

# Mastering Design Thinking in Organizations

## Developing design thinking further (Impact & Measurement)

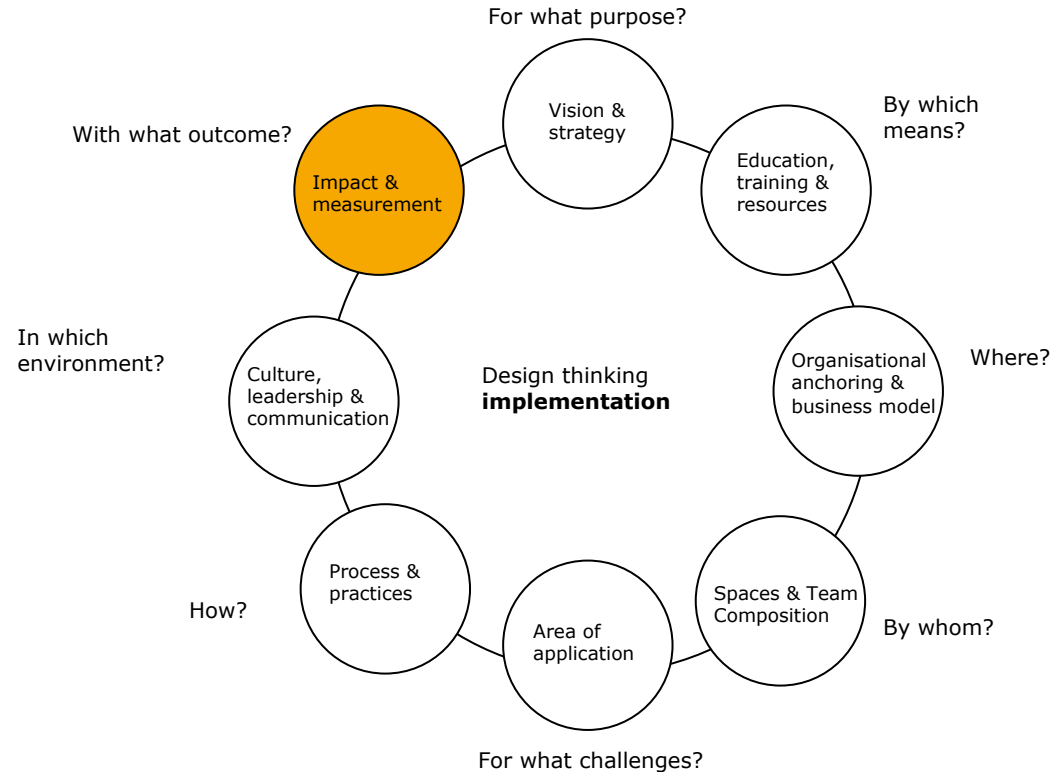
Dr Danielly de Paula

# Learning objectives ...

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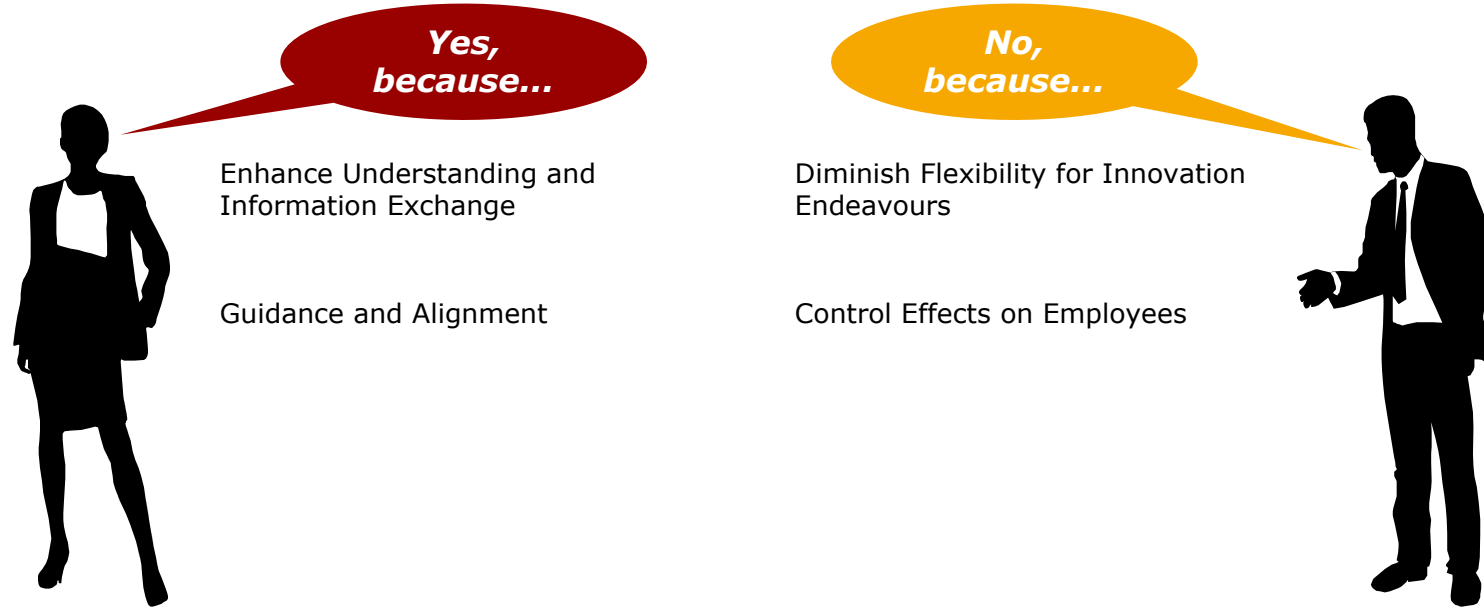
1. To learn about the different views on the topic of measuring design thinking
2. To understand what you need to do before you start thinking about metrics
3. To understand what should be measured and how

# The Design Thinking Implementation Wheel



Should we measure our  
innovation activities?

# Should we measure our innovation activities?



# Challenges of Measuring Innovation Activities

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1

Although design thinking is normally used for exploratory activities, metrics used commonly for exploitative activities are applied.

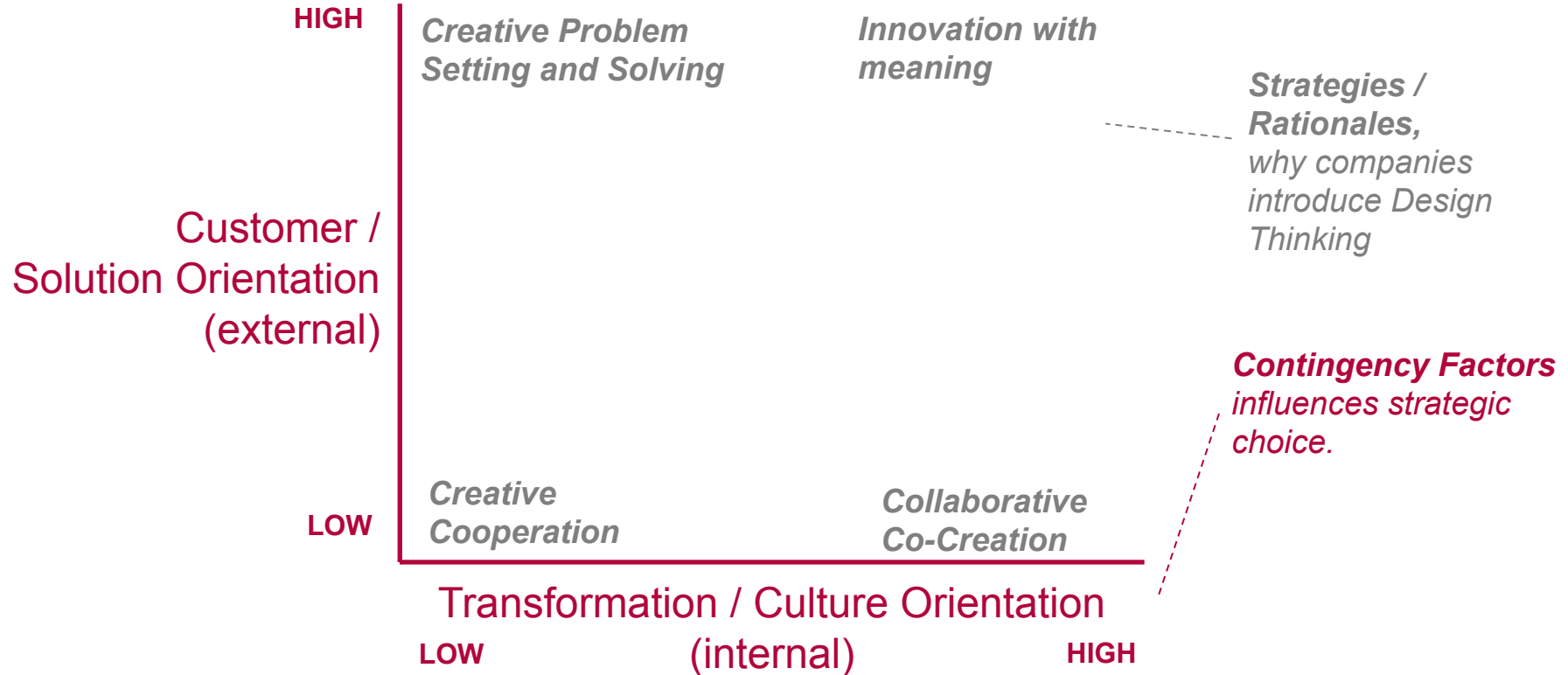
2

Design thinking contributes to the aim of internal transformation, but metrics of the overall revenue or specific innovation products are used

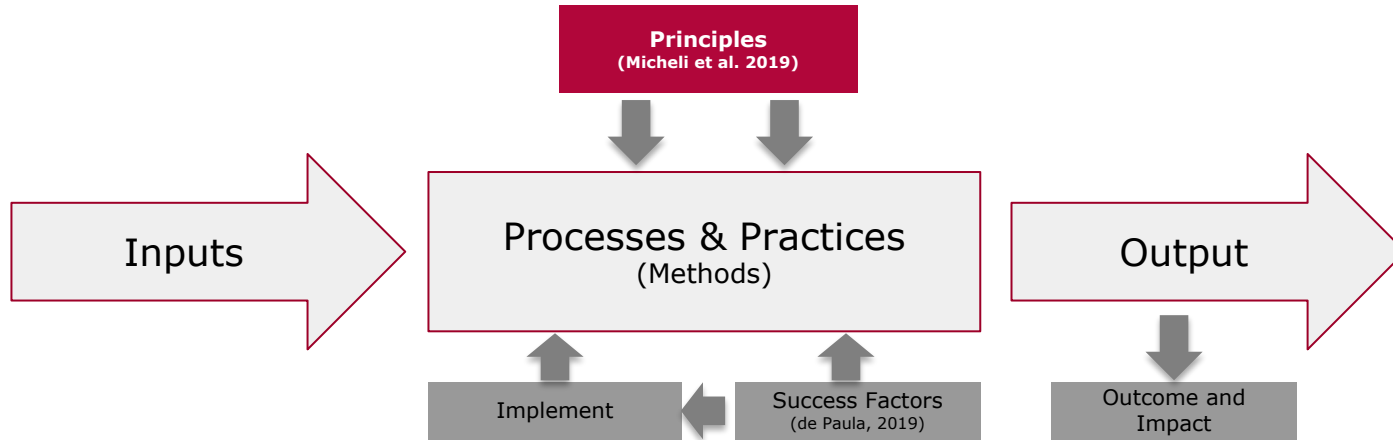
3

If no clear intent is set for innovation activities, or the intent is not stated or documented explicitly, activities are measured on implicit and possibly conflicting intents.

# Matrix of Internal and External Strategic Intent



# What shall be measured? Approaches towards measurement





# How do you want to measure?

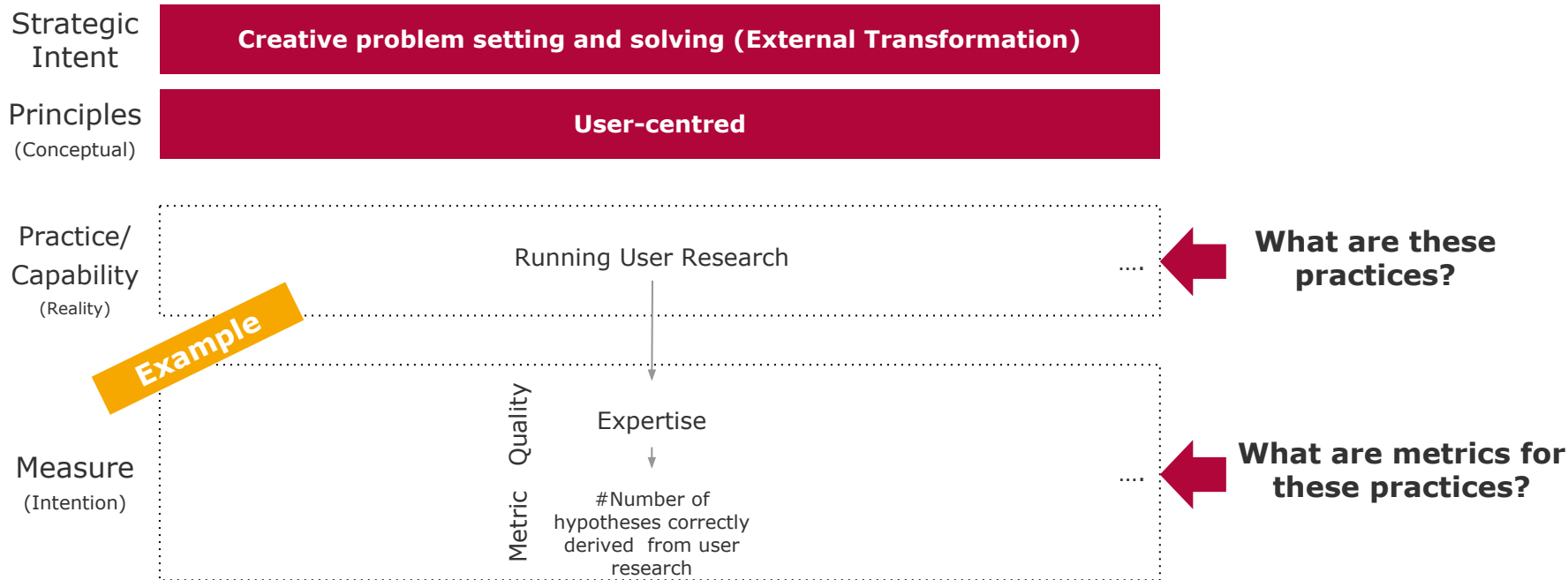


Chart 9

# Summary

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Innovation Strategy:  
What is the aim of the  
measurement?

Practice:  
What shall be measured?

Performance Measurement  
System:  
How do you want to measure?

# The Design Thinking Implementation Wheel

