IB 407 · SLIDE NOTES

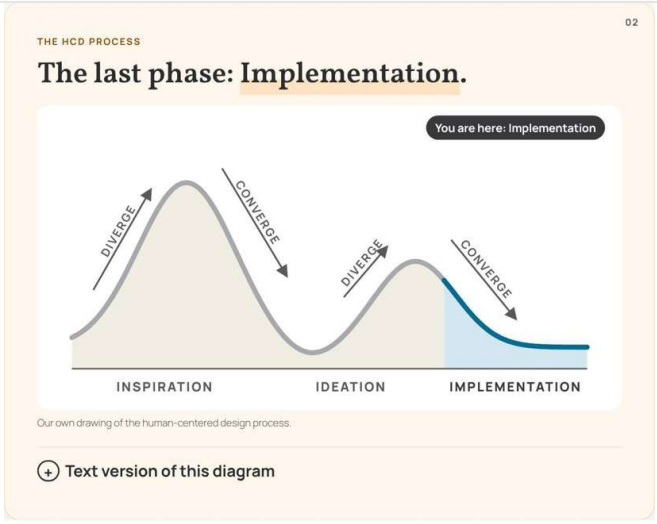
Leading Through Design

Each slide is on the left. Type or write your notes on the right. https://julesmorrisphd.com/teaching/smith-gls/ib-407/leading-through-design/



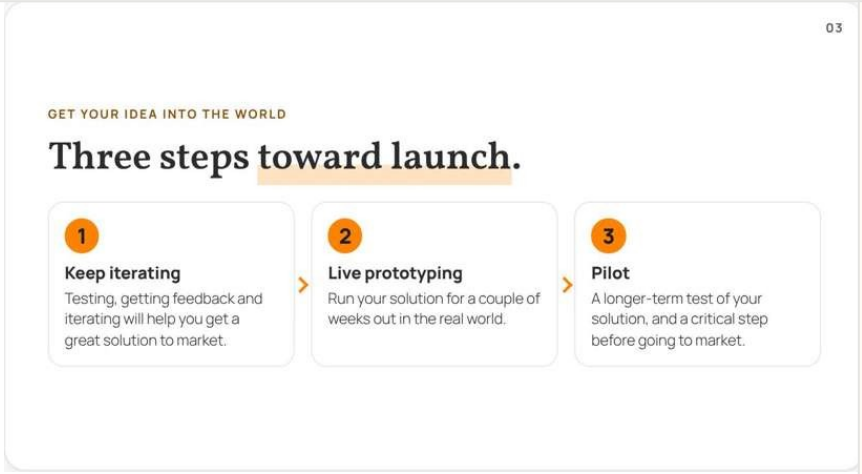
Slide 1

My notes



Slide 2

My notes



Slide 3

My notes

04

AFTER THE IDEA: IMPLEMENTATION

A tested prototype is not a change yet.

1. **Who does what** — Plan the roles.
2. **What it needs** — People, partners, money.
3. **Define success** — Before the pilot starts.
4. **Run the pilot** — Then keep iterating.

⊕ How a design becomes a change people keep

My notes

Slide 4



05

LONDON DAY 9

Debrief and reflections.

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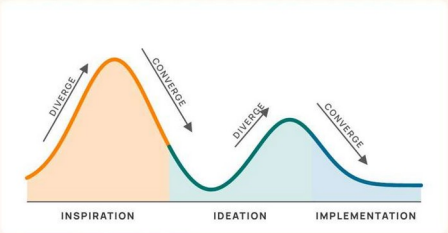
My notes

Slide 5

06

LOOK BACK

Everything you did, in one picture.



Our own drawing of the human-centered design process.

Inspiration
- Frame your design challenge
- Secondary research
- People, experts, immersion, analogous inspiration
- Extremes and mainstreams
- Interview techniques
- Create a plan, then field research

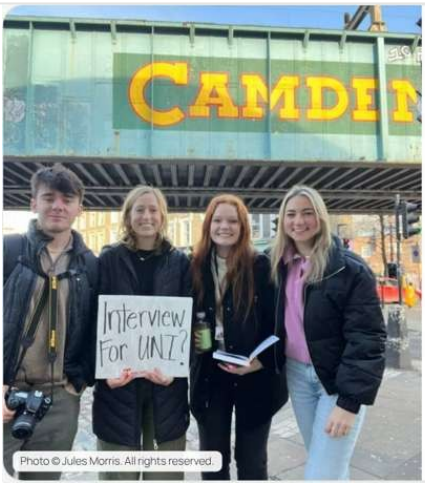
Ideation
- Synthesis: download learnings, find themes and insights, craft How Might We questions
- Brainstorming: rules and top ideas
- Prototyping: storyboard, rapid prototype, test and get feedback, integrate feedback and iterate

Implementation
- Keep iterating
- Live prototyping
- Pilot

⊕ Text version of this diagram

My notes

Slide 6



07

EMPATHY AND COMPASSION AT THE CENTER

Care deeply. Then do something about it.

- In this course, empathy means caring deeply about the lives of the people you design for.
- Compassion is empathy in action: a willingness to do something about it.
- A human-centered leader does both, for users and for teammates.

My notes

Slide 7

08

TECHNICAL PROBLEM OR ADAPTIVE CHALLENGE?

Some problems need a fix. Some need people to change.

Technical problem

- **The fix is known.** An expert or a procedure can solve it.
- **Authority works.** Someone decides and it gets done.
- **People stay the same.** No one has to change values, habits or loyalties.
- **Example:** a clinic installs a reminder system that texts patients the day before.

VS

Adaptive challenge

- **The fix is not known yet.** People have to learn their way to it.
- **Authority is not enough.** Orders produce compliance, not change.
- **People must change.** Habits, roles or beliefs shift, and someone feels a loss.
- **Example:** getting front-desk staff, nurses and patients to rethink why appointments get missed.

⊕ Where this line comes from

My notes

Slide 8

09

THE MOST COMMON LEADERSHIP MISTAKE

Don't buy a tool when people need to learn.

The most common leadership mistake is treating an adaptive challenge like a technical problem: buying a tool or issuing a rule when people need to learn and change.

My notes

Slide 9



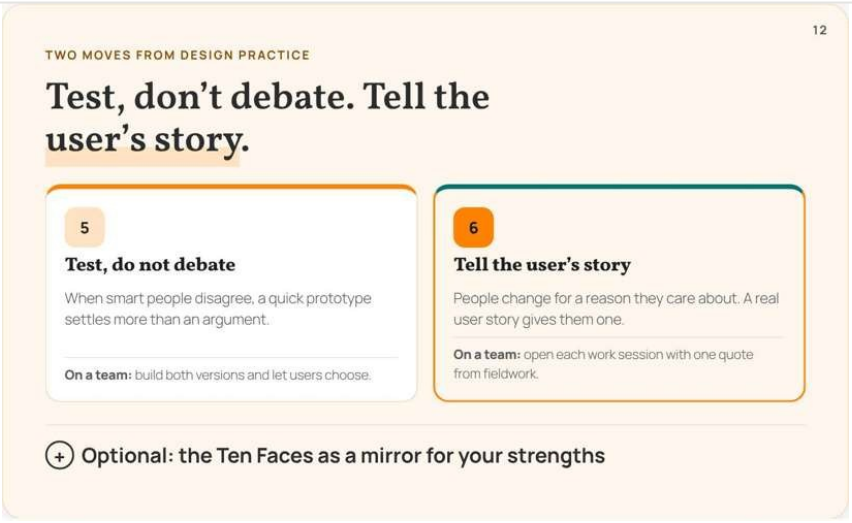
Slide 10

My notes



Slide 11

My notes



Slide 12

My notes

13

LEADING A TEAM YOU ARE ALSO ON

Name the pattern, not the person.

- **Use the class ground rules on your team.** Defer judgment, build on others' ideas, one conversation at a time.
- **Name the pattern, not the person.** "We keep skipping users" lands better than "you never want to interview."
- **Remember the feedback lesson from the syllabus.** Watch for imposter syndrome (doubting work that is good) and overconfidence (bristling at honest feedback). Both get in the way of growth.

My notes

Slide 13



14

WHAT YOU CAN DO NEXT

Keep designing.

- Talk with someone you're designing for and ask them to share their experience with you.
- Lead a brainstorm with your team.
- Take a prototype to your next meeting to prompt discussion.
- Explore Design Kit (designkit.org) for more methods.

My notes

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