Transformation design for organisational change

Course syllabus

Introduction

CONTEXT

Past and recent events, such as the pandemic, have highlighted the need for adaptable, authentic and relation-oriented personal and business interactions and experiences. In this context, organisations recognise that understanding their role in the world, engaging with stakeholders, embracing an ecosystem strategy, and (re)organising for the best service experiences are crucial for staying valuable.

However, absorbing lessons learned from the past and present can be challenging. To assess how human-centric your organisation is, how differentiated your products and services are, and how effective your business operations are for customers and employees, the organisation may need to radically transform.

Transformations of this magnitude require a change of perspectives, bold ideas, a relation-oriented business and new ways of working. They also require a cultural shift that prioritises curiosity, collaboration, iteration, sustainability, impact, and a change-oriented frame of mind Adopting a designer's mindset is necessary to unlock new sources of value that are people- and planet-centred, as well as digitally enabled.

The world is changing rapidly, and we need to keep up with the change. Do we have the right tools and know-how to adaptively transform? How to positively address social causes and political issues, and contribute to global sustainability efforts? Now more than ever, we need to take charge of that change, use the momentum, and reinvent our business for the better: transform toward future sustainability.

Introduction

COURSE DESCRIPTION

There is an increasing need to redesign traditional organisations and businesses by focusing on meaningful outcomes and positive change through transformation and innovation. But what does it mean to redesign and transform an organisation or business? How do you (re)define, model, and implement innovative strategies that provide real added value? How to contribute and support your organisation on the positive and relevant impact it can create for and on others?

This course allows you to explore all aspects of transformation design, a human-centred, interdisciplinary process that seeks to create desirable and sustainable changes in behaviour and form – of individuals, systems and organisations.

By combining transformation design theory and practise with regenerative business design and frame creation, you will learn about the process of change in composition, structure, character and condition within organisations, including the introduction of new product/service (business) models.

The course offers a business (re)design and transformation experience, providing an opportunity to immerse in organisation/business transformation through five live interactive sessions and additional online lessons.

Outcomes and target audience

KEY TAKEAWAYS

- Learn how to understand what it means to change and transform an organisation/business
- Better understand your clients and (re)design your products and services
- Find out how to engage directly with senior internal and external stakeholders to drive sustainable business outcomes
- Learn and apply tools that can develop your skills in the areas of creativity & innovation
- Create a vision that can drive changes and lead the way to new business opportunities
- Find confidence in being involved in projects across the end-to-end project lifecycle, from business case development to execution and close-out
- Learn how to develop unique, innovative and game-changing solutions
- Think like a ‘designer and change-maker’ and transform how you approach changes

FOR WHOM?

For designers who want to understand the importance of transformation design within the context of organisations but don’t know quite where to start. For entrepreneurs and business owners to provide them with perspective to think creatively about their business model and develop it in a regenerative way. For creative leaders who want to make an impact on business and elevate their influence across their organisation. For professionals with roles like program manager, product owner, product manager, brand/marketing/communication manager, service/experience designer, change manager, design researcher, innovation lead, and lean/agile practitioner. For any professional who is using service design or design thinking in the context of business.

Structure and workload

EACH WEEK LIVE SESSIONS AND NEW LESSONS UNLOCKED

‘Transformation design for organisational change’ is a semi-self-paced course. Your workload is between 3 to 5 hours per week. The course comprises 8 live classes of 1.5 hours, designed to let you dive into transformation and business design, sustainable business models and related subjects. Your total investment would be between 12 and 20 hours.

If you are interested in learning more, additional papers, videos, theory and case studies are offered each week. To read and watch the additional course material, you will need 20 hours more.

SESSIONS

- Session 1: Accelerating change
- Session 2: Mapping stakeholders
- Session 3: Generating meaningful outcomes
- Session 4: Visioning
- Session 5: Being a change agent
- Sessions 6: Shared value thinking
- Session 7: Fostering transformation
- Session 8: Pitching your ideas

Peer-to-peer learning

LEARNING PLATFORM

The course is offered via our online Campus, a community-based peer-to-peer learning platform that offers professionals the opportunity to learn and (re)think, charge, and reset in a supportive environment. You will be supported by fellow participants making the experience an investment not only in yourself and your career, but also in contributing to the growth of others. You will share your reflections and answers on questions and homework with fellow participants and comment and discuss the outcomes.

MENTORING

In addition to the live sessions and study materials, you will be mentored throughout the course. All lessons are online, and live sessions will take place via Zoom. The Course Team and Course Mentor will provide support and guidance on the course content. As you complete your homework, you'll share them online, to encourage debate among your fellow participants. It is essential to share, look at others' homework, comment and promote discussion in order to make the most of the learning experience. The interaction in this course is led by you, the participants.

Support and certificates

DAILY SUPPORT AND OFFICE HOURS

During the 8 weeks, you will receive support from the Course Team regarding access to content, logistics, general questions, technical issues, etc. There are live office hours every week for the duration of the course to answer practical questions or discuss any issues you have encountered. You can chat (and if needed: virtually meet) with our Program Manager who will help you to resolve any problem or convey content questions to the Course Tutor.

CREDITS AND CERTIFICATES

This course is worth 40 SDC study points. Service Design College offers study points for participants who have satisfactorily demonstrated mastery of the course material. The decision to award any such points to a given participant will be solely within the discretion of Service Design College. You will receive a certificate of completion.

Meet the tutor

For many years, **Moira Buzzolani** has had the pleasure of helping international organisations, teams and individuals transition towards a desired future. She worked at Adidas for over a decade, leading major innovation and digital transformation programs as Director of Digital Transformation. Moira supported the company and its leaders in developing the strategic vision of the transformation and change management initiatives for digital programs.

Leading a team of experts and managers in scaling the impact of the global end-to-end design process, she contributed to the internal mindset of innovation at Adidas – and its goals to support customers to live active and healthy lives, blending sport and lifestyle – while pushing the boundaries in sustainability.

More recently, Moira founded her own consultancy to help leaders and teams in their journey, providing focus, clarity and direction. She teaches at several design and business schools, and has worked for over 10 years as a professor of Communication and Quality at the University of Ferrara. She is also an accomplished painter and illustrator and has written and illustrated a few children's books, including Adidas' first kids' book 'Poffy gets in shape'.

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By participating in this course, you agree to complete all work, including any exercises or exams, with your own original work, and you agree not to engage in any activity that would dishonestly improve your results, or improve or hurt the results of others. In addition, unless otherwise stated, you agree that any exercises, exams, quizzes or questions provided in connection with the course are for your individual use only.

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Any questions? Reach out to us!

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