WE GET IT. WE’LL HELP YOU GET IT TOO.

Designing Your Critical Thinking Landscape

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TWEETING TODAY?

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#baot
MAKING LEARNING STICK

People lose 50 – 80 percent of what they’ve learned after one day! This figure jumps to 97 percent after just 30 days.
RRR +

- One more thing
- Changing the world
- Business time
“Don’t believe everything you read on the internet just because there’s a picture with a quote next to it.”

- Abraham Lincoln
TREE EXERCISE

who turned the heat up?
The Year – 2011

Blair and Kupe thought they knew it all…
The world was moving faster than the BA profession and BA’s were at risk of being left in the dust.
THE PROBLEM

\[
\frac{(BA)^2}{\text{PRACTICES}} < 4 \text{ WU} \Rightarrow ?
\]

Define new ways of evolving our BA practices and profession or risk becoming just another passenger on the bus.
WE EXPLORED...WHAT HAS CHANGED?

• Team dynamic is changing, and
• Every project does not need a BA or PM
• Less need for documentation like before
• Developing solutions in smaller iterations, and
• People are used to immediate results
Both approaches alone are important. But if you have both in your toolkit and you’re deliberate in applying them, you are unstoppable.
CRITICAL THINKING – WHAT IS IT?

- It’s NOT about criticizing others
- Understanding the problem – Be curious
- Evaluate the evidence
- Make logical and thoughtful decisions
- Avoid emotional thinking and mistakes
- Working together more efficiently
DESIGN THINKING – WHAT IS IT?

- Creative problem solving with a human-centered lens
- Experiencing the world instead of talking about experiencing the world
- Is the agile for business problem solving
DESIGN THINKING – WHAT IS IT?

- Emotional Innovation
  - Brands
  - Marketing
  - Relationships

- Business (viability)

- People (desirability)

- Technology (feasibility)

- Experience (innovation)
  - Process Innovation
  - Functional Innovation

Source: IDEO
DESIGN THINKING FRAMEWORK

1. **discover**
   - Explore the ecosystem in which the organisation operates, and gain insights into the business challenge.

2. **simplify**
   - Build a common understanding of the business challenge, and where we might best deliver value to the customer.

3. **ideate**
   - Generate ideas for potential solution options, and evaluate which ideas to prototype.

4. **proto**
   - Build, try, listen, learn and refine.

5. **share**
   - Share learnings from prototyping and identify the way forward.
IT’S A BEHAVIOR 1ST, A DEPARTMENT 2ND
DESIGN THINKING IS CRITICAL THINKING

CRITICAL THINKING IS USED IN DESIGN THINKING
Now it's business time.
CASE STUDY: #KEEPINGITREAL

Sales manager has requested a new sales pipeline report so that they can determine why they are not selling more training programs.

Your Challenge:
1. Decide what activities you initiate from here.
2. What would you do first and why.
DEBRIEF TIME
I have a challenge – how do I approach it?

“When I have one week to solve a seemingly impossible problem, I spend six days defining the problem. Then the solution becomes obvious.”

- Albert Einstein
DESIGN THINKING PHASE 1

Who are your stakeholders?
How do you know you have the right people?
What information do you need?
DESIGN THINKING PHASE 1

Question from audience:

“What to do if the sales person just says give me the report?”

Use Zoom Technique
DISCOVER TECHNIQUES

• Stakeholder analysis
• Brainstorming
• Observation
• The 5 Why’s
• Ethnographic Research
• Mood Boards
• Personas
• Mystery Shoppers
DAY IN THE LIFE

- Be More Deliberate
  - Explain Your Process
  - Validate: What is Happening in the Market?
  - What's Behind This?
  - GET TO THE FACTS
  - GET OUT AND OBSERVE
  - GATHER INSPIRATION
  - PLAY TO THE TEAM STRENGTHS
  - IN CUSTOMERS SHOE
  - DISCOVER THE CURRENT STATE

- Day in the Life of Discovery

- Politely Challenge
  - Who To Talk To?
DESIGN THINKING PHASE 2

Simplify: I have learned something – how do I interpret it, distil it down and simplify it?
Simplify Techniques

- Context Diagram
- Problem Statement
- Gap Analysis
- Acceptance and Evaluation Criteria
- Customer Journey Maps
- Story on a Page
- Visualization
EXAMPLE PROBLEM STATEMENT

The Problem of: Organisations not seeing students retain information and apply

Affects: The employers ROI in training classes

The impact of which is: Organisations are not regularly requesting additional training and referring our program

A Successful solution would be: A program extension that addresses retention and use which can be measured and adapted based on customer needs
DESIGN THINKING PHASE 3 – IDEATE

I see an opportunity –

what do I create?
DESIGN THINKING PHASE 3 – IDEATE

- Reqs. Workshops and Brainstorming
- User Stories – Scenarios
- Focus groups
- Mind mapping
- Brainwriting or Brainwalking
- Role Playing
- Tomorrows headlines
- Lego Serious Play
DESIGN THINKING PHASE 4 - PROTO

I have an idea –
how do I build it?
PROTO: LO-FIDELITY EXAMPLE

- Set class expectations
- Class begins
- Contract with B2T

- Coordinate class details
- Assess & review

- 30 days: "Show & Tell" #1
- 1 week: Reflective exercises
- Relevant exercises

- 60 days: "Show & Tell" #2
- 24 hour reflective discussion

- Draft action plan
DESIGN THINKING PHASE 4 - PROTO

- Prototyping
  - Wireframes
  - Storyboards
  - Etc.
- Use cases
- Traceability
- Experience Prototyping
- Usability testing
PROTOTYPING – MAKING TOAST
I tried something new – how do I share and evolve it?

- Mine
- Yours
- Ours
DESIGN THINKING PHASE 5 - SHARE

- Use cases/User Stories
- Process Maps
- Other requirements models
- Service Blueprinting

- [ ] MINE
- [ ] YOURS
- [x] OURS
SOME EXAMPLES...

• Airport Valet parking Service
  • Ethnographic research, Observation, Problem Statement
• Training Program Updates
ONE MORE THING...
PATH TO INNOVATION

Being curious
Building a collaborative environment
Wanting to make a difference and not going through the motions
Getting in touch with your emotional intelligence
Helping people around you make good decisions
DON'T WASTE TIME GETTING STARTED

Why not listen to your dreams?

And as long as you are listening, choose to dream big.

Understand change management – find the bright spots
Persistence – Don’t give up
Navigate the political landscape

Big things require a lot more work but they also offer ways for others to fall in love with the vision
Actions produce energy and momentum
Perfection is unattainable anyway

If "Plan A" didn't work, the alphabet has 25 more letters!
STAY COOL!
WHAT DID YOU LEARN?
FINAL THOUGHTS

- There is a huge opportunity
- Apply critical thinking to everything you do
- Start exploring Design Thinking
No designers or business analysts were hurt in the making of this slide deck.
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