Digital Government & CX

Framing & Solving Problems with Human Centered Design

TRAINING

Creating and Improving Physical & Digital Products, Services and Experiences

Facilitated by
MICHAEL TATHAM
President & CEO
Tatham Company

Online
Day 1: Friday, June 7, 2024
Day 2: Friday, June 14, 2024

PUBLIC SECTOR NETWORK

Certified B Corporation

Creating and Improving Physical & Digital Products and Services

Envision a world where empathy, creativity, and innovation guide every problem-solving endeavor. A world where solutions are meticulously crafted to authentically address the needs of those they serve. This is the transformative power of human-centered design (HCD). In today's intricate and rapidly evolving landscape, embracing an approach that places humans at the core of problem-solving is essential.

Human Centred-Design serves as an antidote to navigate the complexities that surround us. Widely employed in design and management frameworks, Human Centred-Design empowers you to cultivate solutions by actively involving the human perspective throughout the entire problem-solving journey. By embracing Human Centred-Design, you unlock the potential to revolutionize your approach, foster meaningful connections, and create impactful solutions that resonate with people on a profound level. It is through this human-centered lens that we can shape a world where problems are met with empathy, creativity, and innovation.

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 skillful 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 Centered 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 behaviors 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

- **This activity-based program has been developed so that you learn through doing.**

- **Build a in-dept understanding** of internal and external stakeholders.

- **Gaining an understanding of the HCD methodologies** with a view of identifying the best combination for you.

- **Setting up a plan for continuous improvement**

- **Intimate, small class with no more than 25 participants**

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**

- **Product Managers and Leads**

Meet Your **Facilitator**

MICHAEL TATHAM
President & CEO
Tatham Company

Michael has collaborated with world-renowned leaders for over 18 years, using his expertise to help them unite their teams to tackle their industry's most significant obstacles. His diverse clientele has included organizations such as NASA, Walmart, Bank of America, HP, and the US Airforce. Michael has instilled organizational agility and adaptability in his clients by offering a complete set of tools necessary to drive growth in the form of mindset, methodology, and systems.

What sets Michael apart from your traditional coach is his ability to gather cross-functional organizational buy-in swiftly, leading to the development of a competitive operating rhythm that initiates and drives organizational change sustainably.

Beyond his work, Michael balances his passions for flying, boxing, basketball, golf, and technology while being a devoted father to four children.

Preparation

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

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

Module 1 – An Introduction to Human Centered Design

10:00am | **PSN Welcome**

10:15am | **Overview, Objectives and Outcomes**
- Why are you here?
- How to get the most of out of this session
- Participation principles and tools

10:30am | **An Introduction to Human Centered Design and Its Benefits**
- Human Centered 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

11:15am | **Morning Break**

11:30am | **Influencing Mindsets and Behaviors**
- How to define success
- Understanding how to gain buy-in
- An exercise in aligning stakeholder goals

12:15pm | **Lunch Break**

Module 2 – Exploring the Problem

12:45pm | **Exploring and the Problem**
- Understanding problem spaces and identifying your problem space
- Engaging with the community/ users and mapping out the pain points and challenges that they face
- Synthesizing and processing this information

1:30pm | **Break**

1:35pm | **Understanding your Community and/or Users**
- Unpacking persona creation
- What are the questions that you need to ask
- Creating a user journey map and other artifacts to extract key information

2:15pm | **Resources, Reflection and Feedback**

2:30pm | **End of Day 1**

Explore the Agenda

Module 3 – Ideation, Feasibility and Viability

10:00am **PSN Welcome and Recap**

10:15am **Concept ideation: Evaluating your Current State and Discussing Possible Solutions**
- Assessing where you are at presently
- Applying a blueprint exercise
- Developing solutions

11:00am **Break**

11:15am **Practical Guide: Internal Valuation and Testing**
- Running a feasibility and viability exercise with internal stakeholders
- Running a User Testing
- Gathering and synthesizing feedback
- Planning next steps

12:15pm **Lunch Break**

Module 4 – Making HCD a Part of Your Everyday Work and Life

12:45pm **Understanding Journey Maps and their Practical Application**
- Exploring task models
- Planning a blue print for your Future State
- Identifying gaps and areas for improvement

1:30pm **Making HCD part of BAU: Planning for Continuous Improvement**
- Outlining next steps
- Planning a Human-Centered Design sprint workshop
- Lessons learned and takeaways

2:15pm **Resources, Reflection and Feedback**

2:30pm **End of Day 2**