WEBINAR

5 Key Success Principles in Building Human-Centric, Networked, and Innovative Organizations

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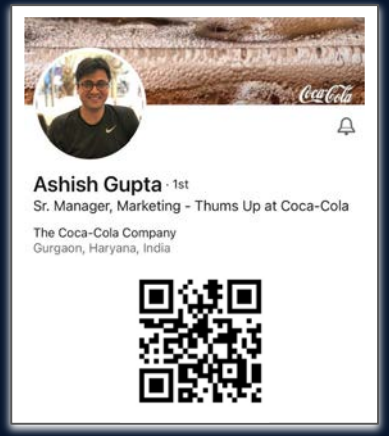
Ashish Gupta

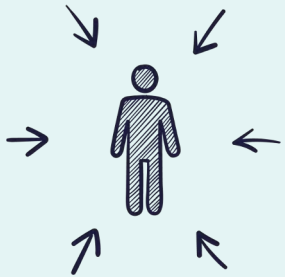
- Indian, living in Gurugram
- Marketeer, Love the world of Brands & Human Centered Design
- Cricket Enthusiast & Amateur Poker Player
- Building Processes & Capabilities in Innovation @TCCC



“With the world undergoing constant disruption and customer needs quickly evolving, the Coca-Cola Company recognizes that it needs to innovate constantly. ***Innovation must be tech-driven and more than about flavor extensions. In the end, it must be consumer-centric.”***

-James Quincey, CEO, The Coca-Cola Company

Embracing Human-Centered Design & Design Thinking is Key



Human-centered design (HCD) is a mindset that emphasizes the importance of the human experience.

Design thinking is an approach to problem solving that keeps people, and what matters to them, at the center of solutions. It is grounded in the HCD mindset.

Winning companies embrace design thinking so they can generate solutions that allow them to respond to the changing needs and expectations of their customers and employees.

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Poll

How committed is your organization to human-fluency?

1. Fully committed, doing well
2. Fully committed, struggling
3. Superficially committed, little action/budget to support it
4. Not a priority
5. I’m trying to get other people to care!

DESIGN THINKING INNOVATION PROCESS

Finding Opportunities

FRAME A QUESTION

Identify the right problem to solve for.

GATHER INSPIRATION

Inspire new thinking by discovering what people really need.

SYNTHESIZE FOR ACTION

Make meaning out of diverse information to identify a strategic focus.

Creating Solutions

GENERATE IDEAS

Push past obvious solutions to come up with breakthrough ideas.

MAKE IDEAS TANGIBLE

Build rough representations of your idea to help you think.

TEST TO LEARN

Experiment your way toward market through iterative prototyping.

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The myth of “when” to adopt a capabilities focus

We've built a network of Design Thinking JEDI across the organization

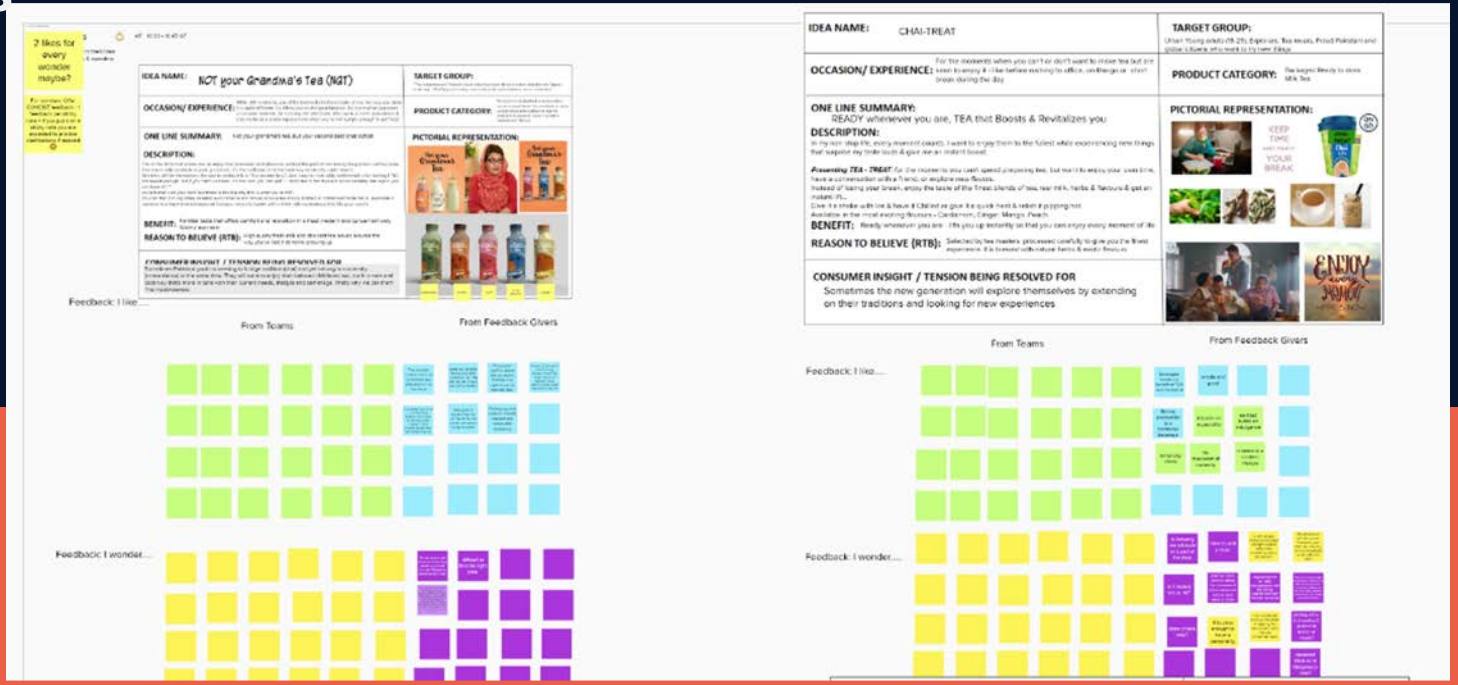
A **self-sustaining** army that **continually learn together**, who (along w other jedi) are **comfortable to lead** teams **to solve** the biggest, most meaningful **problems of the network AND HAVE FUN**

- **We role model "learn by doing"**
- **We believe that it's safe to try together**
- **We role model "network resource" - sit in Belgrade, work on Pakistan, sit in India, work on Eurasia & Middle East**

And Created an eco-system where sharing business challenges & tapping into the Jedi network to help solve it, is just a few clicks away

A very recent example….

FROM taking months to create Fully Baked Ideas TO Quick Prototyping, Real time testing with users & Iterations within hours

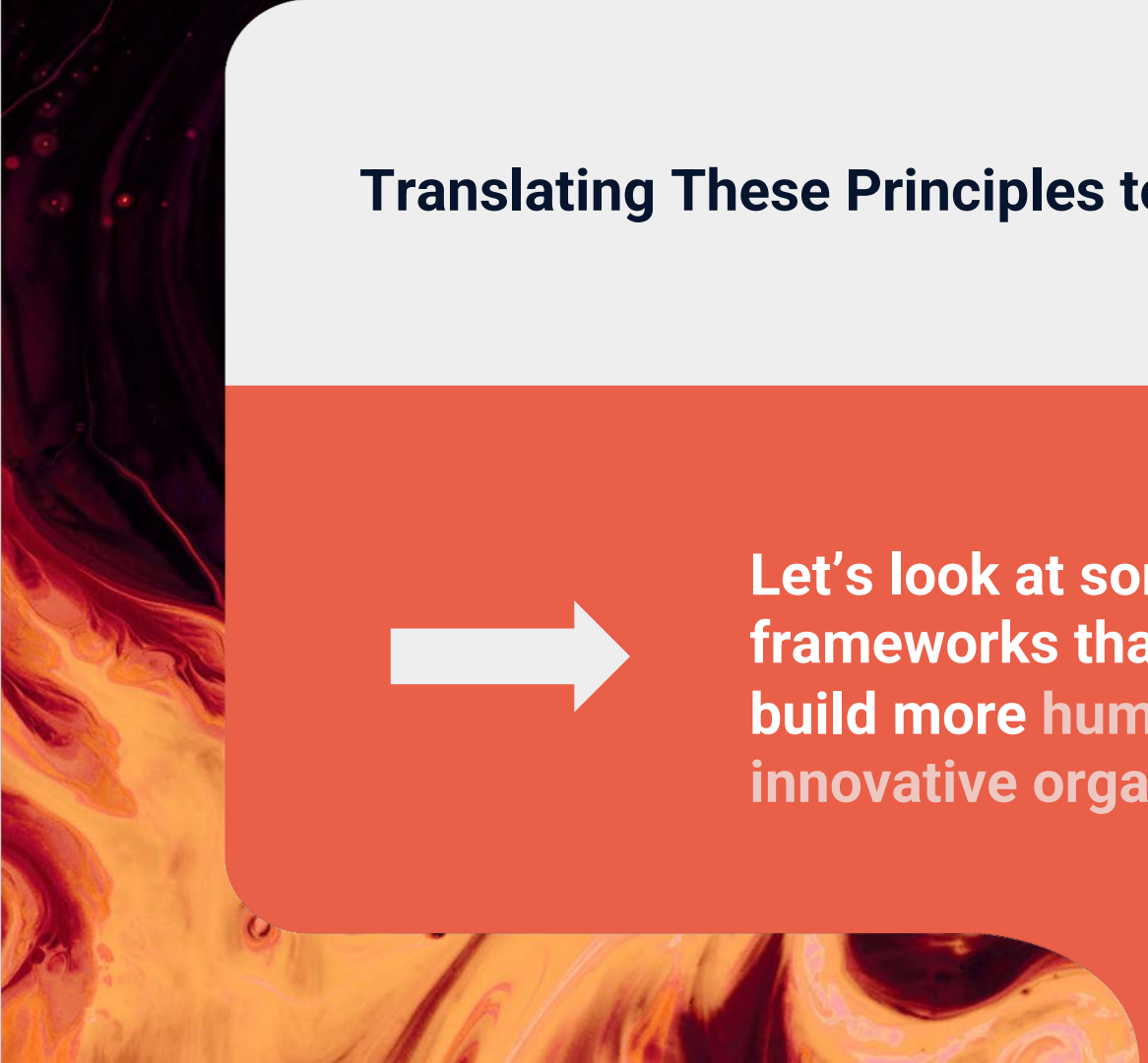


5 principles which helped us revolutionize

- Start with those whose heart beats for DT
- Build a culture/ movement, not a destination
- Leverage the Social nature of Learning, through Live Business Challenges
- Early experiences at facilitating rather than just learning
- It’s an MVP, Always

Engaging ExperiencePoint

- Many starts across 2 decades
- An outstanding bright spot in Europe
- Needed a partner that would support and guide early, but we needed to own this movement.
  - *“No one can work out for you at the gym”*



Translating These Principles to Your Organization

Let’s look at some general frameworks that can help you build more human-centric, innovative organizations

Who is ExperiencePoint

ExperiencePoint is a world-leading innovation capability building company. We help organizations build the skills and conditions for innovation to thrive and become self-sustained. Our method is simple, swift and scalable, which is why we've been trusted by over half of the Fortune 100 for more than 25 years.

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What Success Looks Like

BEHAVIOR IMPACT - *Evidence of Positive Behavior Change*

New insights synthesized through user observation.

New ideas generated through collaboration.

Feedback received on rapidly developed prototypes.

PERCEPTION IMPACT - *Improved Attitudes*

Client satisfaction measures (NPS).

Employee engagement measures.

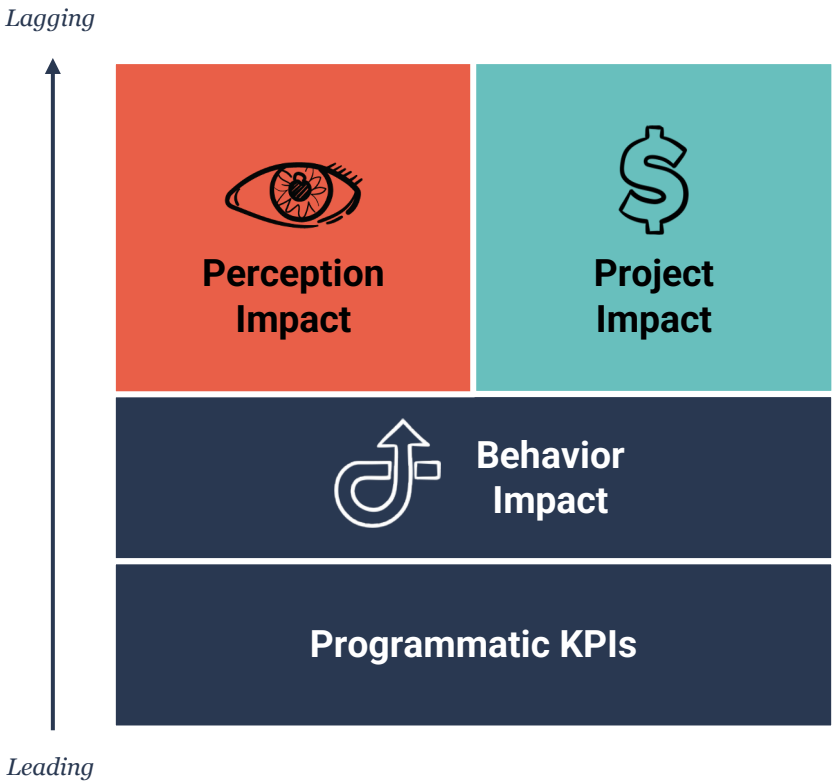
PROJECT IMPACT - *Value Saved or Created*

Time and/or money saved.

Customers acquired.

Increased sales of existing offers.

Revenue from new offers.



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Pitfall = Cultural Resistance

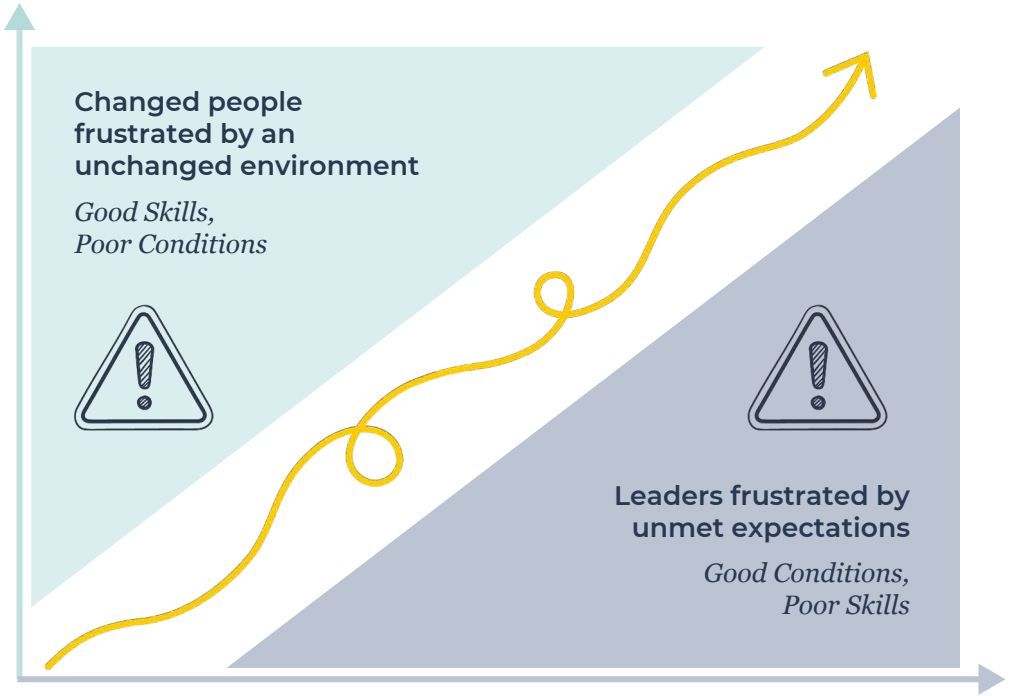
So…

Skills and Conditions

AN INNOVATION CULTURE REQUIRES THE RIGHT SKILLS X RIGHT CONDITIONS

SKILLS

Build the **right skills** with role-specific learning journeys



CONDITIONS

Create the **right conditions** with a catalyst-led journey

OUTCOMES

Achieve **business outcomes** from the daily use of human-centered design including:

- New sources of value from better, more user-centered solutions (products, services, processes, experiences, etc.)
- Lower the risk and cost of new ideas
- Move quicker and respond to changes and challenges with greater confidence
- Fully activate, engage and retain people

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Poll

What innovation outcomes are most important to your organization right now?

1. New sources of revenue
2. Higher margin from existing revenues
3. Lower the risk and cost of new ideas
4. Fully activate, engage and retain people
5. General “future-proofing”

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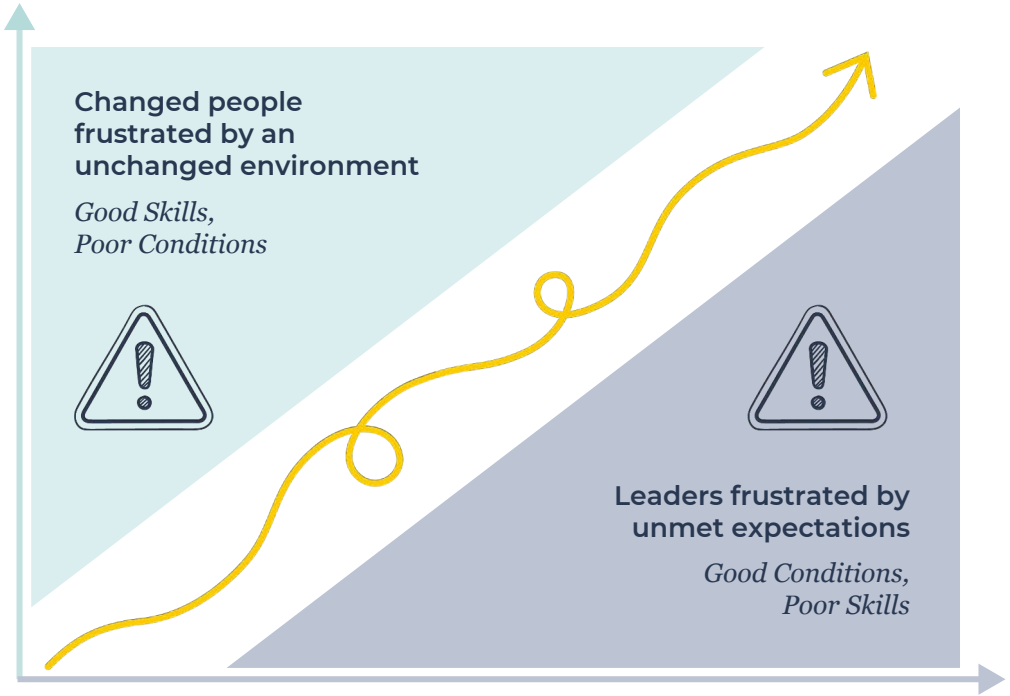

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Pitfall = Access to Process and People

So…

In the business, not on the business

Typical People Involved

Key Stakeholders

ensure conditions are right for new skills and behaviors to stick, sustain and scale

Executive Sponsor
invests in the capability-building initiative, evangelizes, acknowledges and celebrates people and progress.

Core Team
of 5-8 people drives the capability building process by owning communications, planning sustainment, coordinating training, and supporting Facilitator community.

Role Specific Learning Journeys

provide the right level of support for the role each is expected to play

Leaders
enable culture change by adopting the right behaviors to support innovative problem-solving.

Catalysts (Jedi)
train and support the work of Project Teams and Contributors.

Contributors / Project Teams
deliver new value by creating better solutions to the personal and team challenges they encounter every day.

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Catalyst Development Journey

Catalyst Recruitment

Catalyst Transfer Sprint

Catalyst Development Support

Catalyst Drive & Thrive

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Catalyst Development Journey

Catalyst Recruitment

Recruitment:
Reachout & Manager Approval

Auditioning:
Initial Entry & Video Audition

Selection Process:
Core Team Assesses & Confirms

Catalyst Transfer Sprint

Design Thinking Simulation:
ExperienceInnovation™ Learn

Engage in a Project Sprint:
Impact by ExperiencePoint™

Train-the-Trainer Day:
Learn the ins-&-outs

Catalyst Development Support

Online Certification

8 x Weekly Innovation Episodes:
Spark by ExperiencePoint™

3 x Coaching Call Series

Online Catalyst Toolkit:
Triage Tool, Scenario Templates

Catalysts Drive & Thrive

Catalysts Deliver Workshops

Catalysts Provide
Proactive & *Reactive* Support

Catalysts Drive
Sustainment Activities

Story Capture &
Executive Sharing

Pitfall = Stalled Progress

So…

Riskier to go slow than go fast

Pitfall = Lack of Early Impact

So…

Just in time (not just in case)

Virtuous Cycle of Impact

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Pitfall = External Dependencies

So…

Nurture a networked community of practice

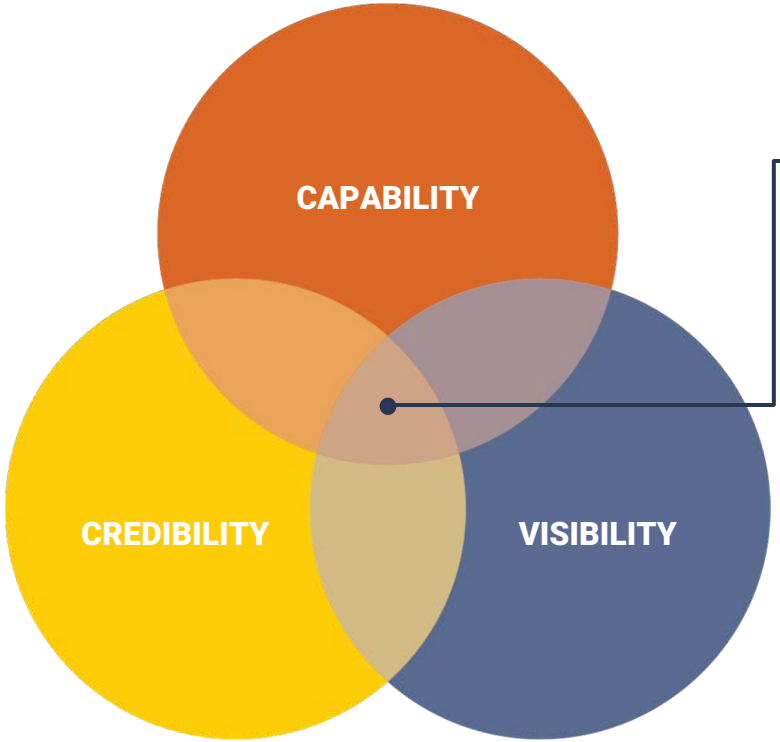
“You are the ones you’ve been waiting for”

Catalyst Status

CAPABILITY
Do not need to be experts, but do need to know enough to help people try new approaches when they are stuck.

CREDIBILITY
For people to engage in the methods they espouse, people need belief in the abilities of Catalysts.

VISIBILITY
Everyone in the organization needs to know who they can turn to when they are stuck.



We hyper-accelerate the typically slow grind to **credibility** and **visibility** by attaching Catalyst brands to our world class experiences, which also serve to supplement and develop **capability** through cycles of teaching with a platform.

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Poll

What represents the greatest opportunity for your organization in building capabilities?

1. Focus on conditions (not just skills)
2. Establish outcome driven KPI’s (vs output)
3. Build momentum (vs decaying into cynicism)
4. Just-in-time learning (vs just-in-case)
5. Community of Practice (vs lonely islands of enthusiasm)

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Q&A