Whether you work in a large corporation or are a small start up, as you iterate your circular business and look to scale, there will be implications for how you, your team, your company and partners in your system need to operate. Changing established organisations can be hard but not impossible if you utilise the design thinking processes to help shift the status quo.

WORKSHEET

Align your org

<table>
<thead>
<tr>
<th>STEPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>5</td>
</tr>
</tbody>
</table>
WORKSHEET

Align your org

Consider each of the areas on this worksheet and answer the questions for the ones you feel will be a priority to address as you move forward.

**PROCESS**

How might you redesign all your internal processes to align with serving your users?

Co-create new processes with those operating them and those receiving them (internal or external).

**TALENT**

How might you experiment with: short term contracts, borrowing people from other teams or partnering with another company who might fill your skills gap?

What new capabilities and roles are emerging in your organisation and outside in the world?

What are your talent strategies to acquire these? Think hiring, training, organisation and partnerships.

**INCENTIVES**

Consider how to motivate teams in continuous design loops as the ‘job’ is never done

How might you celebrate learnings, and releases of iterated products?

How might you work with partners in the chain to give your designers different perspectives?

**INFRASTRUCTURE**

Are you able to future-proof IT systems?

Experiment with using existing technology e.g. social media and open-source platforms before building custom technology.

Do you have the right space for your operation?

Try working in temporary/pop up spaces to see what synergies or partners you can find.

**STRUCTURE**

Is your team or company structure designed to deliver to all users?

Do you need to consider structural changes to allow for multidisciplinary teams or can this be achieved through new ways of working?

Experiment with more multidisciplinary teams before making structure changes.

**INCENTIVES**

Is your strategy on course?

Refer back to Business Model Canvas and repeat the exercise with new data.

Course correct if necessary.