



WORKSHEET

Align your org



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.

STEPS

- 1** Using the Organisational Design Worksheet, consider each of the areas and answer the questions that you feel will be priority as you move forward. Successful organisations align themselves with their user proposition and how they contribute to the system they are part of, not just their own internal needs.
- 2** Create a value proposition by conducting research with employees and internal stakeholders to spot opportunities to change ways of working.
- 3** Create some organisational hypotheses to test out your ideas. (For example, “How might we develop a flexible, scalable resource to man our response centre?”)
- 4** Devise some “experiments” or prototypes to test your organisational changes alongside the product or service. Ensure that this test requires minimal effort—focus instead on learning and iterating. (For example, hire in new capabilities on a short term basis to test whether these are the right skills you need before committing to full-time team members).
- 5** Continue this process to deliver to your value proposition and the system you are part of. Remember, organisation design will constantly evolve and be as iterative as your product or service design. The Continuous Learning Loops activity can help you make sense of your learnings as you go.



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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).



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?



STRATEGY

Is your strategy on course?

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

Course correct if necessary.



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.



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 multi-disciplinary teams or can this be achieved through new ways of working?

Experiment with more multidisciplinary teams before making structure changes.