Using Design Thinking Methods for Project Success

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Today’s Agenda

• What is DESIGN THINKING?
• Why is DESIGN THINKING a fit for Human Resources based projects?
• What are some examples of projects/initiatives where DESIGN THINKING methods could apply?
• How to get started.
Survey Question:

Have you ever rolled out a policy or initiative that you wish you had handled differently? (choose one)

YES

NO
Choosing a Path

A story of:

• Policies
• Procedures
• Projects
What is Design Thinking?

Don’t just FIX the problem – FIX the cause

Don’t just FIX the bridge – build it higher and in a different location.
Survey Question:

What is a reason that projects fail? (choose one)

1. Poor Preparation
2. Bad Leadership
3. Failure to define parameters
4. Poor Communication
5. All of above
Steps of Design Thinking

- Empathy
- Identify
- Brainstorm
- Develop
- Test
Time to Think:

• Partner up with 1 or 2 people nearby
• Think of a project you have been tasked with or working on.
• Use a project that requires a team of 3 or more people.
• Give a brief summary of the project.
Steps of Design Thinking

- Listen
- Learn from all levels
- Feelings (with empathy)
Steps of Design Thinking

STOP!

Gather Information
Don’t Solve!

Empathy
Time to Think:

- Go back to your group
- Revisit your project
- How are you using, not using, or planning to use Empathy?
- Are there past mistakes you would correct?
Steps of Design Thinking

• List out the reasons
• Group similar responses
• Identify the problem and causes
Steps of Design Thinking

**Identify**

**Opportunities**
- How do I get promoted (24)
- Don’t understand how I can get a raise (12)
- What training do I need? (7)

**Compensation Model**
- Current Model Confusing (30)
- More Money (25)
- Cost of Living (15)

**Reason to Leave**
- No opportunity for growth (27)
- More Money (17)
- Flexibility (7)
Time to Think:

- Go back to your group
- Revisit your project
- Talk about your current project and your approach.
- Don’t focus on the solution – What are some tools you might use to identify?
Steps of Design Thinking

- Blue Sky! Have fun with it.
- As many ideas as possible
- Open the floor – Include everyone
- Then go to Part II – Narrowing down
Steps of Design Thinking

Brainstorm

- Include development/training in new model
- Create Levels within the job
- Add bonus opportunities
- Simplify Commissions
- Review for Cost of Labor changes
- Make it transparent
- Add a training on “how you are paid” to orientation

 Reward Time in Position
Time to Think:

• Go back to your group
• Revisit your project
• Now look at your project team. How are you going to encourage diversity in thought and ideas?
• Obstacles?
Steps of Design Thinking

- Create a plan or design
- Final evaluation of the design
- By the end of this step, you want something you can test.
<table>
<thead>
<tr>
<th>Steps of Design Thinking</th>
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<table>
<thead>
<tr>
<th></th>
<th>Level 1</th>
<th>Level 2</th>
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<tr>
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<td>Technician Commission Level</td>
<td>Comm. Level based on time as Tech +Supervisor</td>
<td>Comm. Level based on time as Tech +Supervisor</td>
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<td>$5.00/hr. increase over base pay for time working as MOD</td>
<td>$5.00/hr. increase over base pay for time working as MOD</td>
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<td>Additional Compensation</td>
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<td>401k Match &amp; Health Insurance Contribution</td>
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<td>Experience in Position</td>
<td>Less than one year</td>
<td>1 year</td>
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<td>Supervisor JDT Training</td>
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<tr>
<td>Training Requirements</td>
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<td>Other Requirements</td>
<td>For PA only: Emissions &amp; State Inspection License</td>
<td></td>
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Steps of Design Thinking

- Find a sample group
- Test your design
- Did it work?
Design Thinking = HR Projects

• Meaningful and Impactful change
• Getting at the root of problems
• Human Resources is about the people
Examples

• Changing a policy
• Changing a procedure
• New program or benefit
Time to Think:

- Go back to your group
- Revisit your project
- Talk about how you might apply the learning to your project.
How to Get Started!

Believe

• Believe in the process
• Encourage others to try it
• Integrate into your culture
Review

Empathy → Identify → Brainstorm

Develop → Test → Believe
Questions