

Case Study

Design Thinking Approach in a Govt. Organization

About Client

A national government service responsible for development of the electronics industry.



Objective

The core focus of the program was to help the organisation to create a 6 months road map for all the four divisions -Strategic Planning, Project Consulting, Capacity Building, Research and Innovation.



6 MONTHS ROAD MAP

Challenges

- It was necessary to obtain agreement on both divisional and common objectives.
- Members of the teams were senior in terms of their position and length of service with the company.
- The company must operate within the confines of a well-established government structure.
- Zero budget planning had to be done

Design Clinic Methodology

The design thinking approach was agreed and one team of five members was formed with members from each department, i.e., a total of four teams.

Using Design Thinking, all four teams were able to identify four problems or possibility areas. With the help of a co-creation program, the solutions were worked out.

The workshop was able to map things at both levels. One at the know-how level of the participants in the context of their department performance and the other, how they could use this knowledge to create and propose projects to other government divisions.

Highlights

- With regard to the four problems, 20 specialists from various hierarchies effectively developed 4 original solutions.
- The workshop gained ground in the area of emerging technology in relation to digital transformation and HR.

Conclusion:

- The organization effectively implemented 8+ CIO training programmes that heavily emphasized on the use of design thinking.
- For each of the four divisions, six-month road maps with clear vision were developed.

This case is a very good example of how Design Thinking Approach is useful in the most stoic organisational environments involving senior government officials. Where there is a will there's a way - the Design Thinking way!

