ensuring they know what the customer wants.

• ICAgile defines value management at the Portfolio level as being about identifying the strategy of the organization and implementing that strategy through a collection (or portfolio) of initiatives.
IT'S PRODUCT OWNERSHIP

The skills needed contribute to the ability to:
• Understand stakeholder needs
• Determine if the need is worth satisfying
• Determine the best solution to satisfy it
• Build a shared understanding of the solution
• Validate the need was satisfied
Both approaches alone are important. But if you have both in your toolkit and you’re deliberate in applying them, you are unstoppable.
CRITICAL THINKING – WHAT IS IT?

• It’s NOT about criticizing others
• Understanding the problem – Be curious
• Evaluate the evidence
• Make logical and thoughtful decisions
• Avoid emotional thinking and mistakes
• Working together more efficiently
DESIGN THINKING – WHAT IS IT?

• Creative problem solving with a human-centered lens
• Experiencing the world instead of talking about experiencing the world
• Is the agile for business problem solving
DESIGN THINKING – WHAT IS IT?

- Emotional Innovation
  - Brands
  - Marketing
  - Relationships

- Business (viability)

- People (desirability)

- Technology (feasibility)

- Experience Innovation
- Process Innovation
- Functional Innovation

Source: IDEO
DESIGN THINKING FRAMEWORK

1. **Discover**
   - Explore the ecosystem in which the organisation operates, and gain insights into the business challenge.

2. **Simplify**
   - Build a common understanding of the business challenge, and where we might best deliver value to the customer.

3. **Ideate**
   - Generate ideas for potential solution options, and evaluate which ideas to prototype.

4. **Proto**
   - Build, try, listen, learn and refine.

5. **Share**
   - Share learnings from prototyping and identify the way forward.
DESIGN THINKING IS CRITICAL THINKING

CRITICAL THINKING IS USED IN DESIGN THINKING
Now it's business time.
CASE STUDY: #KEEPINGITREAL

Sales manager has requested a new sales pipeline report so that they can determine why they are not selling more training programs.

Your Challenge:
1. Decide what activities you initiate from here.
2. What would you do first and why.
DEBRIEF TIME
DESIGN THINKING PHASE 1

I have a challenge – how do I approach it?

“When I have one week to solve a seemingly impossible problem, I spend six days defining the problem. Then the solution becomes obvious.”

- Albert Einstein
Who are your stakeholders?
How do you know you have the right people?
What information do you need?
THE Stakeholders

Sponsors: Identify and justify initiatives

System Architecture: Determine technology impacts

Business Architecture: Determine impact on Value Streams

Portfolio Management: Facilitate portfolio decisions

Program Management: Shepherd initiatives
DESIGN THINKING PHASE 1

Question from audience:

“What to do if the sales person just says give me the report?”

Use Zoom Technique
DISCOVER TECHNIQUES

- Stakeholder analysis
- Brainstorming
- Observation
- The 5 Why’s
- Ethnographic Research
- Mood Boards
- Personas
- Mystery Shoppers
DESIGN THINKING PHASE 2

Simplify: I have learned something – how do I interpret it, distil it down and simplify it?

straight to the point
Simplify Techniques

- Context Diagram
- Problem Statement
- Gap Analysis
- Acceptance and Evaluation Criteria
- Customer Journey Maps
- Story on a Page
- Visualization
The Problem of: Organisations not seeing students retain information and apply

Affects: The employers ROI in training classes

The impact of which is: Organisations are not regularly requesting additional training and referring our program

A Successful solution would be: A program extension that addresses retention and use which can be measured and adapted based on customer needs
Critical Thinking Your Design DNA

Understanding Current State

What is the real problem?

What are the best people saying?

How might we?

How do we change perception?

The discipline is important

Research, data, and facts

But not what customers want

Not the title

Silos, BPR, and projects

10 templates, zombies

Analysis paralysis

Focus on process

Don't know shit

Just note takers

Tighten up, ship it

Build bridges to get to sea of innovation

Participate & use it

Challenges

Everything around the tree

Ask

Kim Quirke
DESIGN THINKING PHASE 3 – IDEATE

I see an opportunity –

what do I create?

Nothing like a good brainstorm
DESIGN THINKING PHASE 3 – IDEATE

• Reqs. Workshops and Brainstorming
• User Stories – Scenarios
• Focus groups
• Mind mapping
• Brainwriting or Brainwalking
• Role Playing
• Tomorrows headlines
• Lego Serious Play
I have an idea – how do I build it?
PROTO: LO-FIDELITY EXAMPLE

- Coordinate class details
- Set class expectations
- Contract with B2T
- Class begins
- Relevant exercises
- 30 days: "Show & Tell" #1
- 1 week: Reflective exercises
- 24 hour reflective discussion
- Draft action plan
- Assess & review
- 60 days: "Show & Tell" #2
DESIGN THINKING PHASE 4 - PROTO

- Prototyping
  - Wireframes
  - Storyboards
  - Etc.
- Use cases
- Traceability
- Experience Prototyping
- Usability testing
PROTOTYPING – MAKING TOAST
DESIGN THINKING PHASE 5 - SHARE

I tried something new – how do I share and evolve it?

MINE  YOURS  OURS
DESIGN THINKING PHASE 5 - SHARE

• Use cases/User Stories
• Process Maps
• Other requirements models
• Service Blueprinting
SOME EXAMPLES...

- Airport Valet parking Service
- Ethnographic research, Observation, Problem Statement
- Training Program Updates
ONE

MORE THING...
PATH TO INNOVATION

- Being curious
- Building a collaborative environment
- Wanting to make a difference and not going through the motions
- Getting in touch with your emotional intelligence
- Helping people around you make good decisions
DON’T WASTE TIME GETTING STARTED

Why not listen to your dreams?
And as long as you are listening, choose to dream big.

Understand change management – find the bright spots
Persistence – Don’t give up
Navigate the political landscape

Big things require a lot more work but they also offer ways for others to fall in love with the vision
Actions produce energy and momentum
Perfection is unattainable anyway

If "Plan A" didn't work, the alphabet has 25 more letters!
STAY COOL!
WHAT DID YOU LEARN?
IF YOU REMEMBER NOTHING ELSE

• There is a huge opportunity
• Apply critical thinking to everything you do
• Start exploring Design Thinking
No designers were hurt in the making of this slide deck.
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