

# Design Thinking in Transformation

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Connecting IT Projects to  
Business Outcomes for  
Increased Value

Adapted from the 2022 White Paper:  
*A Design-Thinking Approach to Transformation*  
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## BEFORE the Change

- M**indset of aligned goals and betterment of jobs
- A**wareness of change
- R**esilience-building shared vision
- K**nowledge-share tools
- O**penness to learning and experimenting

## Call to Leadership

## Leadership Response

- P**ersona based stakeholder profiles
- O**pportunities to meet stakeholder value
- L**ead to focus and empower
- O**bjectives as a planning and organization tool

"Leadership requires two things: a vision of the world that does not yet exist and the ability to communicate it."  
- Simon Sinek



**Close the loop** on processes, performance measures, and other impacts to new ways of working

**Practice as a team**

**Lessons learned** about adoption aspects

Don't forget **Legal**

**Celebrate** and reinforce the willingness to change

## AFTER the Change

"The goal is to find the social channels, email cadence, and consumption style that **matches** [the target community]."  
- Dori Gilbert

Choose team members with these characteristics and keep them focused on:

- **Enthusiastic** support
- **User impact**
- **Stakeholder Value**
- **Cross-team** decisions
- **Communicating** in language of user
- **Flexible access** to user education

## DURING the Change