Agora Envisioning White Paper
Design Thinking for Strategic Transformation

Why strategic transformation?

Strategic transformation answers the challenges of game-changing ambition and disruptive threats. Following best practice can result only in tactical improvements. To innovate strategically is to create what doesn't yet exist at the intersection between an organisation's diverse activities and functions.

Starting by crafting a shared vision instead of responding to pre-determined "problems to solve", a human-centric approach frees leaders from legacy systems and silos, so they can drive innovation, identify and capture new opportunities and respond to disruptive threats.

The opportunity

For **corporates, public and other organisations**, human-centric strategic transformation creates new opportunities at a time of leadership change, disruption or restructuring, or just when there's an appetite to look afresh. For **investors**, it can reveal the true value of an acquisition target or help set a new direction for a recently-acquired asset. For **advisers**, it can help frame and enhance the scope of their offering to clients.

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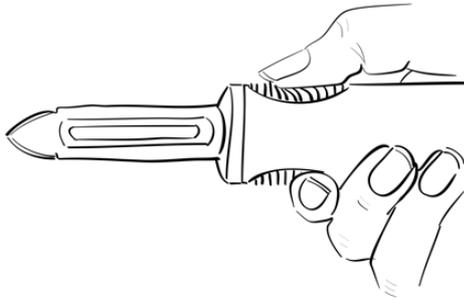
Design Thinking

Product: OXO Grips vegetable peeler

Service: Healthcare service provider

Design Thinking

Design Thinking has evolved as a way of creating great products and services with the user at the heart. It does this through *identifying* under-served groups – everyone from women to those with disabilities; *discovering* their needs and wants, particularly when they are not readily obvious; *understanding* the broader context, external environment and culture; and *using adaptive feedback loops* to ensure that the product or service remains relevant for the users. The outcome is a range of innovative products and services with an appeal to users that often goes well beyond original target groups.

A new level

Strategy: Ecosystem Transformation

Reimagining systems beyond the silos which are driven by interests
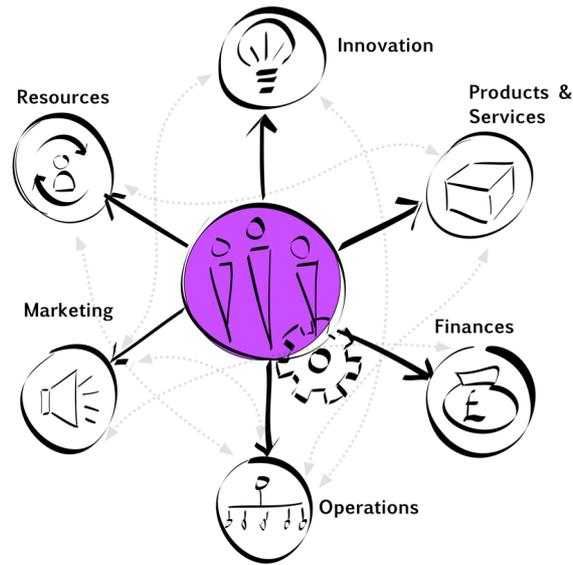
Human Centric Strategy

What if we go beyond products and services to apply design thinking holistically to organizational strategy? For the organization, **everyone is a user**, including customers, employees, the neighbourhood and the planet. This approach incorporates the needs and wants of diverse individuals, group dynamics and the wider environment. Drawing on a mandate from leadership to include all levels of the organisation, it **fills the gaps** between product, service and system silos. based firmly on Design Thinking, it also draws on multiple methodologies, including behavioural sciences, systems thinking and classic strategy. **The outcome** is a **bespoke human-centric vision and strategy, supported by integrated flexible and deliverable action plans.**

The Agora 5-i strategy method

To achieve this, we use **Agora's 5i method**: **iDENTIFY** (users) – **iNTERPRET** (wants and needs) – **iNNOVATE** (vision and strategy) – **iTERATE** (adaptive feedback loops) – **iNTEGRATE** (workstreams)
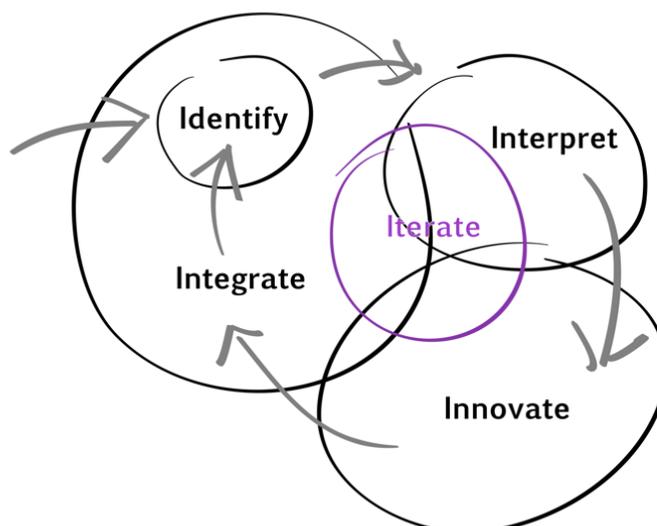
The Agora Method is

Bespoke
based intrinsically on the organisation not on best practice

Transformational
holistic and cross-cutting

User-centric
involving diverse user groups from the outset

Interconnected
A holistic framework which links all the elements of your ecosystem

Iterative
feedback loops keep the vision at the heart and allow for change

Deliverable
leading to concrete implementable projects

Human centric transformation

For further information or to explore how Agora Envisioning could work with you towards human-centric transformation, please contact dl@agora-envisioning.com or sh@agora-envisioning.com