
Design for Management & Organizational Change

This program is designed for organizational leaders and managers who deal with intractable problems and have authority to drive change.

DAY 1

Understanding the Present

Framing and Defining Organizational Challenges

Learn how to capture, understand, and frame the most intractable problems in an organization.

Participate in workshop activities designed to help each participating organization define their unique challenges, constructed by the participants.

Get trained in practical thinking tools and visualization methods that can be used to shape innovative organizational strategy.

Understand your organization as a complex, interconnected system.

DAY 2

Designing the Future

Advancing Solutions through Practical Frameworks

Effectively define the change you want to design.

Clarify the high-level organizational values and purpose that will drive the ground-level change you wish to see.

Design a framework for change, populated with specific actions and targets to achieve the organization you envision.

DAY 1

Monday, 14 March 2015

08:00 – 08:30

Registration, Networking, Coffee and Tea

08:30 – 09:45

Discussion: This is Not A Lecture

What is design, and what are wicked problems?

09:45 – 10:00

Quick Break

10:00 – 10:20

Individual work: Map organizational problems from your perspective.

10:20 – 10:35

Group work: Share your organizational problems in groups of 3 to 5.
Choose one problem or come up with a new one that you will work on as a group.

10:35 – 11:15

Create a map of the systematic components of the chosen problem.
Include the important players (employees, customers, a particular leader, assistants, the community, external people, family), business units, business process, values, org structure, physical locations, etc., and the relationships between these parts.

11:15 – 11:25

Write a new definition of the problem based on your map and its parts.

11:25 – 12:00

Share the results with the class.

Homework: Go to work between first and second sessions. Meet with a colleague and seek feedback on problem definition. Photograph the map to have with you, too.
Fill in or correct any missing parts; articulate any other latent components.
List several ways you can begin to **solve** the problem. The ideas have to be **simple**: for instance, if you wish to have healthier employees and colleagues, list things like new cafeteria options, remodel the fitness center, bring in a nutrition expert, offer yoga classes, create a step competition, etc.

DAY 2

Wednesday, 16 March 2015

08:00 – 08:30

Networking, Coffee and Tea

08:30 – 09:00

Introduction: Designing an organizational road map for change.

09:00 – 09:30

In your groups: With post-its on your flip-charts, collectively post all the solutions and come up with new ones.

09:30 – 09:40

Together: Quickly share project ideas with the class.

09:40 – 09:55

Quick Break

09:55 – 10:15

In your groups: On a second flip-chart, articulate the overarching goals that support these projects, ideas, and solutions.

10:15 – 10:25

Together: Quickly share with the class the goals that your group articulated.

10:25 – 10:45

On a third flip-chart, articulate the values and principles that are embodied in these goals and projects.

10:45 – 10:55

Together: Quickly share your group's values and principles.

10:55 – 11:15

On a fourth flip-chart, construct a one-sentence purpose statement out of your collective work. *What would the community lose if you were gone tomorrow? How do the ground-level solutions support and feed into the higher sense of purpose?*

11:15 – 12:00

Share the results with the class.

12:00 – 12:45

Closing Remarks; Certificates; Reception