

Building a Customer-Focused Culture

By delivering a capability uplift to 40+ staff in Customer-based Design

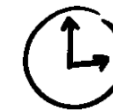


Building Customer-based Design capability for staff while applying learnings to 3 live client projects



Team

Bartley Hassall (Lead Facilitator)
 Marie-Claire Grady (Co-Facilitator)
 Tim Stevenson (Co-Facilitator)
 Anja Krabye (Co-Facilitator)



3 rounds, 3mths each
 + ongoing coaching
 (2014-2015)



What 3rdView did

- o Delivered our Customer-based Design (CbD) learning program to 3 cohorts of staff
- o Attendees raved about first program leading to two further programs and over 40 emerging leaders trained
- o Incorporated 3 live projects from client organisation
- o Supported CbD 'Community of Practice' through coaching and mentoring of individuals working on projects



Impact and Value

- ✓ Transferred key mindset and skills to large internal cohort
- ✓ Elevated design as a viable complement to traditional project management, including formation of new CX & UX functions
- ✓ CbD employed to shape QSuper's entry into open market
- ✓ Previous 'graduates' successfully co-facilitated subsequent programs to further reinforce design principles and practices
- ✓ Numerous graduates have advanced to full time dedicated CbD roles and are applying acquired skills and mindset with increasing confidence to tackle critical business opportunities
- ✓ The Net Promoter Scores the programs of are: +50, +67, +50



Feedback

"Excellent facilitation, interactive sessions, great use of reflection, totally practical..."

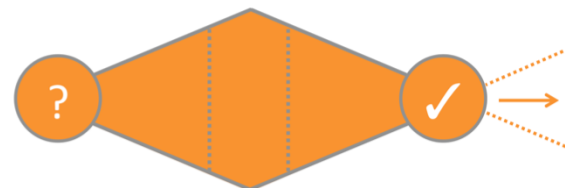
Graduate

"Perfect balance of theory and practice."

Graduate

Advice to others considering 3rdView's program:
"Be open. Just give it a go. Don't let existing mindset or approaches hold you back."

Graduate



Cross-functional co-design



Program modules, exercises & tools



Program graduate co-facilitating



Hands-on, fun and creative – for all