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#10

Tips for

Design Thinking

in Organisational

Change

Putting Human-Centricity at the Core



What is Design Thinking?



A Human-centered approach to innovation that emphasizes empathy, creativity, and experimentation.



It's not just about creating products or services - it's about solving complex problems and driving meaningful change.



In the context of Organisational Change



Design Thinking offers a powerful framework for addressing challenges and driving transformation.



By putting people at the center of the change process, you can create solutions that resonate with employees, foster engagement, and drive sustainable results.

01

Start with Empathy

Conduct empathy interviews to understand perspectives and experiences.

Use empathy mapping techniques to identify needs, pain points, and aspirations.

Develop personas representing different user profiles to deepen empathy and inform solution design.

02

Include Diverse Perspectives

Form cross-functional teams representing diverse backgrounds, roles, and expertise.

Facilitate brainstorming sessions where participants are encouraged to share viewpoints and ideas.

Create opportunities for co-creation and collaboration, such as design workshops and innovation labs.

03

Co-Create Solutions

Host ideation sessions to generate creative solutions collectively.

Use design thinking methods like brainstorming, mind mapping, and sketching to explore possibilities.

Prototype solutions in low-fidelity formats (e.g. paper prototypes, wireframes) for rapid iteration and feedback.

04

Prototype and Test Iteratively

Develop prototypes of proposed solutions to visualise concepts and gather feedback early.

Conduct usability testing with end-users to identify usability issues and validate assumptions.

Iterate on prototypes based on user feedback and insights gathered during testing.

05

Communicate

Transparently

Establish regular communication channels to share progress and updates.

Provide opportunities for employees to ask questions, voice concerns, and provide feedback.

Address concerns openly and transparently, acknowledging challenges and uncertainties.

06

Empower Employees

Delegate decision-making authority & autonomy to employees involved in the change process.

Offer training and development opportunities to build skills and confidence related to the change.

Recognise and reward contributions and achievements to reinforce a sense of ownership and empowerment.

07

Celebrate Progress and Success

Organise milestone celebrations to recognize achievements and build morale.

Share success stories and examples of positive impact to inspire and motivate others.

Acknowledge and appreciate the efforts of individuals and teams involved in driving change.

08

Listen and Adapt

Actively seek feedback from employees and stakeholders.

Monitor and track progress and identify areas for improvement.

Be open to adjusting strategies and approaches based on feedback and changing circumstances.

09

Lead with **Empathy** and **Transparency**

Lead by example, demonstrating empathy and authenticity in leadership communications and actions.

Provide regular updates on the rationale behind decisions and changes.

Create a supportive environment where employees feel comfortable expressing their thoughts and concerns.

10

Measure **Impact** and **Learn**

Define clear objectives and key results to measure the impact of change initiatives.

Collect data and feedback at regular intervals to assess progress and effectiveness.

Conduct post-implementation reviews to reflect on lessons learned and identify opportunities for continuous improvement.

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Any Questions?

Drop me a message on
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Thank you!