

# DESIGN THINKING QUICK GUIDE FOR ORGANISATIONAL CULTURE & DEVELOPMENT



## WHAT IS DESIGN THINKING?

Design Thinking is a framework that puts the user (in this case the employee) at the centre of every problem, idea and decision. It's a mindset, a skillset and a toolset that when embedded effectively in an organisation delivers a consistent, creative and genuinely employee-led response to challenges.

Design Thinking focuses on understanding the root cause of problems from the perspective of those who face them. It delves deeply into challenges using fast, efficient and fun methods to create, develop and test powerful solutions. As it is human centred, Design Thinking encourages collaboration and co-design, which in a workplace environment promote buy in and engagement around new ventures and change.

## DESIGN THINKING & ORGANISATIONAL DEVELOPMENT

Whether it's completing an appraisal, succession plan or personal learning plan, undertaking a culture survey or managing a complete organisational restructure, many aspects of organisational development have the potential to cause discontent. A lack of enthusiasm often arises when people can't see the value in what they're doing.

Design Thinking is a powerful framework for organisational and workplace culture development because:

- Activities are designed with employee needs in mind.
- Employees are actively involved in designing changes rather than having changes imposed upon them.
- Design Thinking is not a top down approach - it is hugely collaborative.
- As well as giving employees a voice, Design Thinking focuses on the external end-users, so activities always add as much external value as internal.
- Design Thinking is fun, practical and far from theoretical. Participants enjoy using the tools and working through challenges.
- By engaging in 'time-boxed' Idea Jams and Design Sprints, you can make rapid progress, overcoming challenges in days rather than weeks or months.
- Design Thinking is a future-state framework, so you won't get bogged down in or be limited by past experiences.

**"Sensational. This is what I had hoped for and so much more. Very proud of what our people achieved today. It has delivered some delightfully unexpected suggestions which we're excited about taking forward. Thank you G2!"**

SAM STANTON  
HR MANAGER



# CASE STUDY: REFRAMING VALUES



## THE CHALLENGE

A large Melbourne council engaged G2 Innovation to use Design Thinking to co-design their new values, core capabilities and talent management program. The client was seeking a holistic program that would incorporate future world skills, mindsets and values with a new appraisal and talent management process.

## THE PROCESS

G2 Innovation immersed themselves in the experiences of those working at the council by running insight gathering workshops, conducting interviews and delivering an online survey to better understand the existing challenges and needs in the workplace.

During a series of workshops employees used insights we'd gathered as well as future world of work stimulus, to develop a new human-centred values framework. Teams then applied Design Thinking tools such as problem framing, persona mapping, and journey mapping to ideate, design and test a variety of talent management solutions.

## THE IMPACT

This challenge focused on the people working at the council and was steadfast in understanding their real purpose and needs. As a result, employees were able to co-design an innovative values framework and a range of talent management propositions that offer greater vitality, flexibility and opportunities now and in the future.



## TOP TAKEAWAYS

- Your purpose is the rudder that keeps your organisation on course. It's your strategic starting point that helps you filter what you shouldn't do and focus on what you should. With a clear, shared purpose you motivate and empower employees to strive towards a shared goal.  
Read: [The Power of Purpose](#)
- Design Thinking focuses on understanding the needs of people using empathy, creating a discipline for testing and a tolerance for failure. By understanding the people and their challenges you can then create a motivated, autonomous and flexible culture.  
Read: [Design Thinking Your Culture](#).



## WHAT NEXT?

Talk to G2. We offer a free 20-minute consultation via phone or over coffee to explore how a Design- Thinking approach will work for you. We have a range of workshops, courses and transformation programs designed to enable organisations and their people to thrive and innovate.



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