

# Mastering Design Thinking in Organizations

## Creating innovative spaces and the dream team (Spaces & Team Composition)

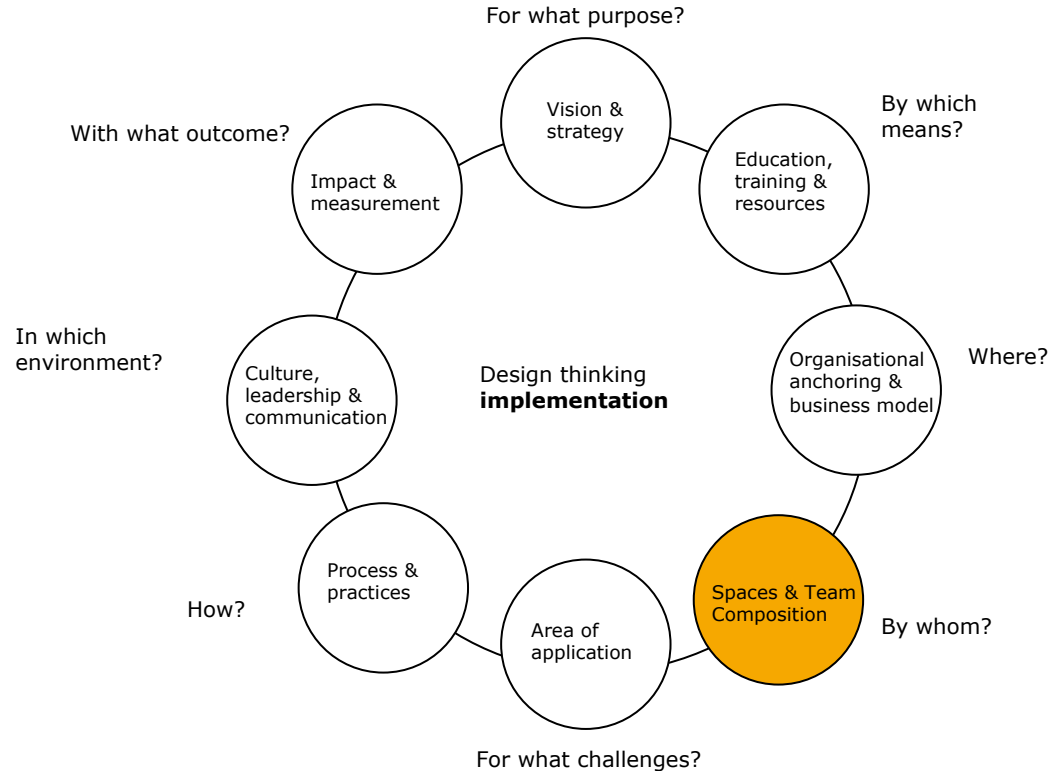
Dr Danielly de Paula

# Learning objectives ...

---

1. To learn about what you should consider when composing creative teams
2. To understand some important elements that you should keep in mind when setting up spaces that enable teams to see the value that team diversity can bring and also spaces that can foster creativity

# The Design Thinking Implementation Wheel



# How to compose creative teams?


---



**Cross  
disciplinary  
teams**

**Different  
learning  
styles**

**Different  
hierarchical  
levels**



However, there are many studies that have found positive and negative correlations between diversity and team performance. WHY IS THAT?

**Diversity can be defined as,**

**“differences among individuals on any attributes that will lead to the perception that others are different from oneself”**

# The importance of diversity belief and setting up the right environment

It is not enough to have diverse teams, you have to enrich the work space in a way that enables teams to shape the team member's beliefs and perception about the value of team interaction.



---

How does creativity arise?

What inspires us?

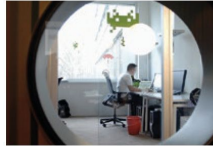
Where do new ideas come from?

What promotes or increases creativity and inspiration?

# Creative Spaces

## Spaces

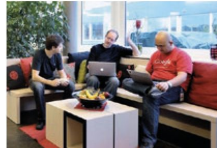
**Private work  
space**



**Workspace for  
collaboration**



**Knowledge  
sharing**



**Prototyping  
workspace**



## Description

Despite intensive collaboration within the team, it must be ensured that team members can also work in peace and concentrate on the numerous tasks required of them.

In this space, team members often have to work with one another, for example, when discussing interview results and arriving at the conclusions that guide the project's next steps.

Areas for sharing and distributing knowledge, for example presentations to clients, help teams to show their project status or results and thereby receive feedback.

Every design thinking team needs prototyping space. It is important to provide the right materials for creation that are targeted at the project challenge.

Chart **8**





# Golden rules for design thinking spaces

---

1. Foster interaction in groups and teams
2. Stimulate creativity
3. Offer workspace choices
4. Focused and team workspaces must be available
5. Make co-creation spaces for work with third parties available
6. Offer large desks and lots of table space
7. Set up sources of inspiration such as libraries

**Source1:** Doorley, S., & Witthoft, S. (2012). Make space: How to set the stage for creative collaboration. Hoboken, NJ: John Wiley & Sons.

**Source2:** Kahler Slater (2010). What makes a great workplace? Learning from the best place to work companies.

# The Design Thinking Implementation Wheel

