# Organizational Development

with **We Design Thinking**

Tell us what you want to transform in your organization and together let's focus your **identity transformation**

identifying **gains** and **pains** is one of the keys so…

**Let's research!**

Analyze

References          Key People

Explore          Trends

Solutions

## ideas, please come in …

Organization's Team

Identity Transformation Experts Team

Design Thinking Experts Team

brainstorm
bundle
rank
select

Now that we have **the right idea**, let's **check** if it fits in the organization. Let's **prototype, test** and **iterate**!

prototype

iterate as many times as needed

feedback

Ann  "It made my work easier"
★★★★★

Lisa  "It could be better…"
★★★★☆

Mark  "Good improvement"
★★★★☆

To evolve the idea we will define the **roadmap** and the **blueprint**

This idea **fits in the organization**, is pure **innovation** and has been **co-created together!**

Let's re-**design** your **organization identity** through **people** and **technology**.

**Employ ID**

Consultancy Network

# People · Change · Technology
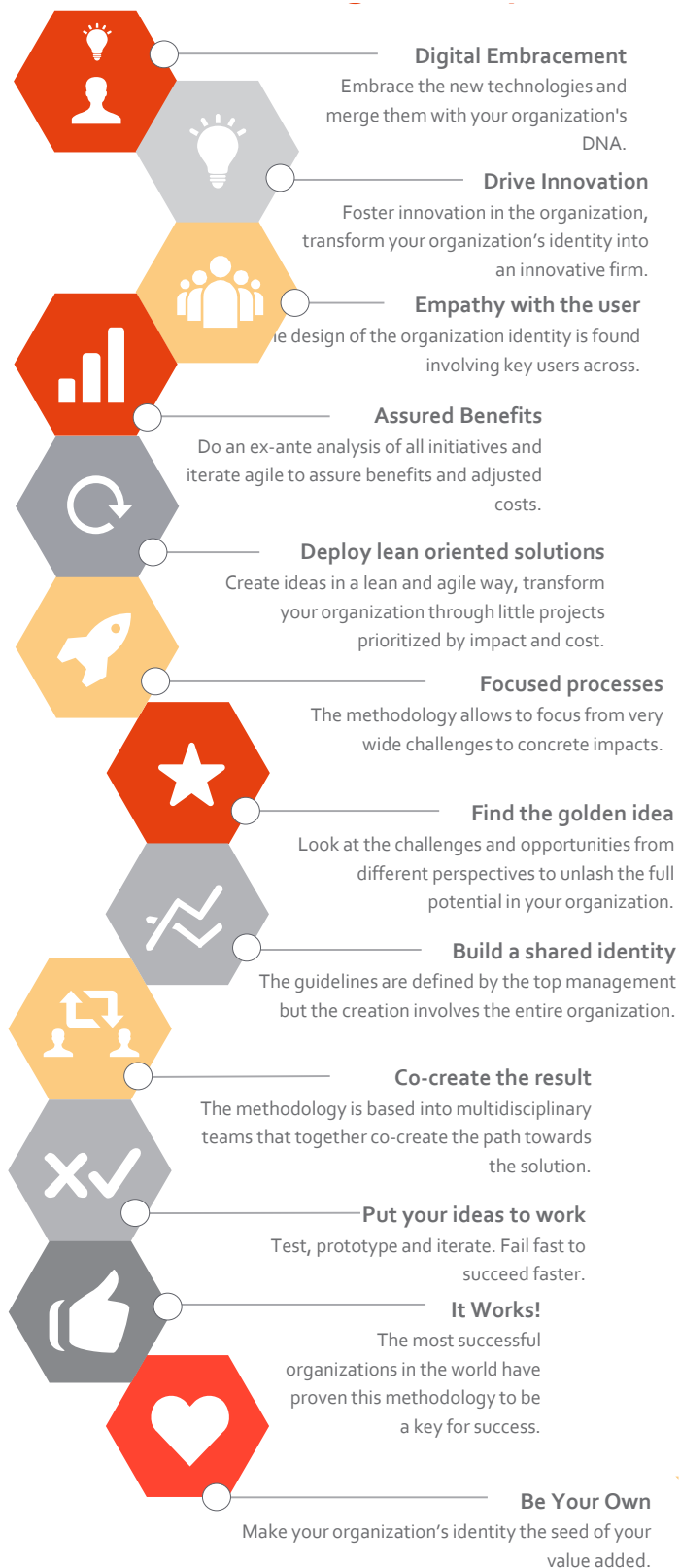
Design your organisational identity

**www.employid.eu**

## BENEFIT FOR THE TARGET GROUP

**Digital Embracement**
Embrace the new technologies and merge them with your organization's DNA.

**Drive Innovation**
Foster innovation in the organization, transform your organization's identity into an innovative firm.

**Empathy with the user**
The design of the organization identity is found involving key users across.

**Assured Benefits**
Do an ex-ante analysis of all initiatives and iterate agile to assure benefits and adjusted costs.

**Deploy lean oriented solutions**
Create ideas in a lean and agile way, transform your organization through little projects prioritized by impact and cost.

**Focused processes**
The methodology allows to focus from very wide challenges to concrete impacts.

**Find the golden idea**
Look at the challenges and opportunities from different perspectives to unlash the full potential in your organization.

**Build a shared identity**
The guidelines are defined by the top management but the creation involves the entire organization.

**Co-create the result**
The methodology is based into multidisciplinary teams that together co-create the path towards the solution.

**Put your ideas to work**
Test, prototype and iterate. Fail fast to succeed faster.

**It Works!**
The most successful organizations in the world have proven this methodology to be a key for success.

**Be Your Own**
Make your organization's identity the seed of your value added.

## HOW THE BENEFIT IS PROVIDED

**We Design Thinking**

**The Challenge**
Define the challenge with the management and stablish the ex-ante expectations. Evaluate the risks and set the actions to be carried on.

**Research**
Carry out workshops to understand challenge and share the pains and gains to develop an ethnographic analysis. Research success stories. Interview with key agents.

**Ideation**
Ideate through multidisciplinary workshops to co-create the strategy to transform the organization's identity. Analyze, rank and define the roadmap all ideas.

**Experimentation**
Apply agile project management, prototype and test the incentives. Iterate empowering the users in the organization.

**Evolution**
Learn, improve and define the blueprints and potential future roadmap.