Your Team, Skills and Starting Points

1   Skills

1.1   Skills Audit

A clear understanding of not only your role but what are the strengths and weaknesses of your skill set is vital

1.2   Four Stages of Competence

Unconscious Incompetence - You are unaware of the skills and your lack of proficiency
Conscious Incompetence - You are aware of the skill but not yet proficient
Conscious Competence - You are able to use the skill, but only with effort
Unconscious Competence - Performing the skill becomes automatic
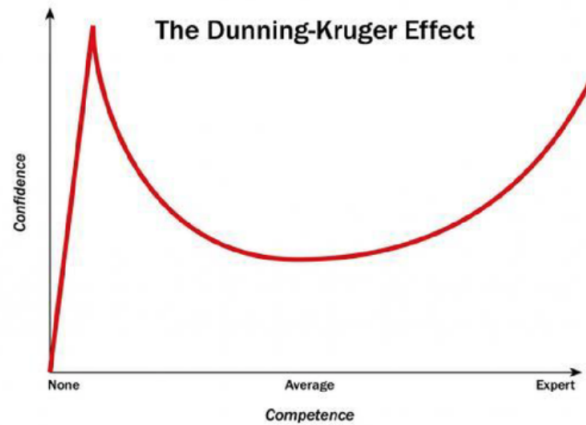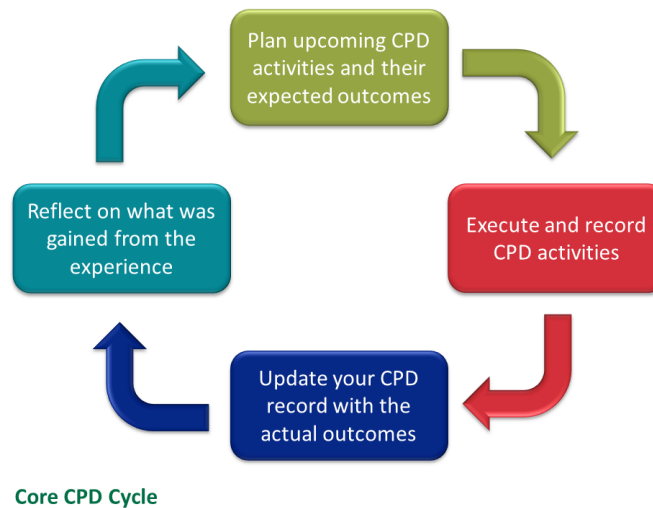
1.3   Dunning Kruger Effect

Figure 1: A graph demonstrating the Dunning-Kruger Effect (Latimore 2017)

1.4   Skill Development Plan

- Create a team based CPD plan
- Assign parts of the plan to individuals

1.5   CPD Plan

Core CPD Cycle

2   Ideation

Empathise:

- Gain an understanding of the problem, normally through user research

- Crucial to a human centred design process (P.A.C.T.)

Define:

- Analyze your observations and synthesize them to define the core problems

- Define sub-problems

Ideate:

- Generate ideas

- Lateral thinking stage

- Often the innovation stage, especially if you can put your own assumptions and prejudices behind you

Ideation Approaches:

- **Brainstorming** - You build good ideas from each other's wild ideas

- **Braindumping** - This is like brainstorming, but don individually

- **Brainwriting** - This is like brainstorming, but everyone writes down and passes ideas for other others to add to before discussing these

- **Worst Possible Idea** - You take an inverted brainstorming approach, emboldening more reserved individuals to produce bad ideas and yielding valuable threads

- **Challenging Assumptions** - You overturn established beliefs about problems, revealing fresh perspectives

- **Mindmapping** - You use this graphical technique to connect ideas to problems' major and minor qualities

- **Bodystorming** - You use role-playing in scenarios/customer-journey steps to find solutions

- **Provocation** - You use an extreme lateral-thinking technique to challenge established beliefs and explore paths beyond