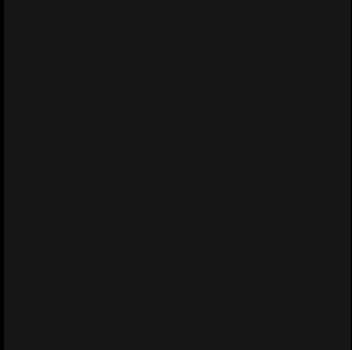


# Enterprise Design Thinking: An exclusive programme for C-suite executives

Learn to develop human-centred solutions that  
exceed your users' expectations and drive better  
business outcomes





# Why should CxOs focus on design thinking?

In the wake of digitisation, the concerns of customers are no longer limited to what a company delivers but also *how* it delivers. So, companies that can create exceptional user experiences gain a strategic advantage in this rapidly changing landscape. They can win customers' trust, drive optimal outcomes and set themselves apart from their competitors.

Industry reports suggest that this phenomenon has brought a paradigm shift in the role of C-level executives. They are increasingly expected to develop soft leadership skills—like design thinking—that can help explore the fundamentals of customer experience and drive a human-centred development culture in the company.

The prime objective is to enable CxOs and other senior executives to think like designers and bring strong user-focused ideas to life. They need to expand their horizon and be more involved in co-developing capabilities with key enterprise stakeholders, prototyping and self-correcting along the way.

Such a user-driven framework can add to the company's overall strength, making it more agile, resilient, future-ready and innovative.



# Design thinking and user experience go hand in hand

The minds of CxOs are often trained to define a product by its structural parts and key features. However, is that how users think too?

Design thinking digs into this matter and takes a different stance altogether. According to this practice, when it comes to analysing a product, there is more than meets the eye.

Most often, users bypass the technical specifications of a product. They rather focus on how quickly and easily that product can help them accomplish a task. Users also consider how would they behave, think and feel while using that product. Simply put, it's the experience and not the technicality that essentially matters to them.

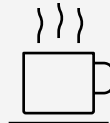
## Let's do a quick experiment:

Is a coffee maker more than a coffee maker?

If you have to design a coffee maker, what will be your approach?

**A: Design a coffee brewing machine integrated with high-end features**

**B: Design a great way to enjoy a cup of hot coffee on a cold day**



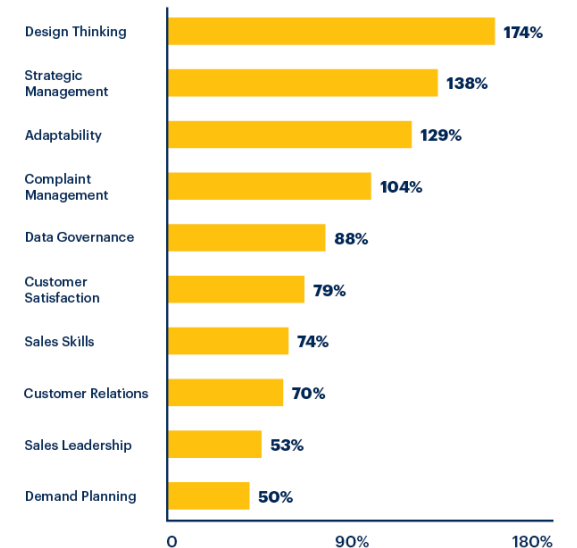
If your answer is option B, you're on the right track. This is exactly what we call design thinking—an approach that encourages you to prioritise users' experiences to focus on their human needs.

### #Fact

*Did you know design thinking has shown the highest growth in demand among the top 10 emerging C-suite soft skills?<sup>1</sup>*

## Top 10 Emerging C-Suite Soft Skills

**C-suite cognitive and social skills witnessing the greatest growth in demand, 2015-2018**



<sup>1</sup>[Top 10 Emerging Skills for the C-Suite](#)

# Introduction to Enterprise Design Thinking

Design thinking is great but when large enterprises adopt it, the model breaks down. It doesn't stand up to the scale and complexity of modern, large enterprises. Hence, IBM brings to you Enterprise Design Thinking—the answer to design thinking for large, dispersed teams trying to solve tough problems.

We understand that a one-size-fits-all design thinking approach doesn't work when enterprise goals change each quarter. As a result, we have conceptualised a design thinking framework with unique attributes that allow it to scale and sustain itself in a modern enterprise.

Whether you have a large and fragmented team or a complex organisational process, you can apply this framework to your environment. Based on user empathy, it drives you to focus on customers and put yourself in their shoes.

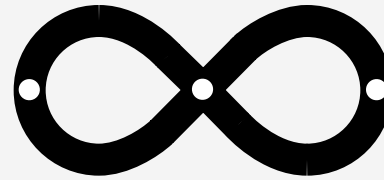
This ensures that you don't merely assess and assume users' situations from a siloed chamber. Instead, you face their challenges and experience their emotions in real to deliver human-centred solutions to the market.

## **Benefits**

- Form intent behind solutions and outcomes
- Deliver breakthrough solutions that fulfil your clients' needs
- Drive positive outcomes at speed and scale

# Enterprise Design Thinking framework

The Loop that will drive you:



Observe

Immerse yourself in the real world

Reflect

Come together and look within

Make

Give concrete form to abstract ideas

The Principles that will guide you:



A focus on user outcomes

Drive business by helping users achieve their goals



Restless reinvention

Stay essential by treating everything as a prototype



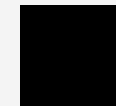
Diverse empowered teams

Move faster by empowering diverse teams to act



Hills

Align teams on meaningful user outcomes to achieve



Playbacks

Stay aligned by regularly exchanging feedback



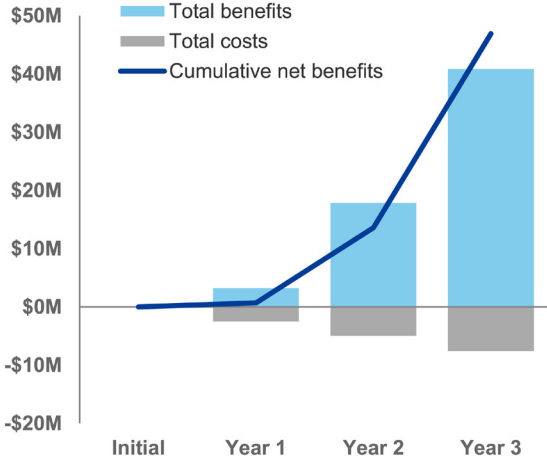
Sponsor users

Invite users into the work to stay true to real-world needs

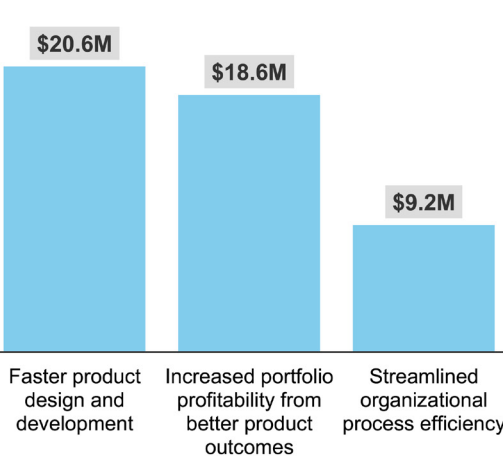
# Measurable outcomes

Examine the potential return on investment (ROI) your enterprise may realise on implementing the Enterprise Design Thinking practice.

**Financial Summary (Three-Year)**



**Benefits (Three-Year)**



Source: [The total economic impact of IBM's design thinking practice](#)



# C-suite Enterprise Design Thinking Programme

Kick-start your Enterprise Design Thinking journey with our customised C-suite Enterprise Design Thinking Programme. This course has been designed and adapted to meet the specific needs of decision-makers. It's best suited for top-level corporate executives who are keen to drive user-centred product and service development processes within their organisation.

## Course structure

### Introduction

Start learning the theory, history and language of Enterprise Design Thinking.

- Design thinking is for everyone
- Put the “enterprise” in Enterprise Design Thinking
- Prepare yourself

### Diverse empowered teams

Collaborate better across perspectives and expertise to act on breakthrough ideas.

- Include a variety of voices
- Build alignment across your team
- Start sharing stories

### A focus on user outcomes

Drive business results by focusing on your users' needs.

- Identify your users and their problems
- Recognise your assumptions
- Observe to learn more

### Make a plan

Set yourself up for continued success with Enterprise Design Thinking.

- What about tomorrow?
- Put it all together

### Restless reinvention

Treat everything like a prototype so you can quickly improve solutions.

- Bias toward action
- Actively seek great ideas
- Take risks



# Who should attend?

CxOs, leadership team members and other senior executives who are part of the decision-making process within an organisation are ideal candidates for this programme.

## Choose a topic for the workshop

IBM understands the uniqueness of each organisation. This is precisely why the aim is to customise the course content based on a topic that is highly relatable to participants and their organisational goals and challenges.

We have zeroed in on a few themes that can be relevant. You can either choose from the options given on the right or nominate a topic based on the key areas identified around your strategic initiatives.

## Sample topics

- Power enterprise-level analytics with data lakes
- Lighten the core IT infrastructure
- Reinvent customer relationships
- Leverage technology to transform operating models
- Digital acceleration





# Programme agenda

## Day 1

### Welcome speech

Introduction to key concepts, such as Enterprise Design Thinking and understanding user behaviour

### Activities (Potential topics):

- What is Enterprise Design Thinking? Why is it required and how is it different?
- Hopes and fears
- Empathy map
- As-is scenario map
- Playbacks

## Day 2

### Day 1 recap

### Activities:

- To-be scenario map
- Big idea vignettes
- Prioritisation grid
- Hills

### Closure

Certificate of attendance handed to all participants

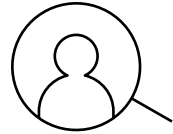
*Please note that this is a generic agenda and will change based on the problem selected for the workshop.*



# Enterprise Design Thinking Practitioner badge

Upon successful completion of the programme, participants can also earn the [Enterprise Design Thinking Practitioner badge](#) by completing a 2-hour online self-learning course.

## Badge criteria



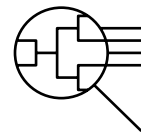
### Design research

Name assumptions and questions about your users



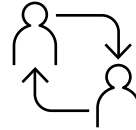
### Ideation

Think big about how you can improve your users' experiences



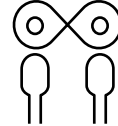
### Synthesis

Ask "why" and dig deeper to define your users' problems



### Collaboration

Seek to work with others with different points of view



### Storytelling

Tell others about the value of Enterprise Design Thinking



## Key highlights

The C-suite Enterprise Design Thinking Programme includes 6 major highlights:

- Around 6 hours of workshop conducted over 2 days
- Group participation of up to 7 executives allowed in the workshop
- Interactive and engaging sessions conducted by highly experienced design thinking coaches
- Comprehensive workshop materials that cover Enterprise Design Thinking skills, such as collaboration, synthesis, design research, prototyping and storytelling
- Real-world examples and practical exercises that match specific organisational goals and technology-based challenges
- Enterprise Design Thinking Practitioner certificate and badge for all participants who attend the workshop and complete the online self-learning course

## Participant takeaways

As an Enterprise Design Thinking Practitioner, participants will be able to do the following:

- Identify opportunities to implement the Enterprise Design Thinking framework
- Apply basic Enterprise Design Thinking concepts to complex teams and problems
- Capitalise on Enterprise Design Thinking lessons, such as user research, user experience, user-centred design, ideation and empathy
- Use Enterprise Design Thinking principles to identify user challenges and develop user-focused, innovative solutions
- Share the Enterprise Design Thinking practice with others in the organisation
- Participate in Enterprise Design Thinking activities across different processes





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