

## CASE STUDY

# The Wellbeing Collaborative of Arizona Health Professionals

## OBJECTIVES

The Wellbeing Collaborative is a coalition of 60+ major health organizations in Arizona dedicated to addressing the challenges faced by health professionals. In partnership with the Collaborative, DesignConvo embarked on a comprehensive journey to develop a holistic strategy, organizational model, and engagement plan over a 3-year period. Additionally, we facilitated experiential summits to foster collaboration and knowledge exchange. As ongoing design and facilitation consultants, we are now assisting the Collaborative in planning a world-class summit to bring together industry and system leaders for strategic initiatives.

## APPROACH AND SOLUTION

### Collaborative Strategy Development:

- Engaged with 25+ key stakeholders to develop a comprehensive 3-year strategy for the Collaborative
- Co-created an organizational model that promotes collaboration and shared responsibility
- Designed and implemented an engagement plan to involve a wide range of stakeholders

### Experiential Design & Strategy Sessions:

- Design and facilitated experiential multiple engagements to promote collaboration and knowledge sharing
- Provided a platform for industry and system leaders to gain insights, innovative ideas, and best practices
- Enabled participants to engage in the strategic initiatives of the Collaborative

### Planning a World-class Summit:

- Currently assisting the Collaborative in planning a summit aimed at bringing together 300+ industry and system leaders
- Focus on gaining valuable insights, innovative ideas, and best practices
- Aims to actively involve participants in advancing the strategic initiatives of the Collaborative

## IMPACT

Through our collaboration with the Wellbeing Collaborative, we achieved a shared understanding of the wellbeing challenges faced by health professionals and aligned stakeholders around a unified vision and 3-year strategy for improving wellbeing. Our continued collaboration looks at effectively transition from strategy to action

## AT A GLANCE

### Challenges

- Limited engagement and participation of industry and system leaders
- Implementation and execution
- Sustainability and Long-Term Impact

### Benefits

- Enhanced collaboration and alignment
- Strategic framework for action
- Valuable insights and innovation



"The guidance and expertise of DesignConvo were instrumental in enabling our executive members to communicate their experiences in a compelling and authentic manner, fostering a stronger sense of community and collective purpose."

**-Keith Frey, MD, MBA**

Interim Chair

The Wellbeing Collaborative of  
Arizona

<https://wellbeingcollaborative.org>



## CASE STUDY

# Revitalizing the MS in Science of Health Care Delivery Program at ASU's College of Health Solutions

## OBJECTIVES

The MS in Science of Health Care Delivery program at the College of Health Solutions (CHS) at Arizona State University (ASU) faced significant challenges. These included low enrollment, an unclear target audience, ambiguous outcomes, and a lack of a clear value proposition. Over time, the program lost its initial innovative edge, becoming muddled and ineffective. The team assigned to the project encountered difficulties and conflicts, hindering their collaboration and progress. With limited time to redesign the degree and submit a proposal for the new program, CHS sought the expertise of DesignConvo, LLC.

## APPROACH AND SOLUTION

**Lay of the Land:** The initial sessions focused on building a common understanding of the industry, target audience, future trends, and possibilities for the degree program.

**North Star:** The team engaged in a series of steps to align around a unified vision and goal for the newly redesigned degree, establishing a clear direction.

**Details & Design:** Immersed in a strategic and collaborative process, the team built the concrete details of the redesigned degree, incorporating core courses, focus areas, audience, name, value, and outcomes.

**Program Proposal & Wrap-up:** The final workshops enabled the group to collaboratively draft a comprehensive program proposal for submission.

Outcome

A shared understanding of how the health landscape has changed and aligned stakeholders around a unified and agreed-upon future on a new MS degree

Outcome

A concrete concept for a new MS program, encompassing core a target audience, name, value, and enhanced effectiveness to meet the evolving needs of future health professionals

## IMPACT

By addressing challenges, establishing a clear vision, and redesigning the program, the team achieved tangible outcomes, strengthened relationships, and built internal capacity for future collaboration. This comprehensive approach not only improved the MS program but also identified opportunities for further expansion, ensuring ASU's College of Health Solutions remains at the forefront of healthcare education and innovation.

## AT A GLANCE

### Challenges

- Complex issues and conflicting perspectives
- Limited time and pressure for proposal submission
- Balancing innovation with practicality

### Benefits

- Shared understanding and vision
- Improved program design and relevance
- Strengthened collaboration and capacity building



"This experience has created healing, bonding, and growth. I was worried that there was limited potential for achieving a functional cohesion among this group. Now I'm confident that the people who participated in this project hear, understand, and respect one another."

-Julie Liss

Associate Dean & Prof. at The College of Health Solutions, Arizona State University



CASE STUDY

# Transforming Academic Standing Process in collaboration with Northern Arizona University (NAU)

## OBJECTIVES

Northern Arizona University (NAU) identified a need to improve their academic standing process, especially for first-year students across all campuses and modalities. The university sought to better serve their students, effectively utilize resources, and create a supportive environment that acknowledges and addresses academic struggles. DesignConvo LLC was engaged to facilitate this transformation using Human-Centered Design (HCD) tools and techniques.

## APPROACH AND SOLUTION



**Current State Analysis:** Conducted student interviews to gather insights, document challenges and opportunities, and identified key issues requiring attention in the existing academic standing process.



**Root Cause Analysis:** Facilitated discussions and workshops to uncover underlying issues, fostered empathy through HCD techniques, and gained a holistic understanding of student experiences to identify root causes of challenges in the academic standing process.



**Prototype & Ideation:** Utilized human-centered design tools to generate innovative ideas for process improvement, encouraged stakeholder creativity, and developed prototypes of the most promising ideas, refining them based on stakeholder feedback.



**Redesign & Implementation:** Assisted in the selection of actionable short-term ideas for immediate implementation, coordinated with stakeholders to define necessary changes to processes and support systems, and developed an implementation plan with clear milestones, responsibilities, and evaluation metrics.



## AT A GLANCE

### Challenges

- Stakeholder engagement
- Identifying root causes
- Implementation and sustainability



### Benefits

- Enhanced student support
- Optimal resource allocation
- Destigmatizing struggle



"DesignConvo's work is inspiring."

**-P. Cody Canning**

Director and Associate Teaching Professor, First Year Seminar Northern Arizona University

## IMPACT



The impact of this collaborative work was significant: improved student support, optimized resource allocation, stigma elimination, and implementation of actionable short-term ideas and long-term systemic innovations.



# Leveraging Human-Centered Design in Collaborative Strategy Work

## BACKGROUND

This case study examines the successful application of human-centered design (HCD) principles and methods in collaborative strategy work within the Wellbeing Collaborative, the College of Health Solutions, Northern Arizona University (NAU), and the Scottsdale Unified School District. As an organization that specializes in Human Centered Strategy and Design, DesignConvo played a pivotal role in facilitating this transformative process. By integrating HCD tools and techniques, the organizations aimed to foster innovation, stakeholder engagement, and positive outcomes.

## APPROACH AND SOLUTION

DesignConvo adopted a human-centered design approach, focusing on understanding the needs and perspectives of stakeholders. It incorporated a variety of HCD tools, including interviews, surveys, data analysis, and collaborative workshops. This methodology facilitated collaboration, empathy, and creativity among the organizations:

**1 The Wellbeing Collaborative:** enhanced effectiveness by actively engaging stakeholders from 60+ diverse organizations in brainstorming sessions, resulting in the identification of common barriers, opportunities, and actionable strategic ideas.

**2 Northern Arizona University (NAU):** redesign the academic standing process, identifying key challenges and pain points through student interviews and workshops, and generating actionable short-term and long-term strategies through the creation of innovative ideas and prototypes.

**3 College of Health Solutions:** By leveraging HCD methods to empathize with students and external stakeholders, understand pain points and future scenarios, identify key design elements, and conceptualize new degree options that led to the re-design of a signature MS degree.

**4 The Scottsdale Unified School District:** Through the application of HCD principles, stakeholders from the district actively participated in designing innovative strategies and initiatives that prioritize student, teacher, and staff needs and support their educational journey.

## IMPACT

Through the application of human-centered design principles and collaborative strategies, DesignConvo helped to create significant positive impact, including strategic system wide planning, enhanced optimized resource allocation, and a culture of innovation that empowers organizations to better serve their internal and external stakeholders and improve overall outcomes

## AT A GLANCE

### Challenges

The Wellbeing Collaborative, the College of Health Solutions, Northern Arizona University, and the Scottsdale Unified School District recognized the need for collaborative strategy work to address complex challenges.

### Benefits

- Improved user experience
- Increased innovation
- Enhanced stakeholder engagement



"Before when we were working as a group, the work felt so difficult. We have come so far, and the work now feels so natural and just flows."

**-Amber Brooks-Gumbert**

Program Director  
Arizona State University



CASE STUDY

# Increasing Leadership Intelligence through Strategic Storytelling, Executive Improvisation, and Collaborative Facilitation

## BACKGROUND

This case study explores how DesignConvo's workshops on strategic storytelling, executive improvisation, and collaborative facilitation have been instrumental in enhancing leadership intelligence. By focusing on these essential skills, DesignConvo aims to address the gap in leadership capabilities and create well-rounded leaders equipped with complete leadership intelligence.



**A survey conducted by Deloitte saw that 94% of executives and 88% of employees believe that a distinct leadership model is needed for the 21st century, emphasizing skills such as adaptability, creativity, and collaboration.**

## APPROACH AND SOLUTION



**Strategic Storytelling:** Through engaging applied workshops, DesignConvo has empowered over 75+ leadership professionals across the US to leverage the power of storytelling to engage and influence others authentically. The workshops teach leaders how to tap into their personal stories to connect with their audience and inspire meaningful action.

**Executive Improvisation:** DesignConvo has successfully conducted executive improvisation workshops for various leadership groups, including 25+ IT leaders at Arizona State University and 35+ behavior leaders at a conference. By fostering an improv mindset, leaders develop creativity, flexibility, agility, empathy, and effectiveness, enabling them to adapt and thrive in dynamic and uncertain environments.

**Collaborative Facilitation:** DesignConvo's facilitation training sessions have equipped leaders and organizations across industries with the skills to engage in and lead collaborative conversations. By fostering collaboration, accelerating decision-making, and transforming cultures, these training sessions build the capacity for leaders to effectively navigate complex challenges and foster inclusive and productive work environments.

## IMPACT

DesignConvo's focus on strategic storytelling, executive improvisation, and collaborative facilitation has had a transformative impact on leaders and organizations. By developing these crucial skills, leaders enhance their ability to inspire, influence, and adapt, resulting in improved leadership intelligence. This case study highlights the importance of these skills in addressing the evolving demands of leadership in today's dynamic business landscape.

## AT A GLANCE

### Challenges

- Resistance to change
- Time constraints
- Skepticism and perceived relevance

### Benefits

- Enhanced leadership effectiveness
- Improved adaptability and agility
- Cultivating collaborative cultures



"The time flew by in this very enjoyable workshop. I can't believe how effective this was for learning some key strategies and skills and increasing my confidence in using story telling for presentations and writing at work or elsewhere.

**-Dr. Cynthia Stonington**

Associate Medical Director  
Office of Joy and Wellbeing  
Mayo Clinic Arizona

