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Recap

High Performance Teams Design Thinking

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Understanding Team Dynamics

High-Performance Teams- Desing Thinking Approach
3.25 Hour Instructor-led Workshop

What's a High-Performance Team
Skills for High-Performance team members
Introduction to Design Thinking
Design Thinking process
Real Case Scenario – General Motors
Design Thinking Group Activity
Conclusions
Wrap up session

- High Performance Teams

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- Identify characteristics of High-Performance teams.

- Name Foundational Skills needed to thrive a high-performance individual.

- Acquire a deep understanding of the key concepts and principles of Design Thinking to become a High-Performance team player.

- Understand the mindsets, process, methods and tools in creative problem solving as an exhibited behavior of high-Performance team player.

- Develop skills in applying Design Thinking mindsets and practices in problem solving.

"refers to a group of goal-focused individuals with specialized expertise and complementary skills who collaborate, innovate and produce consistently superior results"

Efficient teams are the symbol of a highly successful business. Having a high-performing team can set your business apart within your enterprise and guarantee the success of your business in the long run. There are distinct features all producing teams share, from the flexibility and strong communication to compassion and common admiration.

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8 Traits of High-Performance Team Players

01
Perspective

04
Engagement

07
Pride In The Company

02
Respect and Trust.

05
Personal Excellence

08
Practice Continues Learning

03
Communication

06
Openness To Innovation

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Cognitive

Critical thinking
- Structured problem solving
- Logical reasoning
- Understanding biases
- Seeking relevant information

Planning and ways of working
- Work-plan development
- Time management and prioritization
- Agile thinking

Communication
- Storytelling and public speaking
- Asking the right questions
- Synthesizing messages
- Active listening

Mental flexibility
- Creativity and imagination
- Translating knowledge to different contexts
- Adopting a different perspective
- Adaptability
- Ability to learn

Interpersonal

Mobilizing systems
- Role modeling
- Win–win negotiations
- Crafting an inspiring vision
- Organizational awareness

Developing relationships
- Empathy
- Inspiring trust
- Humility
- Sociability

Teamwork effectiveness
- Fostering inclusiveness
- Motivating different personalities
- Resolving conflicts
- Collaboration
- Coaching
- Empowering

High-Performance Team - Skills for Individuals

Self-leadership

Self-awareness and self-management
- Understanding own emotions and triggers
- Self-control and regulation
- Understanding own strengths
- Integrity
- Self-motivation and wellness
- Self-confidence

Entrepreneurship
- Courage and risk-taking
- Driving change and innovation
- Energy, passion, and optimism
- Breaking orthodoxies

Goals achievement
- Ownership and decisiveness
- Achievement orientation
- Grit and persistence
- Coping with uncertainty
- Self-development

Digital

Digital fluency and citizenship
- Digital literacy
- Digital learning
- Digital collaboration
- Digital ethics

Software use and development
- Programming literacy
- Data analysis and statistics
- Computational and algorithmic thinking

Understanding digital systems
- Data literacy
- Smart systems
- Cybersecurity literacy
- Tech translation and enablement

10 Skills

You Need for Your Future Work

1. Creativity
2. Emotional intelligence (EQ)
3. Analytical (critical) thinking
4. Active learning with a growth mindset
5. Judgement and decision making
6. Interpersonal communication skills
7. Leadership skills
8. Diversity and cultural intelligence
9. Technology skills
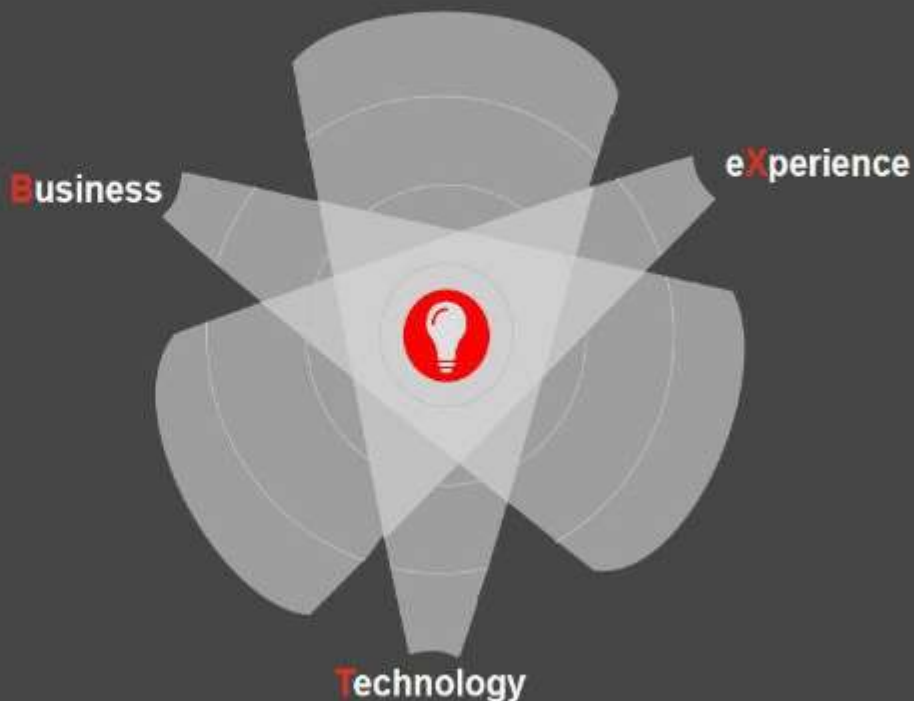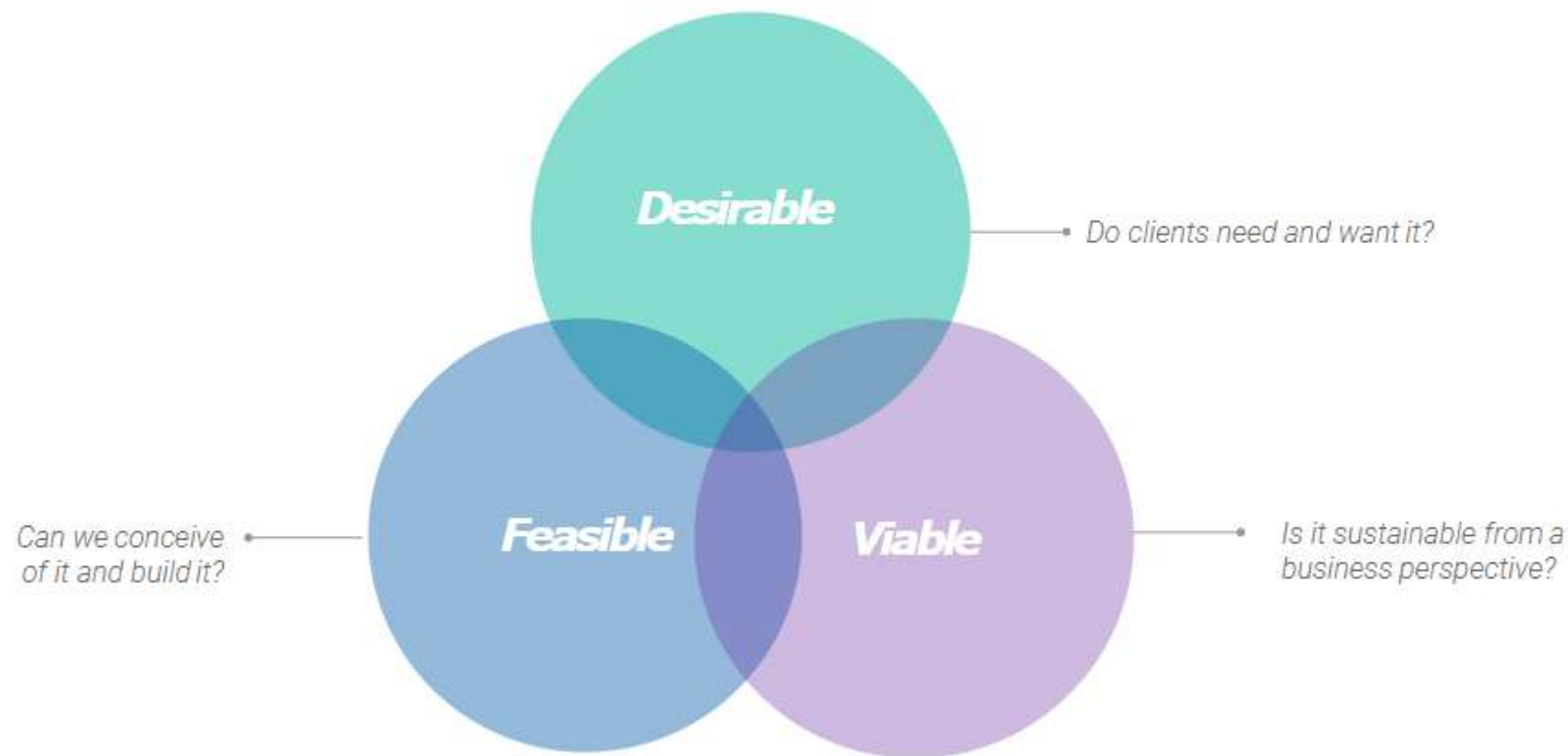10. Embracing change

Design Thinking as Tool for High-Performance Teams

Design Thinking

Introduction

Design Thinking is a discipline that uses the Designer's sensibility and methods to match people's needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity.

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**Business
Experience
Technology**

By viewing any problem
from a variety of
perspectives, we
identify solutions that
may not be intuitive
when viewed through
only one lens.

Business

e**X**perience

Technology

Desirable — Do clients need and want it?

Feasible — Can we conceive of it and build it?

Viable — Is it sustainable from a business perspective?

Some Core Design Thinking Elements:

Empathy and deep understanding of users

Reframing the question to solve the bigger issue

Working together, often analogue more than digital

Using visualizations and models

Prototyping and testing early

Iterative, not waterfall

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Design thinking is a repeatable, proven, rigorous approach best leveraged when the problem is based around people, in an environment of changing needs and undefined requirements.

Discover

Explore & discover, with an open mind. Seek new, human-centered insights

———

Objectively viewing the connected world. Identifying new insights that matter

Define

Finding problems worth solving

———

Maximizing business value

Ideate

Incremental, Radical - a range of options

———

Moving into whitespace

Prototype

Build and visualize the solutions

———

Making the idea tangible

Test

Iterate, Test, Pivot & Validate

———

Creating superior user engagements

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Phases

DESIGN
THINKING
101

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IMPLEMENT
Put the vision into effect.

EMPATHIZE
Conduct research to develop an understanding of your users.

TEST
Return to your users for feedback.

DEFINE
Combine all your research and observe where your users' problems exist.

PROTOTYPE
Build real, tactile representations for a range of your ideas.

IDEATE
Generate a range of crazy, creative ideas.

UNDERSTAND
MATERIALIZE
EXPLORE

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Data and information lab

to provide and validate data needed to "breathe life" into prototypes, business plans and discussions on how to execute

Co-innovate

we meet, discuss, test, validate, change concepts

Bring the concepts to life

Digital Twin or visualization of assets or environment to test ideas, prototypes and concepts

Showcase and test technology

Demonstrate platforms and solutions that will support the transformation

New user insights

from films, interviews with end users that will provide a deeper understanding of REAL user needs

Establish empathy and understanding for your user

Develop ability to reframe the question and challenge status quo

Work together to co-innovate across expertise and business areas

Prototyping to de-risk and iterate quickly
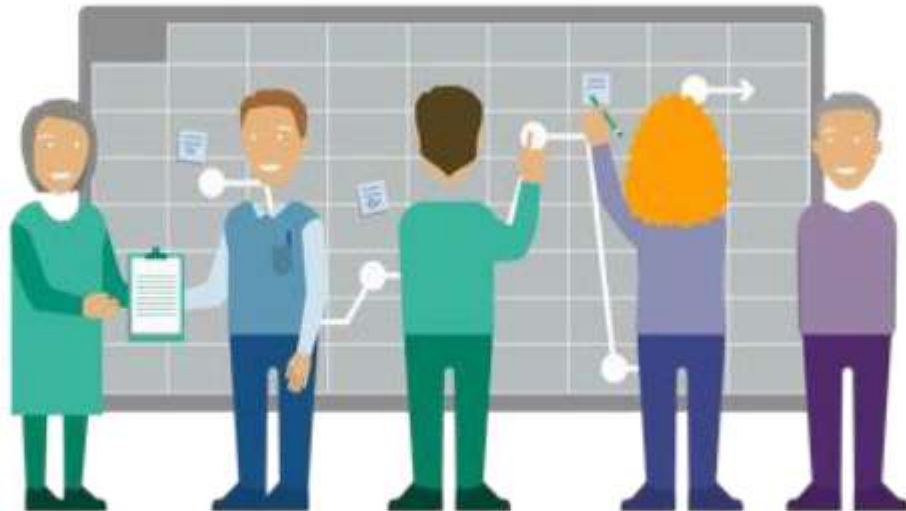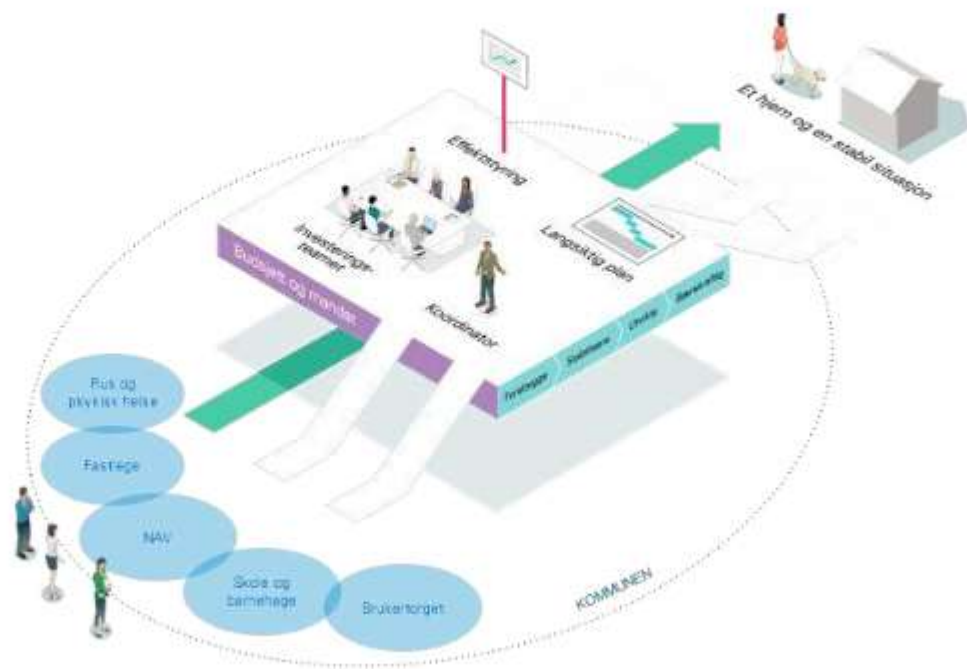
Dare to experiment and fail early

Iterative way of working rather than waterfall projects

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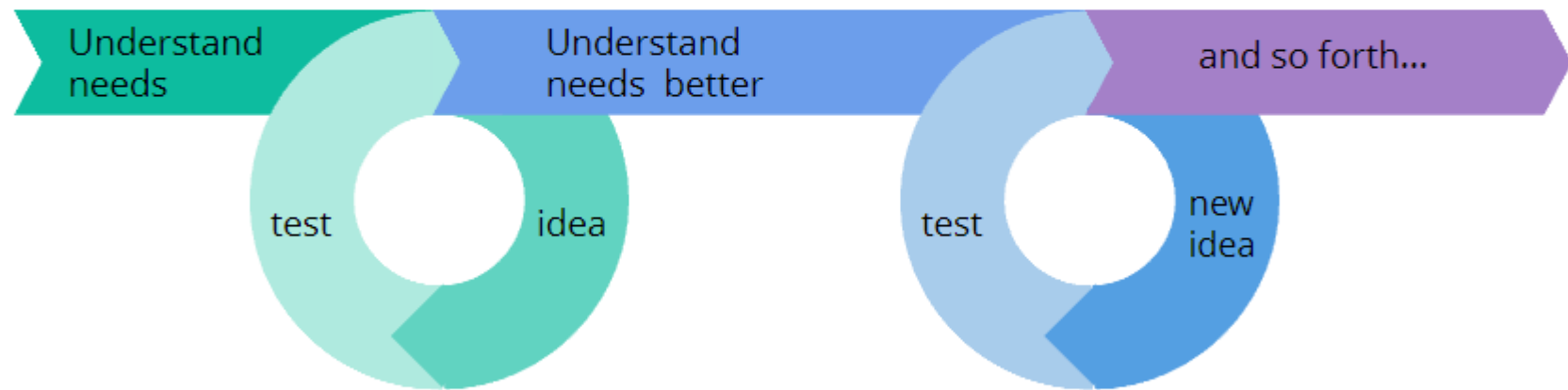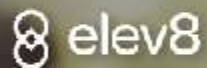
Example
De-risking Tech Implementation with
Design Thinking

Day 1
Paper Prototyping

Day 2
Digital Prototyping

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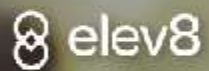
Let's Check Design Thinking Real Case

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Design Thinking Tools

The following slides contain the design thinking tools that were presented at the March 21st Design Thinking Workshop. These tools are intended to help with identifying problems and brainstorming solutions.

How can we make the Autonomous Experience more inclusive and accessible?

There are <u>no limits</u> to what you can envision…

An app to improve the customer experience?
A mechanism to make entry and egress easier?
Be Creative

A protocol for improving safety?
A new feature to enhance customer comfort?
Be Innovative

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- **Ideation**

How innovative and creative is the solution?

- **Safety**

Has safe operation been considered in the design?

- **Feasibility**

How feasible is the solution for implementation?

- **Customer Centric**

How well does the solution meet the needs of the end user?

- **Expandability**

What is the potential for the idea to become a business?

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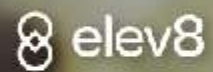
Design Thinking Solution on the Way...

Design Thinking

BACKGROUND:

- Popularized by Tim Brown and David Kelley of IDEO and Stanford's d School

- Structured creative problem solving process, but enables innovation and positive impact

- Human-centered design process – truly understand and empathize with user

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Design Thinking 'Double Diamond' Process Model

Example Persona - Francine
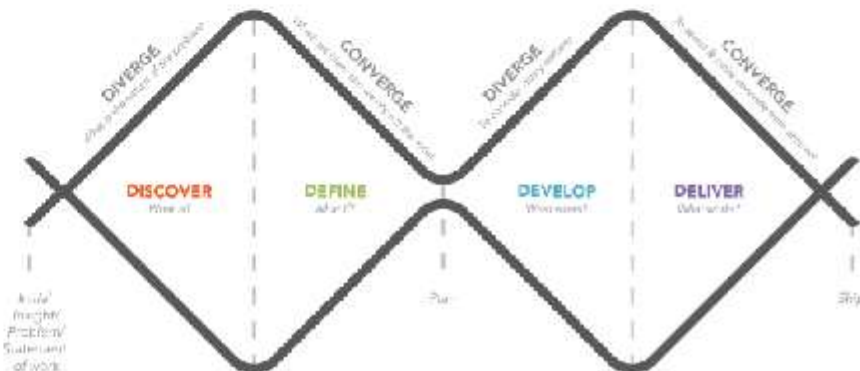
39 years old
San Diego Area
Married/two kids/Suburban
Comfortable with tech
Interested in trying different modes

Empathize

- Travels to client venues/sites regularly.
- Typically has to drive or take an Uber/Lyft.
- Unable to continue working during travel (sometimes 60+ mins) due to lack of workspace.
- Shared Autonomous Vehicles proposes an opportunity to continue working.
- Public transportation and Uber/Lyft does not allow the privacy required.
- Very likely to use SAV regularly.

User Journey Mapping

BOBBY THE CYCLIST'S JOURNEY   **Empathize**

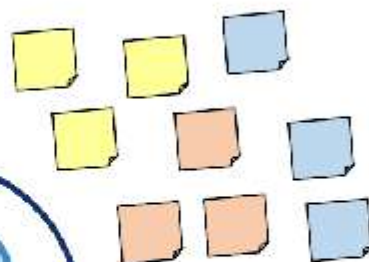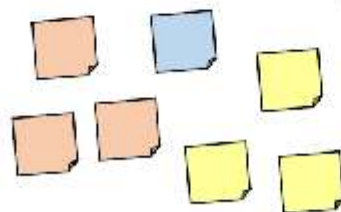| STEP	LEAVING HOME	→	BIKING TO WORK	→	PARKING BIKE AT WORK	→	RETURNING HOME

DOES

THINK

FEEL

Empathize
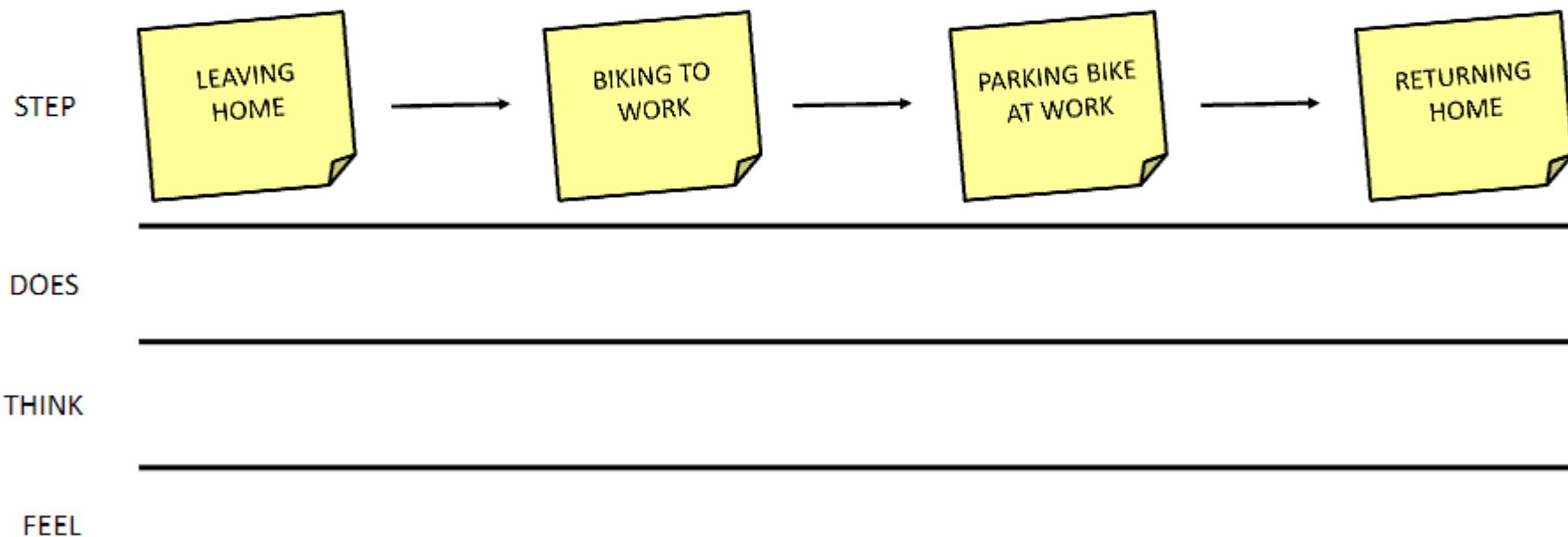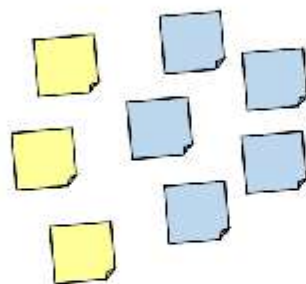
TASKS & GOALS   INSIGHTS

PAIN POINTS   HOW MIGHT WE...
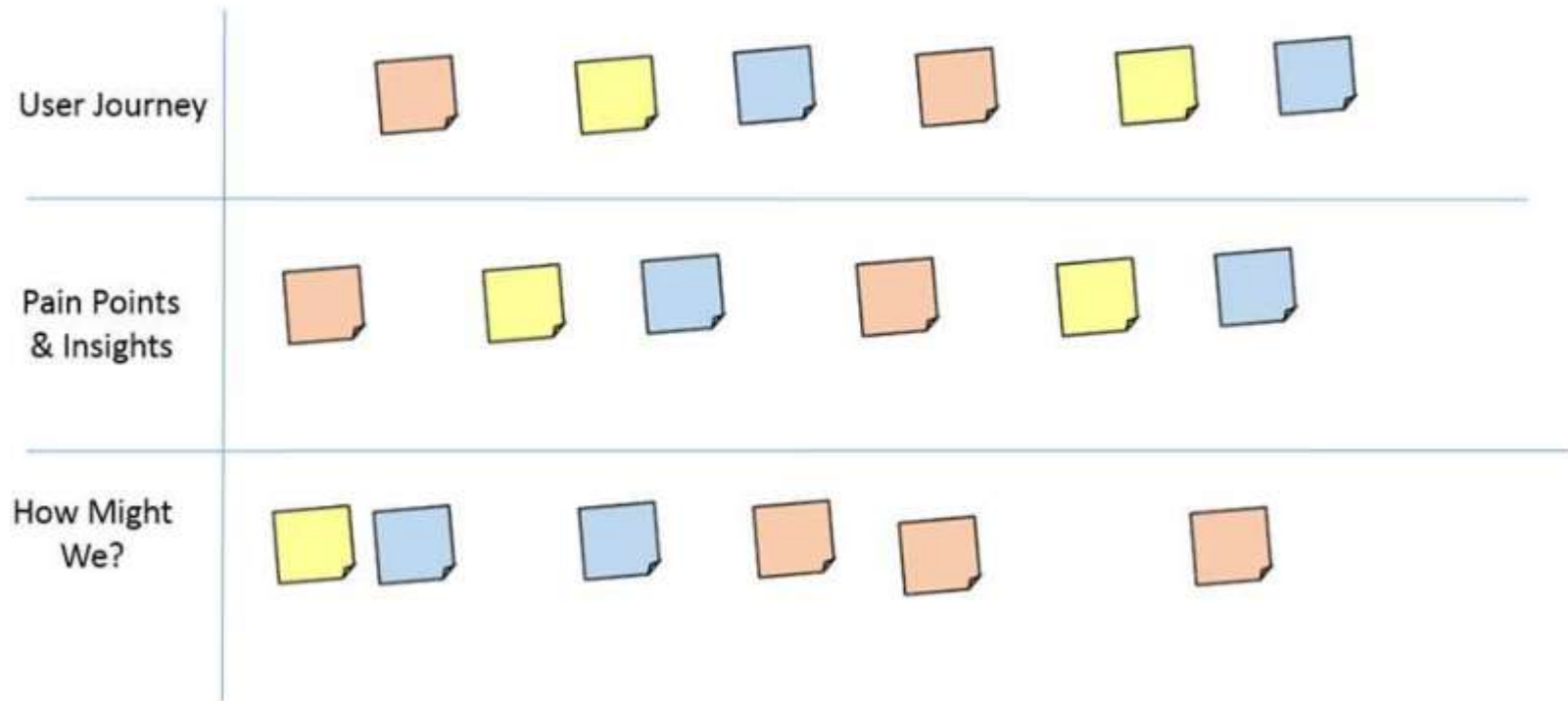
Empathize

User Journey

Pain Points & Insights

How Might We?

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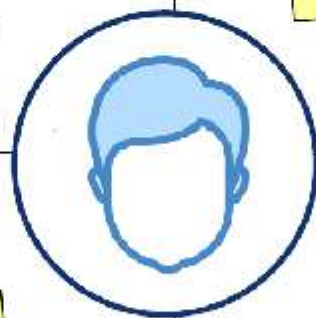
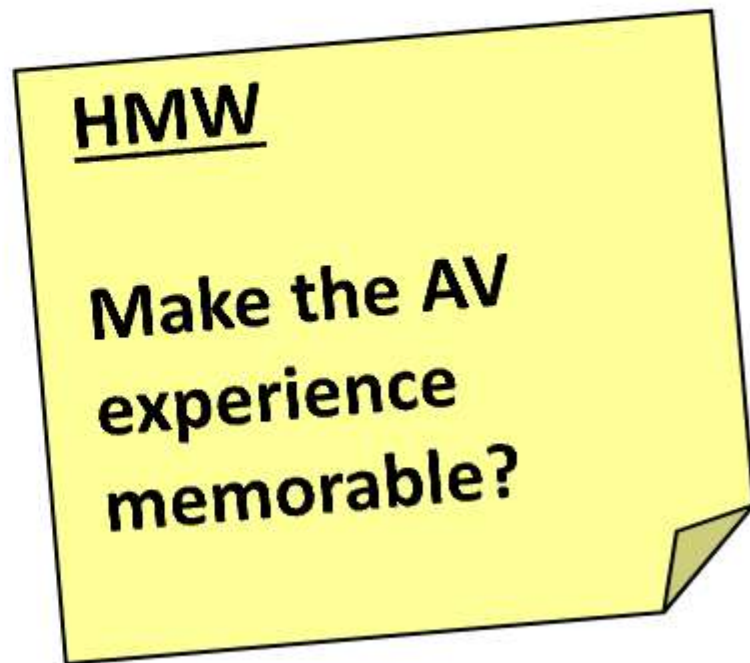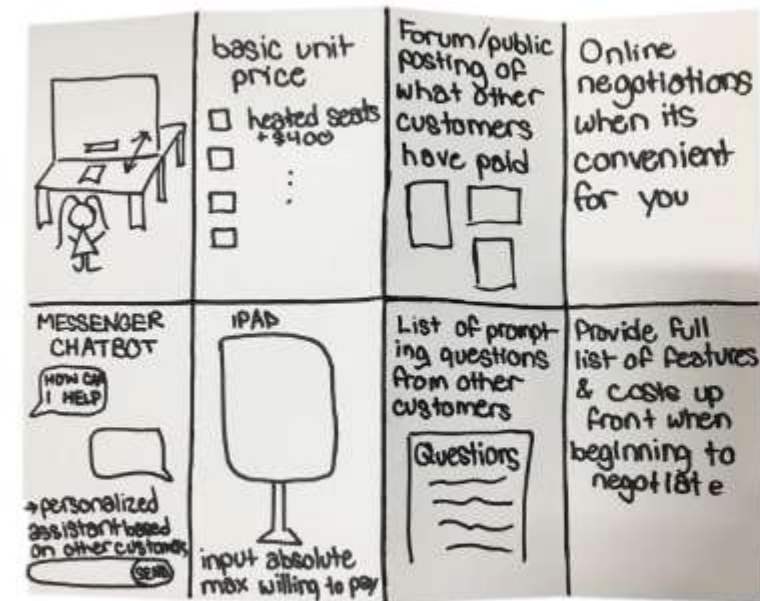**Define**

- Come up with 'How Might We..." statements to address the pain points and areas of opportunity that you've identified.

- Cluster the HMWs into themes

HMW

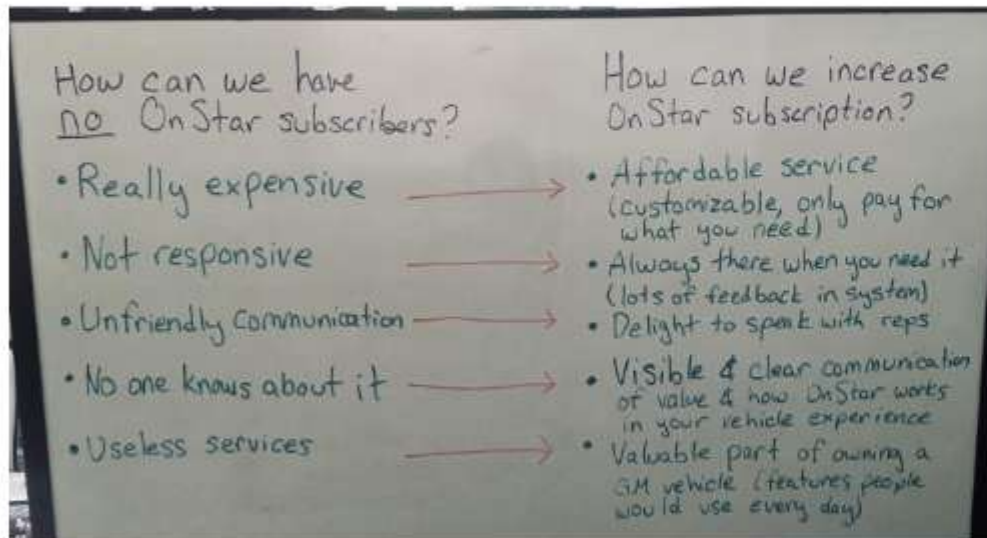**Make the AV experience memorable?**

- On a piece of cardstock, sketch 8 different ideas to address your HMW statement. (1 min per idea)

- If you get stuck, try applying some constraints.

Group Ideation: Speed Mind Mapping

- Write your opportunity in the middle of the page

- Use 3 levels of brainstorming to come up with new ideas

  - Level 1 – preliminary ideas – 1 minute

  - Level 2 – expand on ideas – 3 minutes

  - Level 3 – add some details – 3 minutes

- To refine ideas, ask yourself "how" or "what would this look like"

- It's ok if you don't do all 3 levels for each branch!

How can we have
no OnStar subscribers?

- Really expensive
- Not responsive
- Unfriendly communication
- No one knows about it
- Useless services

How can we increase
OnStar subscription?

- Affordable service
  (customizable, only pay for
  what you need)
- Always there when you need it
  (lots of feedback in system)
- Delight to speak with reps
- Visible & clear communication
  of value & how OnStar works
  in your vehicle experience
- Valuable part of owning a
  GM vehicle (features people
  would use every day)

- List the **WORST** possible ways that you ensure **heading integrity**

- Examine how you could reverse these bad ideas to create the best possible solutions

Lean Canvas

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
Top 3 problems	Top 3 features	Single, clear, compelling message that states why you are different and worth paying attention	Can't be easily copied or bought	Target customers
	Key Metrics Key activities you measure		**Channels** Path to customers	

Cost Structure	Revenue Streams
Customer Acquisition costs Distribution costs Hosting People, etc.	Revenue Model Life Time Value Revenue Gross Margin

PRODUCT

MARKET

Conclusions

- Review of Key Concepts and Take Aways
- Evaluation of the Course
- Action Plan for applying Design Thinking a tool for High-Performance Team member

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Q&A

Thank you!