WHAT IT IS

Imagine if you had a proven thinking approach to generate solutions for seemingly unsolvable problem situations?

DESIGN4™ THINKING is all about being super effective with minimalistic data. Everybody can be creative when given the correct tools and guidelines. Your organizational teams should have the ability to develop unique solutions to unique problem situations. This is possible through putting the following two factors in place:

- **PROCESS** – The secret of innovation is in the structure of the thinking approach. The process will guide the diverse group through tested ideation activities to enable them to collectively arrive at a fully supported solution.

- **PEOPLE** – A homogenous group will provide a one-dimensional solution. You need different people from different areas to provide a holistic assessment of the problem to enable them to leverage a unique solution.

This is accomplished through the use of templates and questions that will challenge the team to leverage what they already know and how to use that to arrive at innovative new ideas. The "margin of excellence" however, is found in the facilitator who understands and appreciates the usefulness of structure in extracting innovative ideas through **pre-designed questions** with a diverse group.

We will demonstrate, learn and apply these tools/templates with its unique questions during a 4-hour intensive workshop and address the all too familiar challenges for today's "real time" pressured production environments.

UNIQUE DIMENSIONS

- Discovery Analysis
- Stakeholder Analysis
- Key Requirements
- Analysis
- Action Analysis
  + Generate Actions
  + Combine Actions
  + Develop Options
- Solution Design Analysis
- Solution Development

ANTICIPATED OUTPUTS

What you would acquire in this day!

- The realization that even seemingly unsolvable problems have an answer and it is normally right in front of us – we are just not seeing it now!

- A well documented, user friendly and structured innovation process, if followed correctly, would provide you with successful and worthwhile design solutions.

- The absolute importance of asking structured pre-prepared questions to get a diverse group to contribute effectively and avoiding anybody get "bogged down" at any stage of the process.

- Re-useable templates, question cards and a documented process for Design Thinking that would empower staff members to use this approach repeatedly and independently.

CONTENTS

Utilize the KEPNERandFOURIE® thinking processes and templates to:

- Identify the problem situation correctly in order to develop a successful Design Statement.

- Perform an effective Stakeholder Analysis to ensure a truly diverse SME team.

- Ensure stakeholder alignment in terms of the Design Requirements.

- Evaluate all ideas against a vetted set of key requirements to arrive at the most promising possibilities.

- Finally construct the new design on paper ready to be tested against the "real life" situation and design requirements.

> "There is nothing magical about creativity. It is practical common sense applied to the real and ordinary world."
>
> *Chuck Kepner*

THIS IS A 4-HOUR TRANSACTIONAL DESIGN APPROACH

FACILITATOR

Mat-thys Fourie

Dr. Mat-thys Fourie is currently chairman of Thinking Dimensions Global and Managing Director of Thinking Dimensions USA and Thinking Dimensions Singapore and still works selectively with some of his clients. He is also co-author and co-designer of the KEPNERandFOURIE® methodologies.

Thinking DIMENSIONS GLOBAL

KF KEPNERandFOURIE™ Critical Thinking Technologies

WHAT OUR CLIENTS ARE SAYING
About the Design4Thinking™ approach!

"The FreeZone approach is an effortless approach used on a regular basis by all our Development Teams. Staff are actually volunteering to participate".

– CTO Global Investment Bank

"This approach has given us the confidence to address seemingly unsolvable root cause situations with an expectation for immediate answers."

- Director: Product Development, Investment Bank in Sydney

"Exceptional – you busted all the 'myths' I had to live with for a long time. Now, when faced with a challenge I simply get the correct SMEs together with a facilitator and get them to come up with a unique solution – easy"!

- VP-Infrastructure Medical Devices Manufacturer

"So simple and yet to powerful. We've addressed six of our vexing 'greybeard' problems and every time the Design Solution teams came up with a very good in-house solution"

- Problem Manager for a NSW Government Agency

IN-HOUSE OPTIONS

One of the more popular vehicles for assessing the tangible benefits of the KEPNERandFOURIE® DESIGN4™ THINKING™ approach is to deliver on- site training and on-the-job coaching. Conducting a workshop in-house gives you the opportunity for maximum customization and immediate return on investment on one of your vexing and long outstanding problem situations. (ROI).

This approach addresses your unique challenges and provides for a more personal learning experience as more than 50% of the workshop is spent on your own company issues & challenges. Participants would address their own concerns at the workshop with facilitator feedback to improve performance even further. For more information on this, please contact mat-thys@thinkingdimensions.com.

TOP 5 REASONS TO INVEST IN THIS WORKSHOP

1. The most cost effective and value-added way to address issues and develop new solutions for deep rooted and contemporary problems.

2. Eliminate wasteful "wait & see and trial & error" solution practices.

3. Having a proven Design Thinking thinking approach in-house to address any issue quickly and effectively with this repeatable structured process.

4. Easy to follow with a high comfort level to motivate staff to try it on problem situations and other business challenges.

5. THIS APPROACH WORKS with any level of employee and injects any team with the confidence they need.

KEPNERandFOURIE® Thinking Technologies traces its origins back to 1997. It was then that Dr. Chuck Kepner & Dr. Matt Fourie collaborated on the design and delivery of root cause analysis approaches for IT Professionals to some of the leading companies in the world. IT Houses that required – better, faster and more flexible techniques to improve up time performance.

For more information, please go to:
http://www.thinkingdimensions.com/itsci