

Game PIN:

319 7458

Mission Selection

Identifying a Use Case

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or with the Kahoot! app

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It's interactive!

Please participate by asking questions in the chat.

What makes Use Case Selection so hard?

What makes use case identification so hard?

Selecting the right use case is a critical component to IBM's success. Let's talk about why that is so hard in today's world.

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Common themes heard: What make Use Case Identification so hard?

CLIENT NEED

Getting a sense of the root cause of an issue can be challenging. It often requires input from multiple client stakeholders and may require collaborative technical discovery.

There can be uncertainty regarding how well we understand the client's prioritization of an identified use case.

CLIENT STAKEHOLDERS

A time-consuming process:

- Identifying direct and indirect stakeholders and influencers around a given client opportunity.
- Making certain we've got strong relationships with key stakeholders.
- Verifying that these stakeholders are empowered to make decisions within their org or business unit.
- And getting them onboard

IBM'S REPUTATION / POSITIONING

Knowing if we are up, down or sideways in the account often requires coordinating across multiple IBM teams.

What's our relative position in the market? (e.g. laggard, fast follower, leader, acquisition)

So, what's the mutual benefit to client and to IBM in moving the identified opportunity forward? It's imperative to demonstrate to the client how IBM intends to partner.

How do we do this in the CSM World?

What does it mean to be “garage-y?”

- 01** Design and deliver solutions that delight consumers and achieve measurable business outcomes.
- 02** Learn from your users by testing hypotheses and adjust based on your results.
- 03** Deliver value iteratively and rapidly.
- 04** Increase quality and reduce toil through automation.
- 05** Don’t overplan and don’t anticipate. Do just enough to deliver a meaningful outcome.
- 06** Business value is achieved when the solution is in reliable, secure production.
- 07** Autonomous teams are more productive.
- 08** Diverse, multi-disciplinary teams innovate and solve problems faster.
- 09** Effective communication is transparent and enjoyable.
- 10** Principles guide practices. Adapt your practices to your culture and situation.

How a Garage Approach helps **Use Case Identification**

AND UNCOVER OPPORTUNITIES YOU
WOULDN'T HAVE OTHERWISE FOUND!

Drive business impact in three key ways with Framing and Discovery

All while assessing the client's
readiness, maturity, and appetite for
the identified opportunity.

BUDGET, AUTHORITY, NEED, TIME

Validate and define a use case

collaboratively - Bring client stakeholders together from across business units and from both Business and IT alongside team IBM. Quickly clarify root cause and gain alignment on the crux of the use case.

Prioritize initiatives - Validate where a given use case fits within the client's priorities. Are there several priorities related to or nested within a given opportunity that need to be broken out further? What's of greatest interest to client stakeholders? Where's their most urgent need today?

Get a stuck client unstuck - If a client's initiative has stalled out, get them back on track by aligning around a common vision and next steps.



How a Garage approach can enhance Use Case Identification

The Basics

What is Framing?
When to use it?
What's the value?

Framing Styles

Different types of framing for different situations.

The Process

How Framing connects into the engagement lifecycle.

Just Do It

Do it yourself vs.
Engage the Garage

The basics: What is Framing

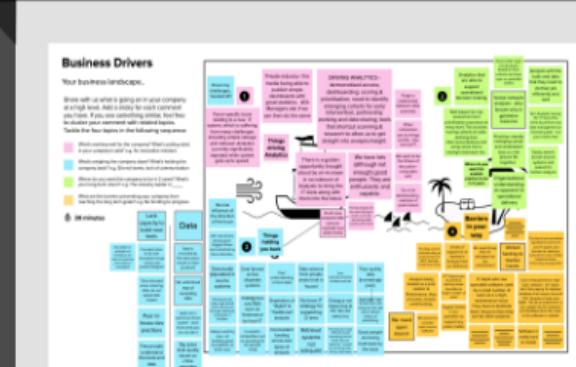
Framing is a technique created in the Garage that applies collaborative Enterprise Design Thinking techniques to the problem of identifying and aligning with the client on a use case.

Framing provides a framework to shift the dynamic from a technology driven conversation into a conversation about business outcomes.

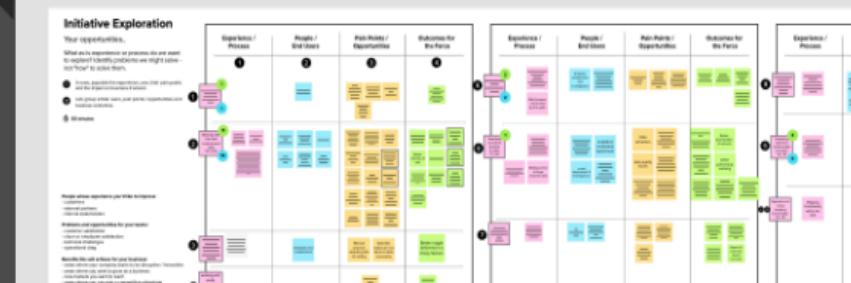
IBM Garage Framing Session

Police ICT & i2 Analytics

Reflect



Explore & Decide



The basics: Four stages of framing

Framing is a technique created in the garage that applies collaborative Enterprise Design Thinking techniques to the problem of identifying and aligning with the client on an opportunity.

Framing provides a framework to shift the dynamic from a technology driven conversation into a conversation about business outcomes.

1

MINDSET SHIFT - Change the way the client is looking at technology and their business.

2

DIVERGE - Now that they have a different perspective, explore lots of different potential initiatives.

3

CONVERGE - Align the client around a single initiative to take forward.

4

DEFINE - Refine the selected initiative to the point that we have a good understanding of what it is and why the client wants to tackle it.

When to use Framing

While Framing is an integral part of a Garage Journey, it does not have to be used solely in the context of a Garage opportunity.

Framing is about identifying and aligning on a use case.

Framing can be used when:

- A customer has a laundry list of projects they would like to tackle but can't decide where to start
- A customer has a lot of low-level initiatives but doesn't understand the overarching business value
- Different teams have different priorities and the customer can't align.



What's the Value?

Framing provides a framework to have real conversations about with your client about their most pressing business challenges.

By leading with a human-centered approach, which focuses on a business problem, we're guaranteed to provide value to the customer.

This forges a path to assess what IBM offerings can help us solve the problem within the context of what the customer is aiming to achieve.



Framing styles: Different types for different scenarios

The goal of any business framing session is to align the client on a single, well-defined business initiative.

Depending on the audience and situation you could approach that in several ways.

Know who you're meeting with. You would run a different framing session with architects than you would with executives.

1 BUSINESS FRAMING

The most commonly used form of Framing. It directly addresses the more pressing business challenges facing the customer and identifies initiatives top-down.

2 TECHNICAL FRAMING

Seed the initiative exploration with common scenarios that align with the technology focus on the audience.

3 MARKET OR INDUSTRY FRAMING

Inject learnings from other engagements IBM has done in the same market or industry.

If you're meeting with a bank, start the session by highlighting what sort of initiatives other banks are working on to quickly focus the client.

Let's check it out

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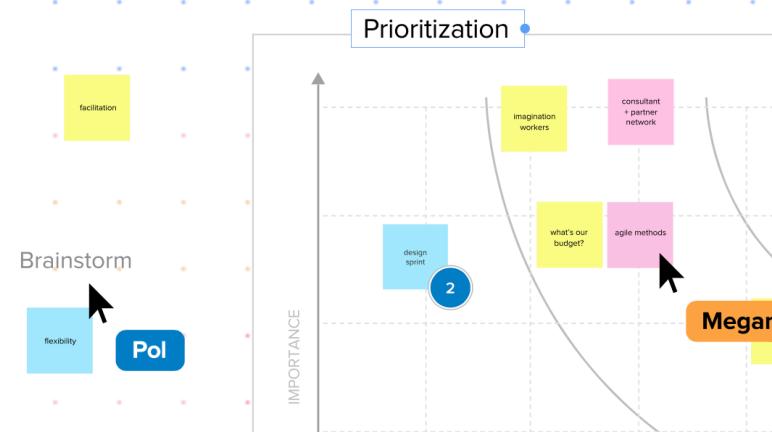
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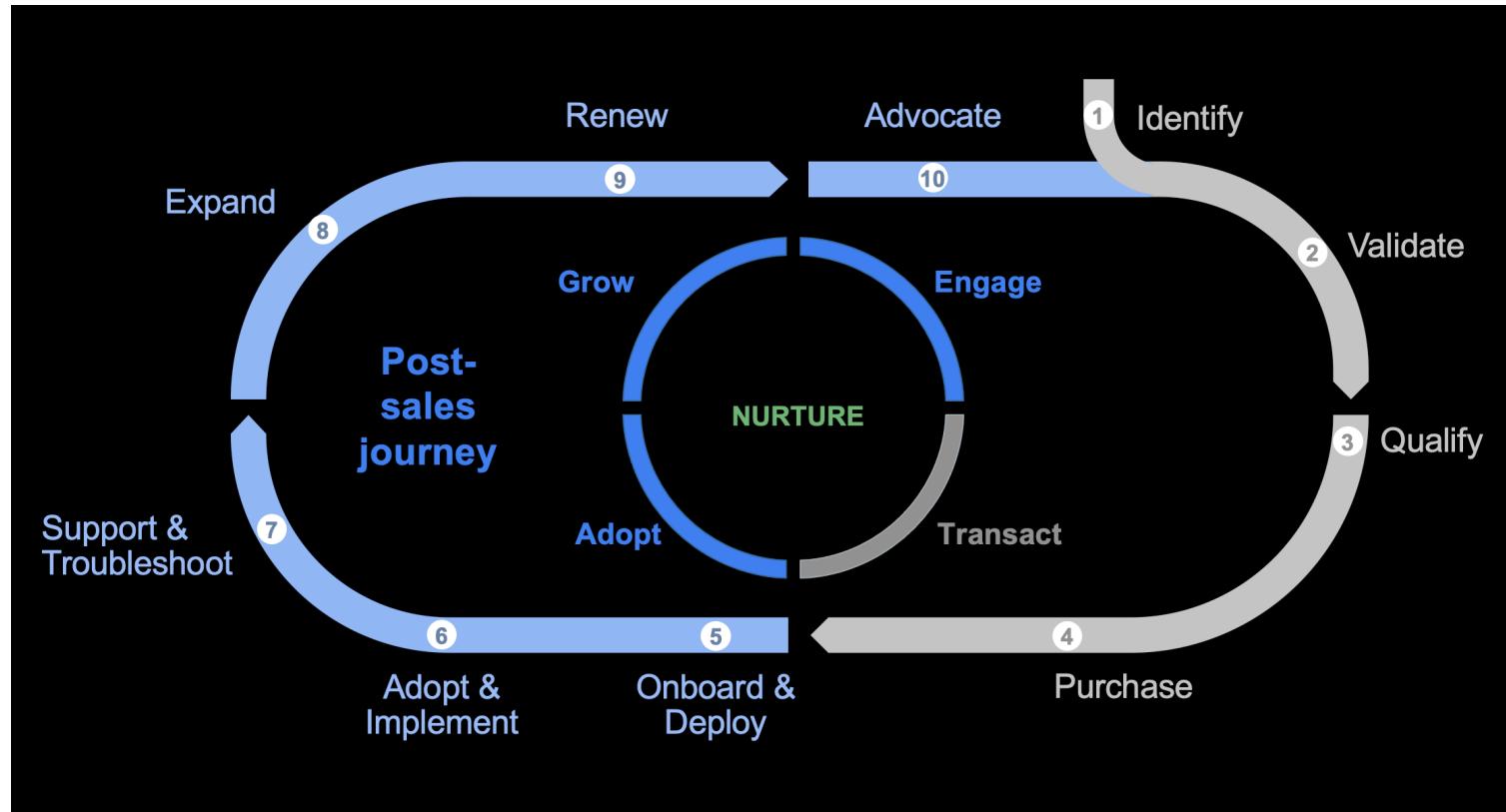
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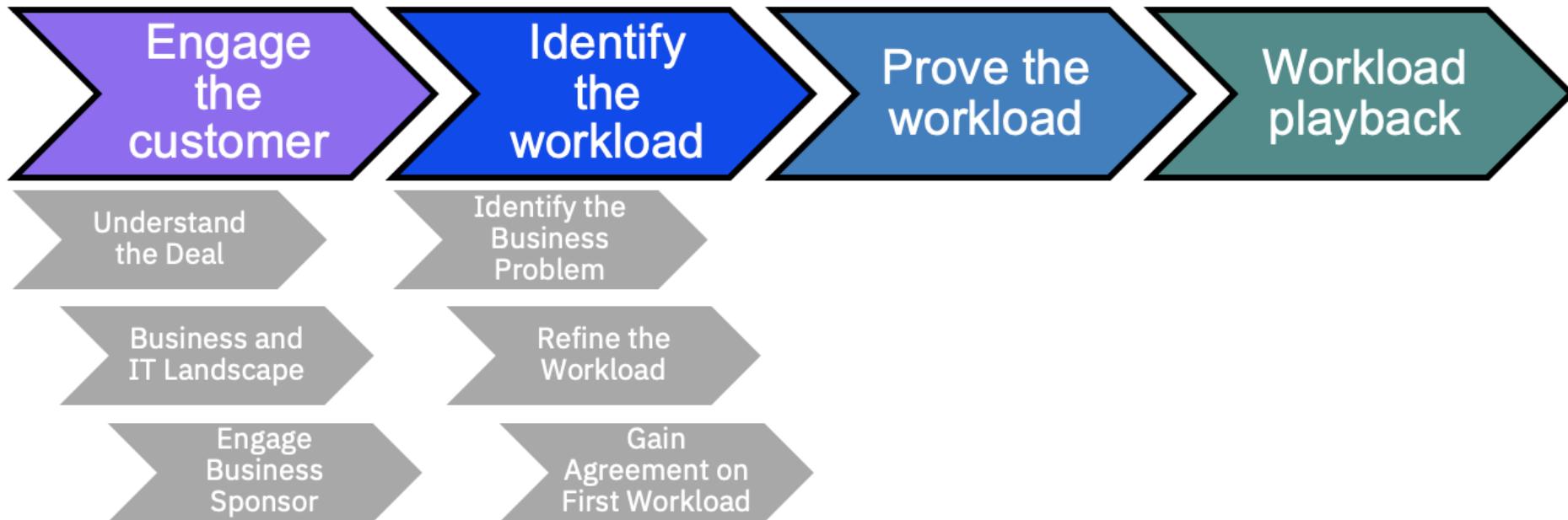


The process: How framing connects into the engagement



The process:

How framing connects into the engagement



The process:

How framing connects into the engagement lifecycle

Framing gets the customer and IBM to **align on what problem we're going to solve together.**

Framing should help **uncover what we don't know about the problem landscape.** These may be technical gaps, user gaps, market gaps...

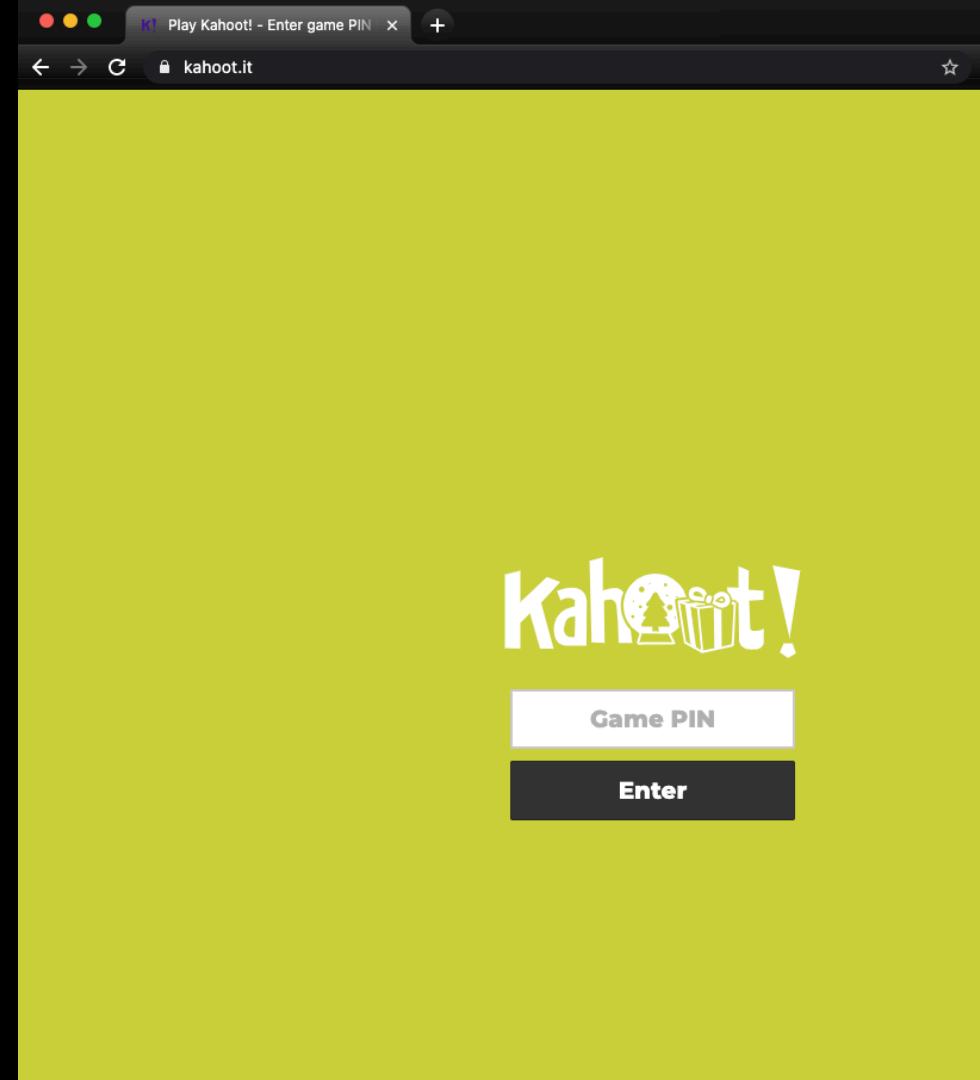
Discovery fills in the gaps in what we don't know, so we can proceed to solving the problem with the customer.

Let's play a game

We'll describe a scenario, you decide which type of framing, if any, would be the best approach.

Play along

Kahoot.it



Let's hear about a real client!

Let's Do It!

Get The Framing Badge

Take the course and earn your Framing badge.

[https://yourlearning.ibm.com/
activity/ITS-DL69401G](https://yourlearning.ibm.com/activity/ITS-DL69401G)

Do It Yourself

There's nothing magic about Framing. Anyone in a client facing role should be able to learn to use Framing.

Practice makes perfect.

Work with the CSM Design Team

Connect with the CSM Design team for assets, training and support

Thank you

