

Victorian Public Sector Commission & the Australia and New Zealand School of Government present:



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0447 523 995*

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the presentation

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Designing for the greater good: design thinking and innovation in government

Speaker

Prof. Jeanne Liedtka

Darden School
University of Virginia

Speaker

Christian Stenta

Behavioural Insights unit
Department of Premier & Cabinet

Moderator

Monica Pfeffer

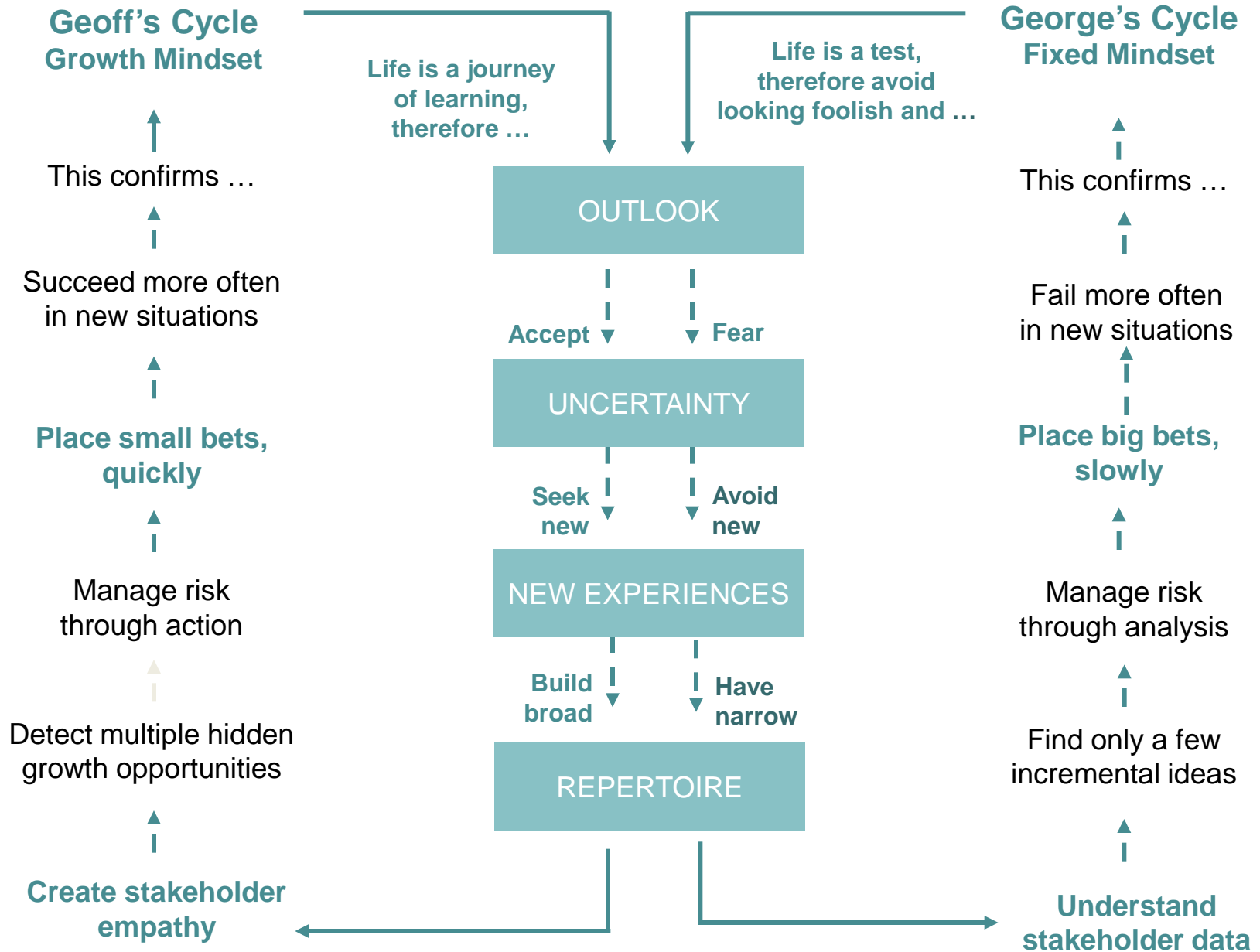
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Design Thinking



Choosing a Mindset



What is Design Thinking?

- Design thinking is a systematic approach to problem solving.

What would be different if managers thought more like designers?

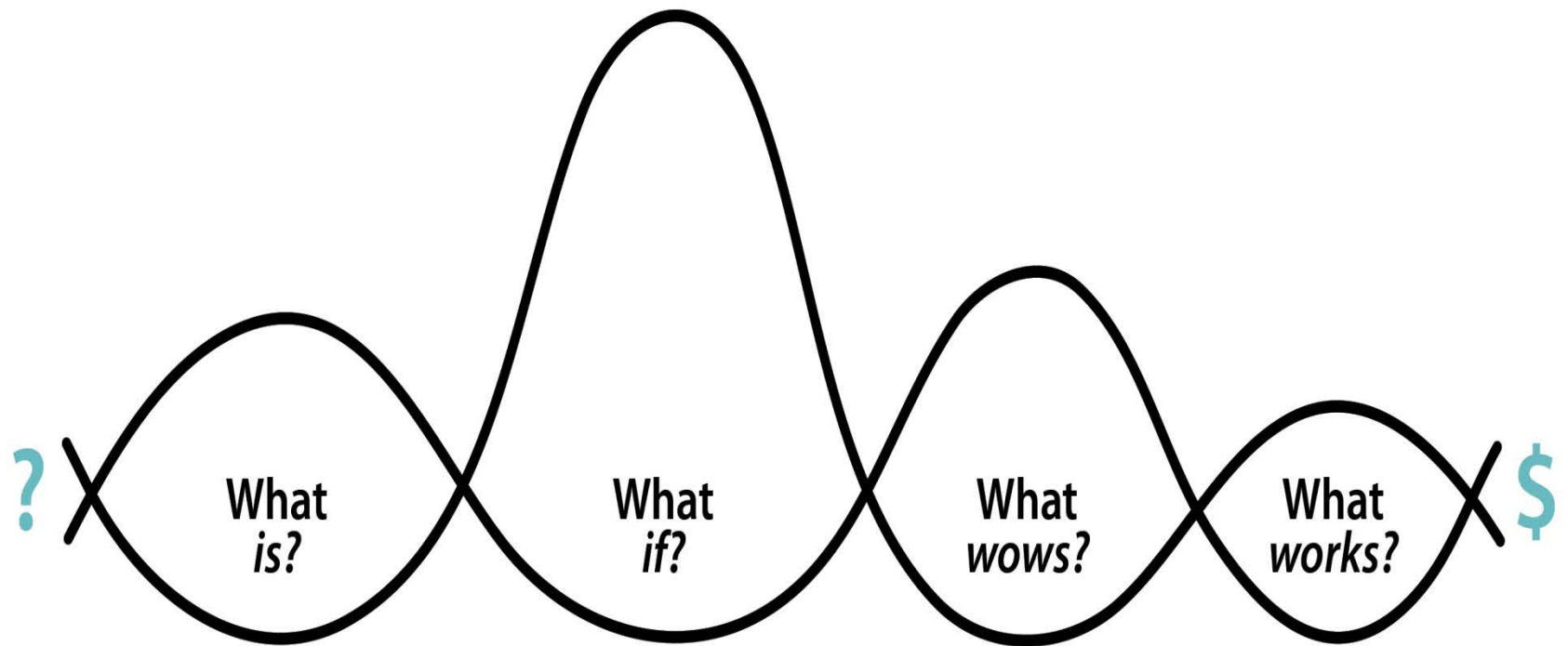
Problem solving would be driven by three core beliefs:

Empathy – Start by establishing a deep understanding of human needs

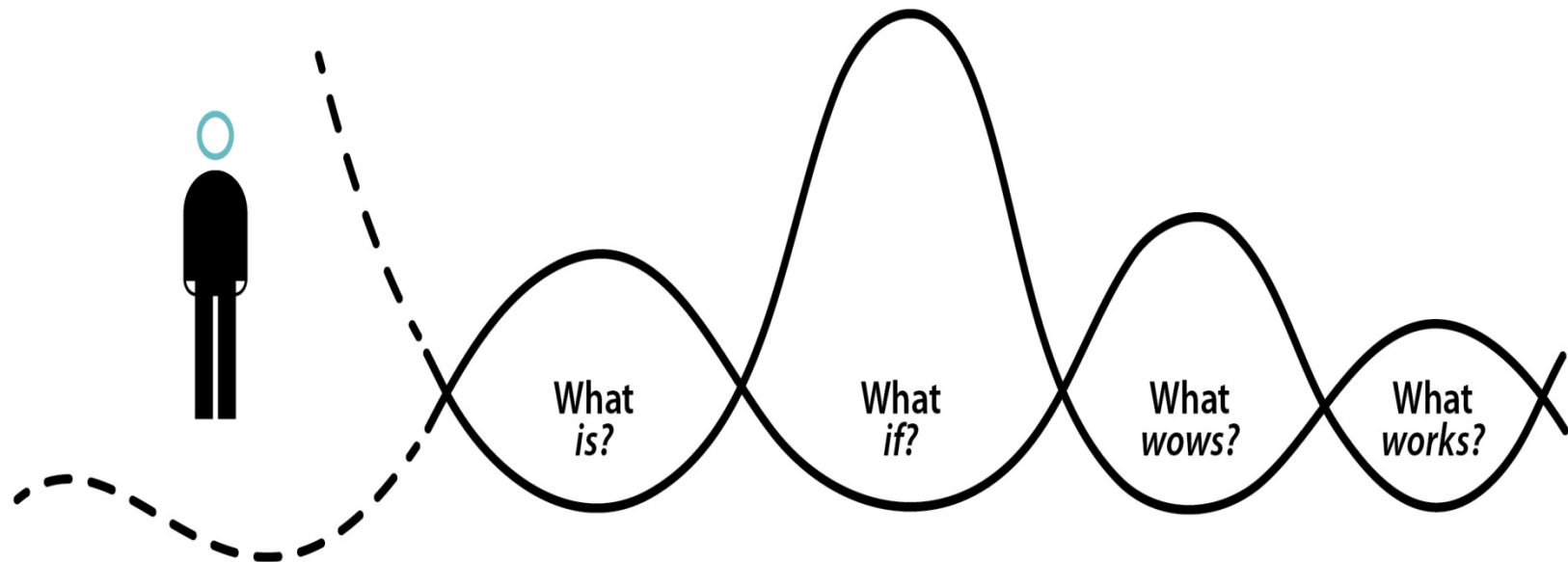
Invention – Discover new possibilities

Iteration – Use the first solutions only as stepping stones to a better one

Design as a Problem Solving Approach



Steps to Designing For Growth



- 1 Identify an Opportunity
- 2 Scope Your Project
- 3 Draft Your Design Brief
- 4 Make Your Plans

- 5 Do Your Research
- 6 Identify Insights
- 7 Establish Design Criteria

- 8 Brainstorm Ideas
- 9 Develop Concepts
- 10 Create Some Napkin Pitches

- 11 Surface Key Assumptions
- 12 Make Prototypes

- 13 Get Feedback from Stakeholders
- 14 Run Your Learning Launches
- 15 Design the On-Ramp

Perspectives on design thinking

- **tool kit for producing more creative ideas**
- **risk reduction strategy**
- **change management approach**
- **increasing the speed of innovation**
- **vehicle for empowering local capability building**
- **way to convene conversations for change across diverse stakeholders**

Convening a conversation for change

Defining the
Opportunity

Convening a conversation for change

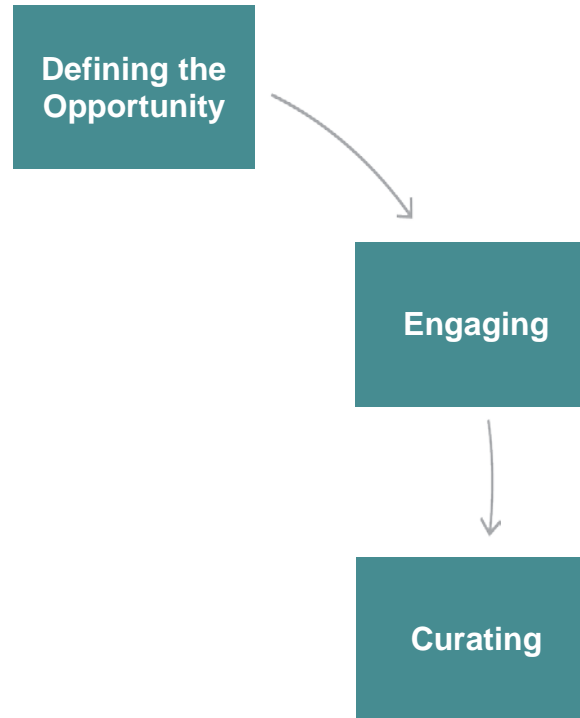
Defining the
Opportunity



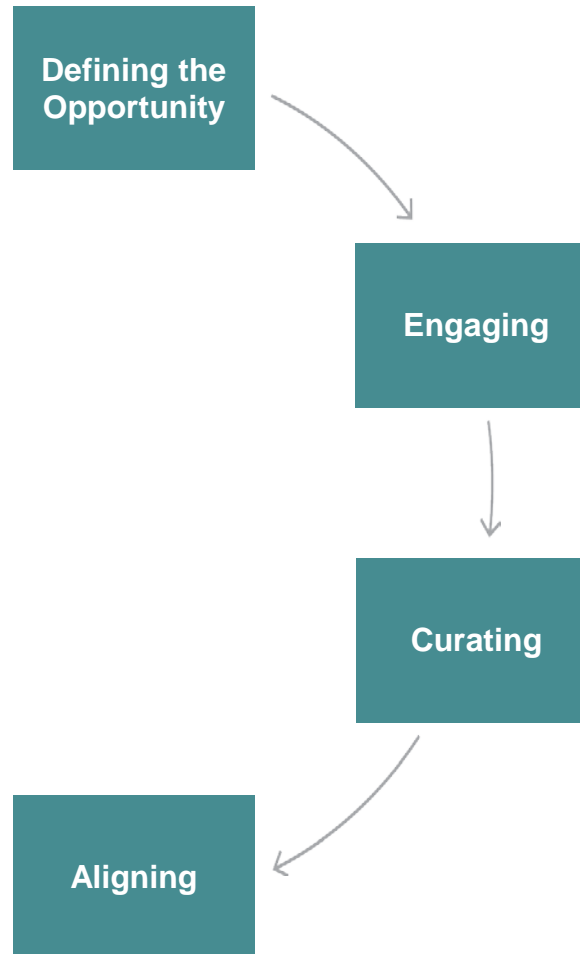
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Engaging

Convening a conversation for change

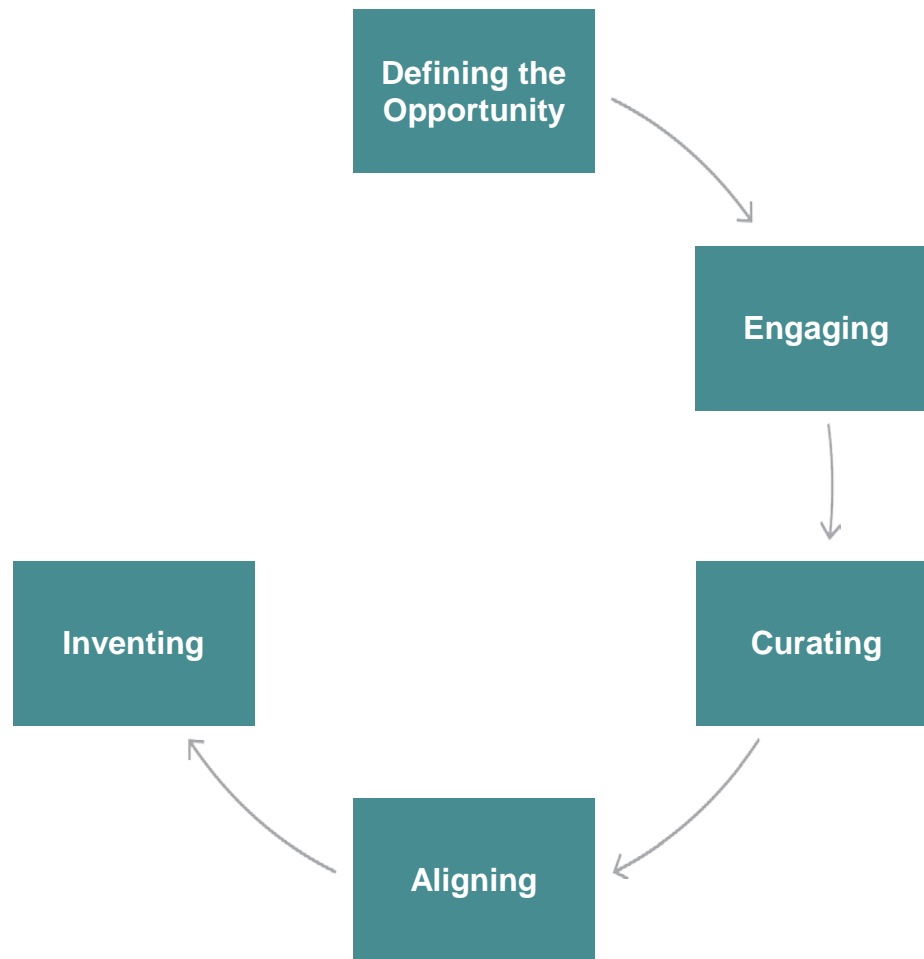


Convening a conversation for change

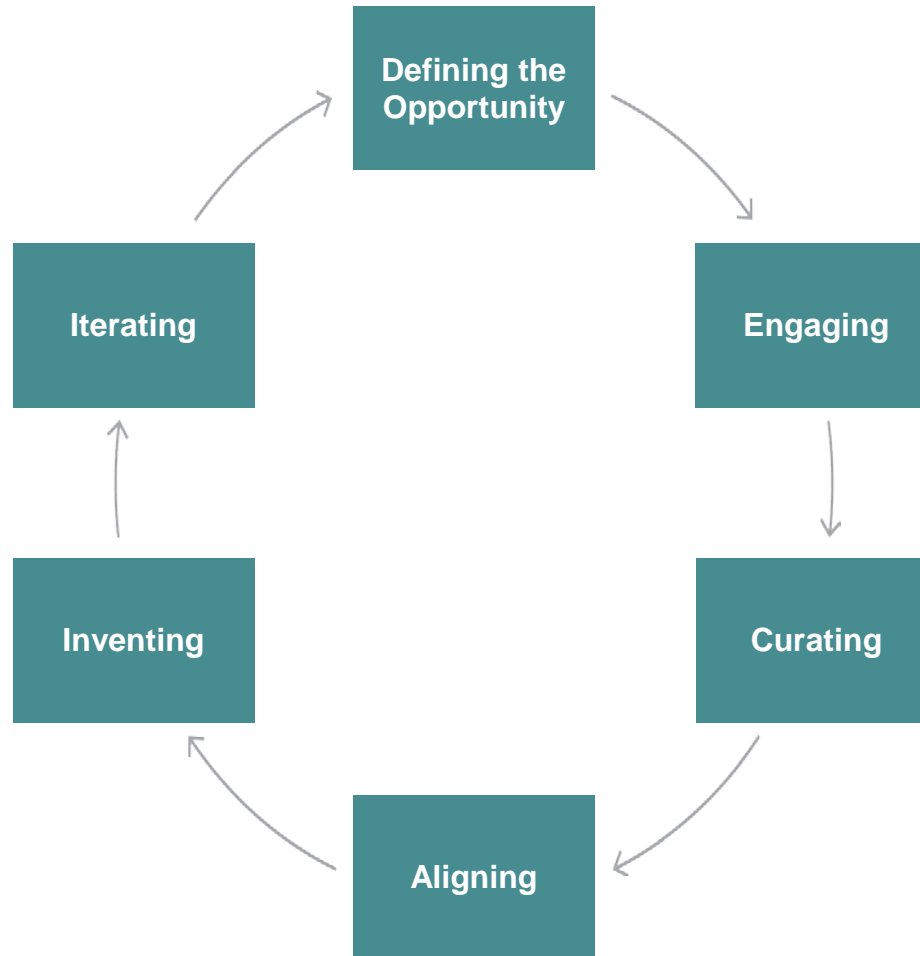


Convening a conversation for change

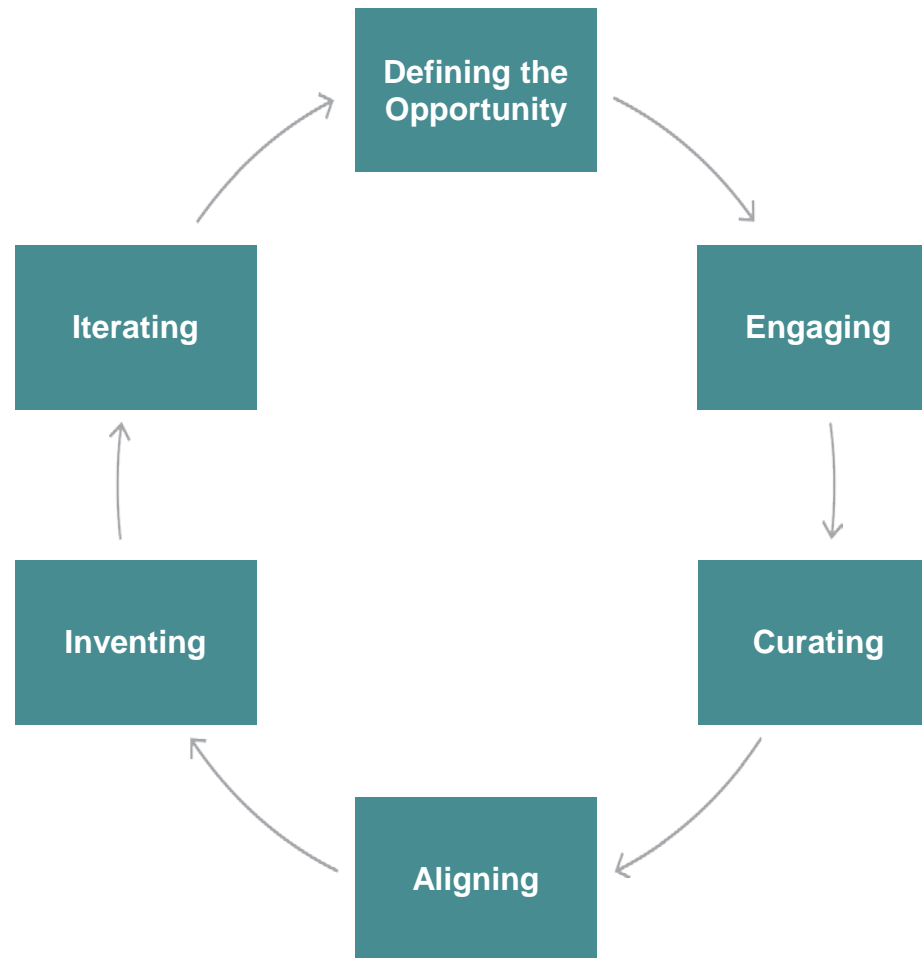
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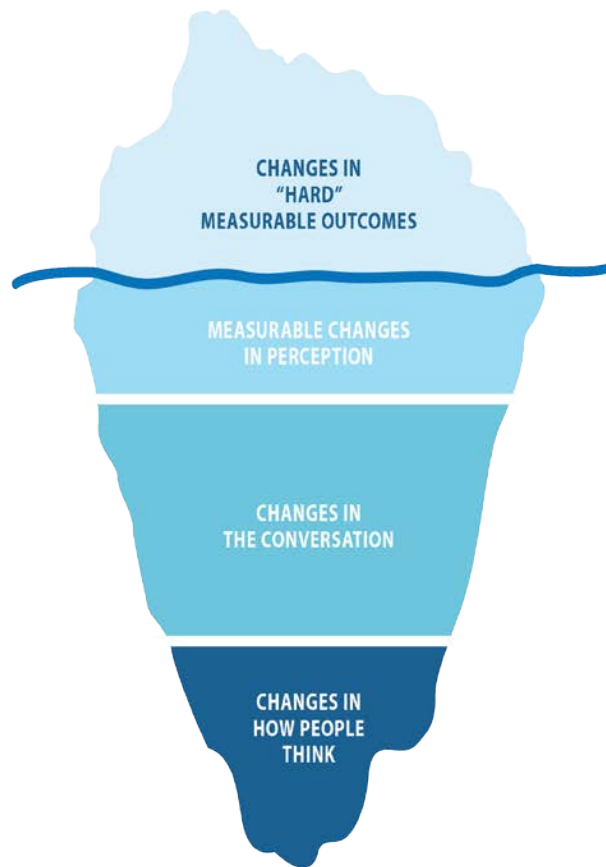
Convening a conversation for change



Convening a conversation for change



Measuring Design's Impact



Design thinking in practice

Examples from the Victorian Public Sector

Christian Stenta

28 September 2016



“Participatory experience is not simply a method or set of methodologies, it is a mindset and an attitude about people. It is the belief that all people have something to offer to the design process and that they can be both articulate and creative when given appropriate tools with which to express themselves.”

Liz Sanders, MakeTools, 2002



**A public sector that
delivers exceptional
outcomes for Victorians**

Challenge

The public sector faces enormous challenges, including increasing community expectations, an uncertain environment, and the need to solve complex policy problems with increasing sophistication

Opportunity

Government has a renewed focus on reform and innovation. By capitalising on this opportunity, leveraging efforts across government and the public purpose sector, the public sector can transform the way it does business.



People

Empowering a capable and collaborative workforce

Systems

Designing integrated systems to solve problems

Outcomes

Focusing on what matters and getting it done

Accountability

Holding ourselves to a higher standard

Family Violence & Social Delivery Reform

Outcomes which focus on what we achieve, not just what we deliver

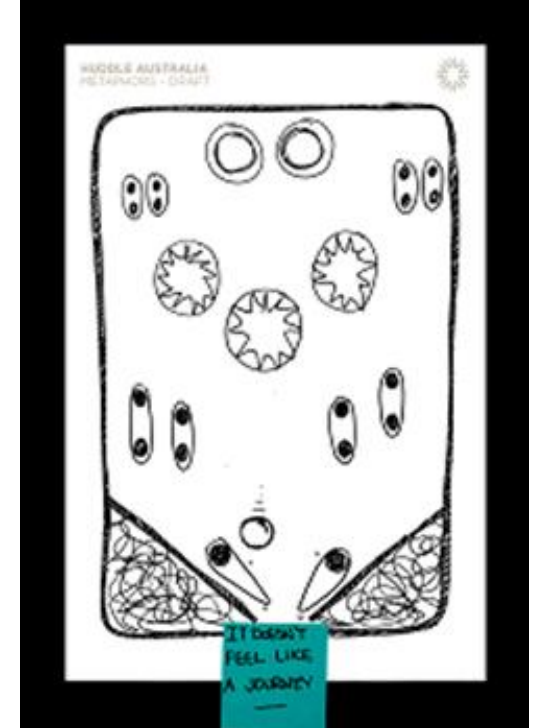
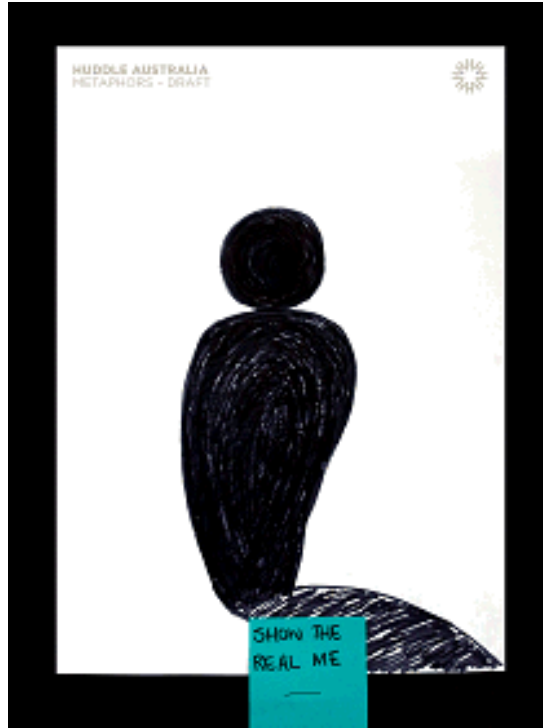


- Structurally embedding a shared focus
- Co-designing with community, service sector and other stakeholders
- Service design at the centre of Support and Safety Hubs

Design thinking in practice...

- Intention to map victim survivors' experience to understand key touch points, gaps, pain points and opportunities for early intervention
- Early learnings identified a need for broader ethnographic research, where victims could tell their stories in their own way
- Workshops used to support participation and enable collaborative synthesis







VICTORIA'S CITIZEN'S JURY ON OBESITY

Victoria's Citizens'
Jury on Obesity



an initiative of
VicHealth™

Supported by
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Enquiries

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