

FAIL*

***LEARN**

Redefine what failure means to you

Design Thinking

Failure is a necessary part of innovation, it's a given. The question becomes 'how might we harness failure to our benefit?' How might we purposely engineer for failure, to learn 'what to do' through discovering 'what not to do'?

WH
PROE
KEEPS
AWAK
NIG

**WHAT
PROBLEM
DO YOU
WANT TO
SOLVE?**

Discover

Discover how you might solve a problem through failing. Consider a current problem that keeps you awake at night...

What is challenging you the most? What is the biggest obstacle you perceive to be impeding your business or personal life?

01

Classify the type of problem you have

☑ These are the common problems we see. Tick one problem.

⌚ 2mins

<p>Disruption & Transformation Digital disruption is impacting businesses, society and individuals. Are you being challenged by new digitally fueled business models?</p> <input type="checkbox"/>	<p>Embracing Change Are you an early adopter or late to the game? Not everything new is better, yet eschewing every change runs the risk of your business becoming obsolete.</p> <input type="checkbox"/>
<p>Customer Centricity In a world of instant gratification, customers expect immediate service and to share their experiences. Are you responsive enough for your customers?</p> <input type="checkbox"/>	<p>Technological Adaptation Technologies change at the speed of light. Do you have a resilient long-term strategy that is flexible enough to capitalise upon unforeseen developments?</p> <input type="checkbox"/>
<p>Talent & Culture Finding the right people and developing the right skills is the key to sustainable growth. How effective is your business with attracting and retaining talent?</p> <input type="checkbox"/>	<p>Governance Poor governance can put organisations at risk of commercial failure. Do you have the necessary leadership and permission to do what it will take to succeed?</p> <input type="checkbox"/>
<p>Personal Personal problems can impact all areas of our lives. Do you experience any personal problems that affect your ability to perform at your best?</p> <input type="checkbox"/>	<p>Customer Churn It costs far less to retain a customer than it does to acquire one. How loyal are your customers? Do they always seek your services regardless of price?</p> <input type="checkbox"/>

02

Define your problem

☑ **Pause, reflect and write your most pressing problem here.**

⌚ **2mins**

E.g. Customer churn is the biggest problem facing our business, it prevents our revenue from compounding over time.

Consider Failure

Take a moment now to consider failure. What might failure look like with your problem? What is the worst that might happen? Lets look more closely at failure.

03

Classify your failure

These are the common types of failure we see. Tick one failure. ⌚ 2mins

Career Failure

Loss of a job, demotion through failed actions.

Core Failure

Failed product or service. Potentially threatening business survival.
E.g. Samsung Galaxy 7.

Pivot Failure

Your category is redefined by a new entrant.
E.g. Sky vs. Netflix.

Predicted Failure

A prototype concept designed to test a variable.

Version Failure

Faulty software release that might ultimately lead to a better product.

Total Failure

An inability to respond or adapt that ends a business.
E.g. Kodak.

04

Describe what might happen

✍ Describe what failure might look like for your problem.

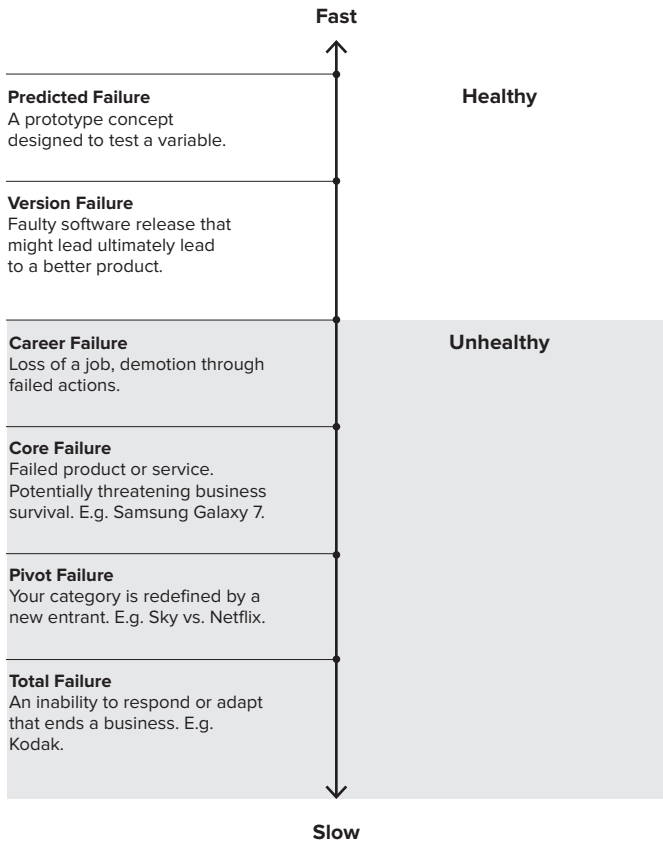
⌚ 2mins

E.g. We might lose market dominance which will lead to lower profitability and possibly job losses in the future.

Fail Fast & Learn. Fail Slow & Burn.

Speed of Failure

Speed reduces the impact of failure and leads to explicit lessons learned.



Predicted Failure

Slow failure is insidious. By the time it's recognised and acknowledged it's often too late to act. You need to reframe your failure to the point where it becomes predictable.

How might you accelerate, fail and learn?

How might you engineer for predicted failure?

Lets design an experiment to move towards solving your problem.

Predicted Failure Attributes

- You are empowered to fail and learn.
- You are testing a binary variable; for 'x' to be true 'y' must happen.
- It is a low fidelity and low stress outcome.
- It can be time-boxed and treated as an experiment.

05

Design your experiment

What is the crux of your problem? What is the most fundamental thing that needs to occur?

What is the most critical interaction?

If you were to experiment with the constraint of having to test your problem tomorrow,

what might you do?

How might you use predicted failure to test your problem?

⌚ 2mins

E.g. We need to test what our customers value about our company.

06

Who are the actors?

Who might you use within your experiment?

⌚ 2mins

Name:	Experiment Role:
Sally Fields	Recommend customers to talk to

07

Where can you run the experiment?

☑ **What tools do you have at your disposal to work with?**

⌚ 2mins

E.g. A small meeting room that we can book as a project room for a month.

☑ **When can you feasibly test your experiment?**

⌚ 2mins

E.g. June is a busy month for our customers, so July would be better.

Share your Problem

A problem shared is a problem halved. Find somebody near by and share your problem... How are they engineering a predicted failure?

Form an action pact.

Commit to action and test your experiment. Share your results with us on Facebook.

facebook.com/AssurityConsulting

Design Thinking with Assurity

Assurity completes each Design Thinking sprint with a reframed and prioritised product backlog, ensuring a seamless transition into Agile delivery. We help you understand the maximum value and utility you can create for your customer.

Services We Offer

- + Empathy research
- + Personas and archetypes
- + Strategic vision
- + Customer experience map
- + Ideation and prototyping
- + Design Thinking sprints
- + Design Thinking learning experiments



Product Owner

Design Thinking
Pay to learn



Scrum Master

Agile
Pay to Deliver

Meet the Team



Simon Holbrook

Simon leads Assurity's Design Thinking team in Auckland. His unique business experiences applying human-centred design allows Simon to bridge customer insights with organisational strategy. He has led international design thinking projects and collaborated with the Stanford d.school to develop pragmatic tools designed to drive New Zealand business forward.



Olivia Wilson

Olivia entered the Design Thinking industry early as a business graduate in Melbourne, with majors in marketing and psychology. She is highly experienced in design having delivered a wide range of successful projects, in both Australia and New Zealand. Olivia has led several major design thinking projects spanning both government and commercial sectors in New Zealand.



Sanjiv Menon

Sanjiv has a distinguished career as an award winning designer in brand, product and experiential service creation. Over the last three years his focus has shifted gear into product, service and organisational design. He holds a first class honours degree in design with more than ten years of practice in New Zealand and the Netherlands.

Meet the Team



Bridging Design Thinking with Agile

Thashnee Pillay

Thashnee Pillay is an Agile Principal Consultant and Innovation Coach at Assurity. Thashnee excels at bridging Design Thinking and Agile, ensuring development cycles remain true to researched customer insights and feedback. Thashnee is uniquely skilled in the distillation of desired user experiences to development teams, ensuring final product solutions improve customer outcomes.

Akshay Rao

Akshay is a deeply experienced innovation coach with global expertise in Design Thinking and agile practices. He holds a masters degree in engineering management, and brings over ten years commercial experience in software industries to the team. Akshay is a SAP certified associate in Design Thinking and is comfortable working at both speed and scale, routinely solving problems for large scale multinational companies.

Twilight Event Special

Immerse yourself in a two-day hands-on design thinking experience.

Save 20%

Use the promo code: DTTWILIGHT to get 20% off the full price.

—

Course date:
June 15 – 16.

Design Doing

Designed for those looking for an introduction to Design Thinking, this two-day hands on workshop will immerse you in the fundamental principles used in design thinking. A real-world design problem will be practically applied to the design thinking process, providing a 'learning-by-doing' experience with outcomes that can be immediately put to use.

Contact

Catherine Saganic
Education Operations Manager
P +64 9 354 4901
M +64 22 458 0232
catherine.saganic@assurity.co.nz
Promo Code: DTTWILIGHT
assurity.co.nz/education/courses/
experience-design-thinking

Failure is inevitable, success is not.

assur⁺ity
IMPROVE. TRANSFORM.