



Digital Government and CX Community

Framing & Solving Problems with Human Centred Design to Drive Better Outcomes and Sustainable Transformation in the Public Sector

TRAINING

Creating and Improving Physical & Digital Products and Services



Facilitated by
DENISE BELLING
Human-Centered Design Facilitation, Training, Strategy
& Consulting
Empathika

Online → 28 October & 4 November 2022



Creating and Improving Physical & Digital Products and Services

As a Project Manager in the Public Sector you have to navigate a whole host of complexities: multiple stakeholders (often with conflicting interests), tight budgets, changing work environments and end-users with diverse needs.

Human-centred design (HCD) offers an antidote to address the complexity. Commonly used in design and management frameworks HCD enables you to develop solutions to problems by involving the human perspective in all steps of the problem-solving process.

There is no set process. The point of design thinking is that it isn't a process. Evidence based decisions are made throughout, and the specialist skills are in effectively selecting method combinations and applying them in skilful ways.

This 8-hour training course aims to provide time poor, public sector project managers with the tools to unlock better social outcomes and solve problems with Human Centred Design.

You will learn how to apply HCD towards designing and improving products, services, digital and physical experiences. You will leave this training course knowing how to address mindsets and behaviours with a people-first perspective; an ability to tap into the power of iteration and working visually; as well as frameworks to help guide divergent and convergent thinking.

Not Just a Training Session

- **A bespoke program designed for public sector** focused on actionable insights including: implementing a people-first perspective; effective iteration and working visually; guiding convergent and divergent thinking.
- **Learn with a renowned HCD expert and educator** who has worked with government entities in Australia and overseas.
- **Build a in-dept understanding** of internal and external stakeholders with ethnographic research.
- **Gaining an understanding of the HCD methodologies** with a view of identifying the best combination for you.
- **Understand how to embed and scale HCD**

Who Attends

This course is designed for project managers and cross-functional business leads charged with driving transformation change in all three levels of government including:

- **Project Manager and Project Leads**
- **Business Process Improvement Managers, Leads, Officers**
- **Service Designers**
- **UX Managers and Leads**

Meet Your Facilitator



DENISE BELLING

Human-Centered Design Facilitation, Training,
Strategy & Consulting
Empathika

Denise is passionate about making meaningful things better through creating conditions, and being a catalyst for mindsets, behaviours and skills to achieve real world innovation through authentic empathy and diverse collaboration.

With a deep curiosity, continuous learning mindset, and real world pragmatism, Denise loves to help people and organisations to work better together through approaches that enable being real about what it means to be authentically and fallibly human, and facilitating the small things that can make big differences to communication and collaboration.

Denise has extensive experience across the spectrum of human-centred design leadership, strategy, innovation education and capability building with a broad range of individuals and organisations throughout Australia, South & South East Asia and Europe for more than 15yrs. She has worked with specialist human-centred consultancies, in-house in government, corporate and not-for-profits, and is currently freelance consulting and educating, including for the past 7yrs in partnership with the LUMA Institute.

Preparation

This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you face in your organisation.

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space
- Current product or service challenges you facing

CLICK HERE TO REGISTER



Module 1: Introducing Human Centred Design: What it is and isn't

10:30am PSN Welcome

10:35am Why Are We Here? Overview, Objectives and Outcomes

10:45am How to Get the Most Out of This Session – Participation Principles, Tech and Tools

11:00am An Introduction to Human Centred Design

- Human Centred Design and the power of the human perspective
 - Understanding how to apply HCD to design products, services, digital and physical experiences
 - Learning the difference between HCD for improvement and HCD for creation
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11:45am It's Not a Process! Frameworks & Tools for Working With Human-Centred Design

- An overview of various HCD frameworks; the pros and cons
 - Adopting a framework for convergent thinking and divergent thinking
 - Identifying the best framework or combination of frameworks for your problem
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12:30pm Lunch Break

Module 2 – Exploring and Framing the 'Right' Problem/s

1:00pm The Importance of Exploring the Problem With Your Team

- The role of Ethnographic Research in HCD
 - Investigating the benefits of research interviews, contextual inquiries and fly-on-the-wall activities
 - Analysing and synthesizing research data to determine audience profile, empathy maps and journey maps
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1:45pm **Group Activity:** Framing your problem and identifying the best HCD tool-kit to solve it. The class will break up into groups and choose a problem that they will solve over the course of this training.

2:30pm Closing Remarks from the Trainer and End of Day 1

Module Three – Achieving the Most Impactful Solutions

10:30am Welcome and Recap

10:45am Mindsets, Power Dynamics and Biases

- A deep dive into stakeholder and ecosystem mapping
- Investigating and biases and power dynamics
- Synthesizing this data to stakeholder profiles

11:30am Uncovering Common Points of Failure and Strategies to Avoid Them

- Why some HCD projects do not succeed
- Identifying the key points of failure and how you can mitigate these risks
- Lessons learnt from the real world (i.e. case studies; references to past experience)

12:15pm Lunch Break

Module Four – Making HCD a Part of Your Everyday Work and Life

12:40pm How to Scale and Embed Human Centred Design in Your Organisation

- Outlining next steps to progress your journey
- Shifting mindset, gaining allies and driving culture change
- Embedding HCD principles into your Business-as-Usual

1:30pm **Activity:** Continuing on from Day, the group will work on applying the HCD principles learned today to solve their chose problem. Once completed they will share teir findings to the group.

2:30pm Closing Remarks from Trainer and End of Day 2

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