WSANEC

CONNECTION TO CULTURE & HISTORY

SKILLS BRING PEOPLE TOGETHER

APPLIED LEARNING + CONNECTION TO CULTURE

PRESERVE & CELEBRATE INDIGENOUS CULTURES OF THE WORLD

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Welcome to...

Tackling big world problems, using Design Thinking

Eleanor Tong

TREEHOUSE
INNOVATION

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What is design thinking? One definition...

"Design thinking is about accelerating innovation to create better solutions to the challenges facing business and society.

It starts with people – what we call human centred design – and applies the creative tools of design, like storytelling, prototyping, and experimentation to deliver new breakthrough innovations."

Tim Brown, CEO, IDEO
Change by Design 2009

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Today we will
PRACTICE HUMAN-CENTRED DESIGN

DESIRABILITY

We always start here

FEASIBILITY

VIABILITY

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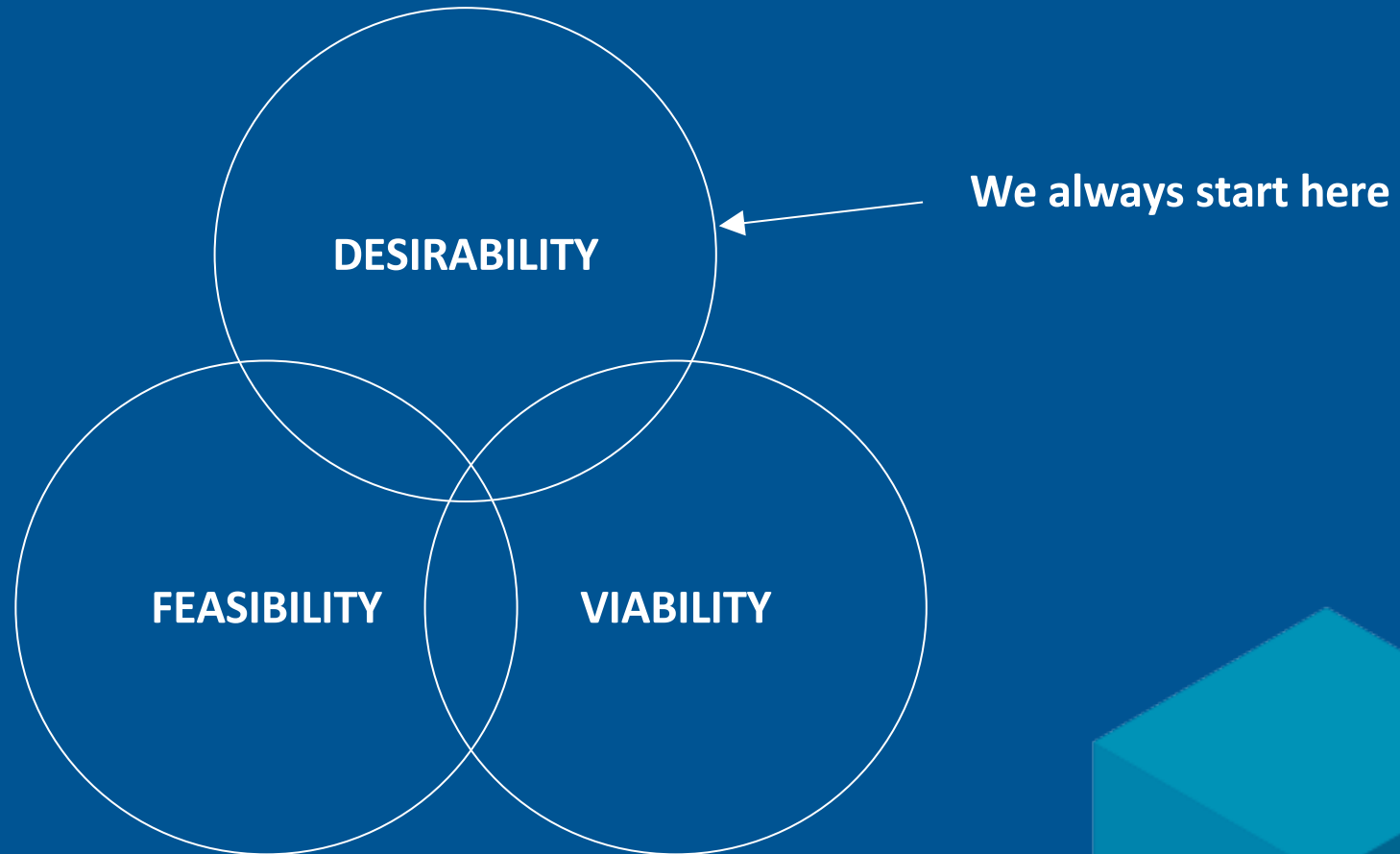
The Design Thinking Framework
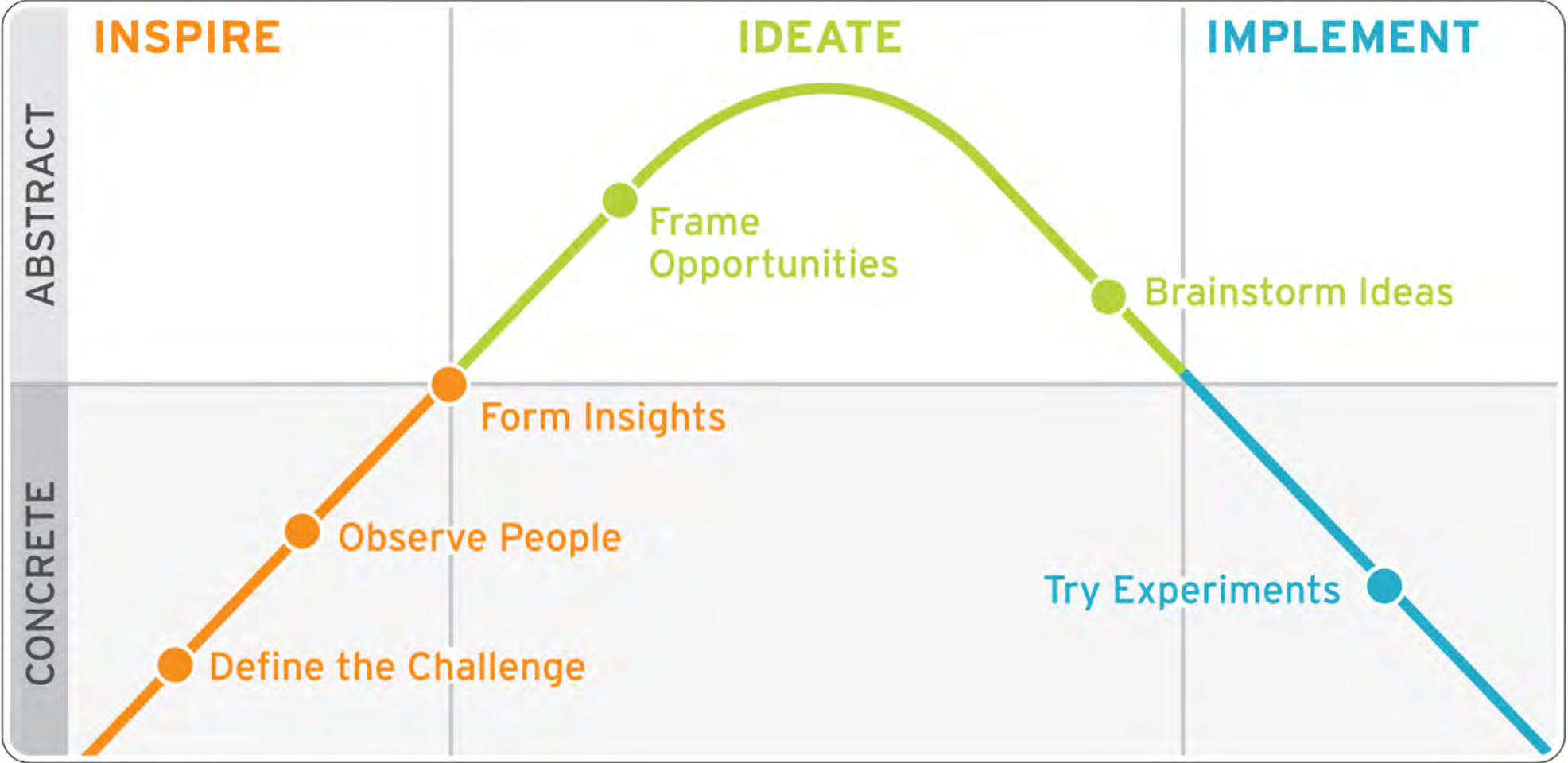
We'll be working at a fast pace in a highly collaborative way, to allow you to experience the value of an accelerated approach to finding solutions.

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Each table will have one person who will:

Keep you on time

Record your decisions

Make a decision if you can't agree

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Let's have some fun!

Focusing our challenge

15 Minutes

You'll be working as a design team to consider the following....

How might we help employees in our industries, to avoid or overcome tensions
and disagreements in the workplace,
so that they can feel fulfilled at work?

We'll start by considering
'What is the biggest point of discontent/tension
in our industry among workers?

Step 1: Working in pairs have a 5 minute
conversation to discuss the question and write
your answer on a sticky note

5 minutes

Step 2:

On your table each pair share what you wrote on your sticky notes

5 minutes

Step 3:

As a table pick one key challenge or issue

Building Empathy

20 Minutes

5 minutes

Step1: <u>On your table</u> make a quick list of 3 or 4 types of employee affected by this challenge and select the one you most want to focus on.

Bring them to life with a name, a job title and a their core skill.

Workshop: Exercise 2   Participant Instructions

Exploring the challenge from our employees perspective

5 minutes

Step 2: On your own, spend 2 minutes thinking about what it might be like for this person and how the challenge affects them.

5 minutes

Step 3: <u>As a table, divide in two</u>.

Half of you, write down what the pain/or obstacles are for this person

Half of you write down what the gains/opportunities might be for them

Now choose 1 to focus on.

First, have 2 minutes to stand up/sit down and stretch!

Generate Ideas

40 Minutes

Step1: Focus the opportunity: Now, frame this obstacle as a new "How might We,," question

 "How might we help, ……….to…………..so that they can……?"

| help/
support/
enable | the employee you just brought to life on your flip chart | overcome the obstacle that you just identified | do something they can do better in the future |

Example

 "How might we help, our railroad maintenance team to be seen when working alone so that they can stay safe?"

| help/ support/ enable | the employee you just brought to life on your flip chart | overcome the obstacle that you just identified | do something they can do better in the future |

The Rules
for idea generation

NO JUDGMENTS

CRAZY IDEAS WELCOME

USE VISUALS

GO FOR QUANTITY

BUILD ON THE IDEAS
OF OTHERS

STAY FOCUSSED!

ONE SPEAKER AT A TIME

10 minutes

**Step 2: Think of ideas for ways to solve
the problem.
For 1 minute individually...
capturing ideas on post- it notes
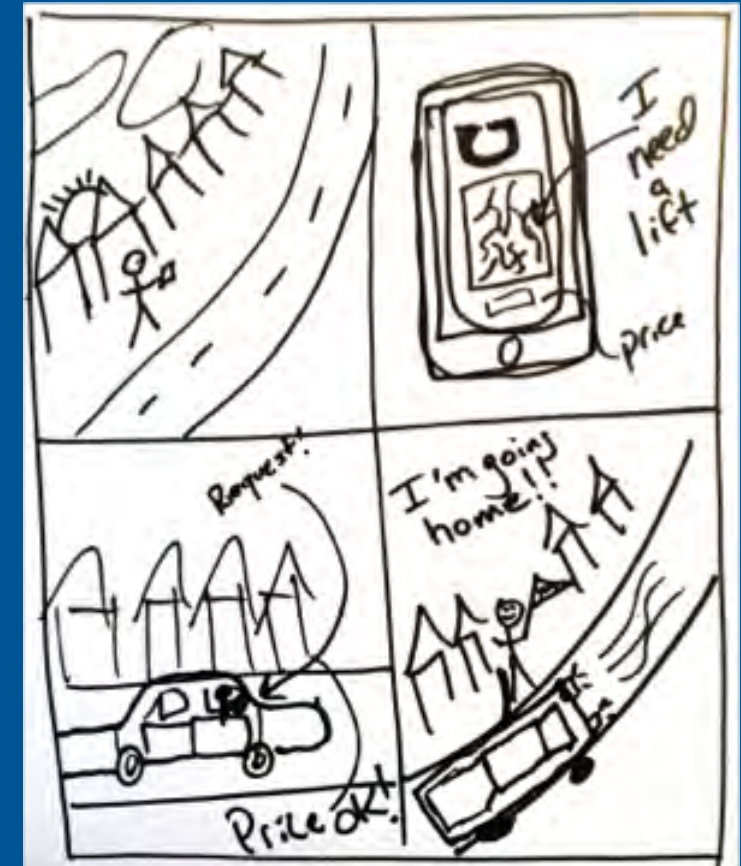Then stand up and as a team...
Each person in turn, puts one of their
ideas on the flip chart**

Step 3: <u>As a team s</u>elect your most promising idea.

Discuss and decide which idea would best help solve the problem

5 minutes

Step 4: Create a storyboard as your working prototype

Working as two groups one group to draw the story board and the other to write the story

Step 5: Take a photo of your storyboard and upload to twitter or LinkedIn using #WorldSkills

Thank you for your participation

We are Treehouse Innovation

Please get in touch if you'd like more support around Design Thinking

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Treehouse Innovation is proud to have worked with great organizations including:

UNIVERSITY OF CAMBRIDGE · FUJITSU · SAP
PlayStation · amazon web services · Akerman
NBC UNIVERSAL · 中国建设银行 China Construction Bank
Capgemini CONSULTING.TECHNOLOGY.OUTSOURCING · global RADIO · Microsoft · accenture
ebay · Deloitte · hp · Shell
pwc · unum · Johnson & Johnson
Schneider Electric · BDO · DMGT

Session Exercises	Timing (mins)
Welcome and Overview of Design Thinking	**5**
Exercise 1: Focusing the challenge: What are the biggest issues in your industry (preset question for each challenge)	
What are the biggest issues in your industry *(insert question for each challenge)* Talk about the challenge and best and worst experiences	**15**
Exercise 2: Exploring our users or employees experience and potential issues they face	
Focus on a user: Describe the typical person you have in mind when who is facing this challenge and then bring them to life with a "persona". As a team give them a name, a job title. What skills do they have or lack ?	**5**
Identify their pains/gains: What obstacles do they face that stop progress on this challenge. What would they value? What is most important? Discuss and agree among yourselves	**15**
Exercise 3: Exploring the opportunity and potential solutions	
Stretch, stand up….sit down	**5**
Focus the opportunity: Frame this obstacle as a new "How might We…." question	**5**
Generate ideas: Generate ideas in your teams	**10**
Select : Choose your most promising idea	**5**
Prototype: Create a storyboard prototype	**5**
Pitch as a team on video	**5**