Organisational Design Health check

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design

Is your organisation design-driven? Are you getting the most value from design? Or could you be doing more to fully harness the opportunities that strategic design thinking principles and practices can deliver? Take our 10 question health check to find out.

1 Visionary

Does your organisation have a clear vision for the future (and road map to get you there) that inspires your people to work together to deliver the shared vision?

YES we have a clear vision for where we want to be in the future and any staff member can articulate the organisation's vision, believes in it and knows how they contribute to achieving the organisation's goals.

NO we don't believe that a vision is necessary to run a successful organisation. If there is a vision, it is set by senior management alone without talking to employees. Most staff are not aware of/ unable to articulate the organisation's vision and don't know how their work contributes to a successful organisation.

2 Opportunities not problems

Does your organisation embrace complex business and market problems and use them as opportunities to drive innovation and strategic business growth?

YES we are aware of and understand the challenges facing our business and we have a strategic approach to developing solutions that deliver sustainable business growth

NO we stay away from innovating because we believe it costs too much and / or our market is stable. We don't always understand the challenges we face so we struggle to move forward and often end up ignoring problems in the hope they will go away

3 Customer driven

Does your organisation understand your customer and strive to put the customer's needs at the centre of all that they do?

YES we regularly talk with our customers to understand our customers' wants and frustrations, develop insights, test ideas and validate assumptions with the results being fed back into the organisation and development process.

NO we don't/ rarely talk to our customers as we already know what they want.

4 Research-led opportunity identification

Does your organisation actively seek to identify and develop new business opportunities derived from key insights based on research (customer, market, technology, global trends)?

YES we actively work with research data/ information from many different sources and business sectors to extract meaningful insights, recognise opportunities and help drive innovation and business growth.

NO we look at what our competitors are doing and what's happened in the past within our own sector as a predictor of future market opportunities.

5 Innovative product / service solutions

Does your organisation develop innovative products and services that work first time, are embraced by your customers and copied by your competitors?

YES our products and services sell like hot cakes, receive positive feedback from our customers and are often copied by our competitors.

NO our products and services are slow to sell, feel like they have missed the mark somehow and it feels like we are always playing catch up to our competitors.

6 Cross-functional collaboration

Does your company have a culture of collaboration and information sharing that invites participation, develops understanding and builds ownership of outcomes?

YES we actively engage in information sharing and knowledge building activities across functional units and with external stakeholders through collaborative workshops, cross-functional project teams, and/or innovation spaces for ideas and information sharing across functional areas.

NO we work within our functional areas/ business units and only consult with other units on an ad hoc basis as required.

7 Effective communication

Does your organisation communicate new ideas for products/ services/ change in a way that generates excitement, drives participation and ensures uptake and sustainable implementation within your organisation?

YES new ideas are effectively communicated to staff such that staff embrace and own the change and ideas quickly develop and become embedded within the organisation.

NO we have ideas but they never seem to go anywhere.

8 Efficient and cost effective processes

Does your organisation have sustainable business processes in place that ensure projects are delivered on time and to budget every time?

☐ **YES** we have embedded product / service development processes and supporting tools that enable us to plan, budget, monitor progress towards agreed targets and review project outcomes that ensure we meet project deadlines and budgets most of the time.

☐ **NO** we have product development processes but not everyone follows them and projects often run late and / or go over budget.

9 Strategic business plan with SMART goals

Does your organisation have a strategic business plan for the future that expresses your vision in terms of goals, plans how to get there including resource allocation and metrics for measuring success?

☐ **YES** we have a strategic plan that expresses our vision in terms of short, medium and long term SMART goals (Specific Measurable Actionable Realistic and Time-bound), identifies actions and resources to achieve our goals and has buy-in from the Board, senior management and staff.

☐ **NO** we have a 5 year plan that no-one has read except senior management and it doesn't relate to the day to day running of the organisation.

10 Skilled resources from top to bottom

Does design hold a prominent place on your org chart as part of the leadership team and is design managed by experienced professionals with senior management support?

☐ **YES** we have a Head of Design who is part of the senior management team and who champions design across the business and supports other managers in the day to day implementation of design initiatives across the organisation. We have qualified and experienced professionals implementing design across the organisation.

☐ **NO** our R&D Manager is the only voice of design and he doesn't have much influence with the senior management team. Most of our product / service design is carried out by engineers / marketing staff.

YOUR SCORE: ☐ **Total YES**

0 - 3
Looks like you are just starting your design journey and you could use a little help. Use this health check to start a conversation in your organisation and contact us to see how we can help you.

4 - 7
Looks like you're in the middle of your design journey and doing pretty well but you could get even greater benefits from design with the right help. Contact us to see what's possible.

8 - 10
You're well on the way to becoming a design centric organisation – well done! We'd love to connect with you and learn about your design journey and your plans for the future.

If you scored less than 8, chances are your organisation is not design-driven and may not be operating and growing to its full potential. To find out how design could benefit your business, contact Scintilla Design at *hello@scintilladesign.com* today for an obligation free consultation. We would love to work in partnership with you and your organisation to help your business realise its full potential.