

31VOLTS

CAMPUS

DESIGNING CULTURES

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# DESIGNING YOUR CORPORATE CULTURE

Designing Cultures is the Academy of 31Volts with which we help your team and organization to put people even more at the core and to search for the why behind the question. We experiment with prototypes to learn to innovate more successfully.

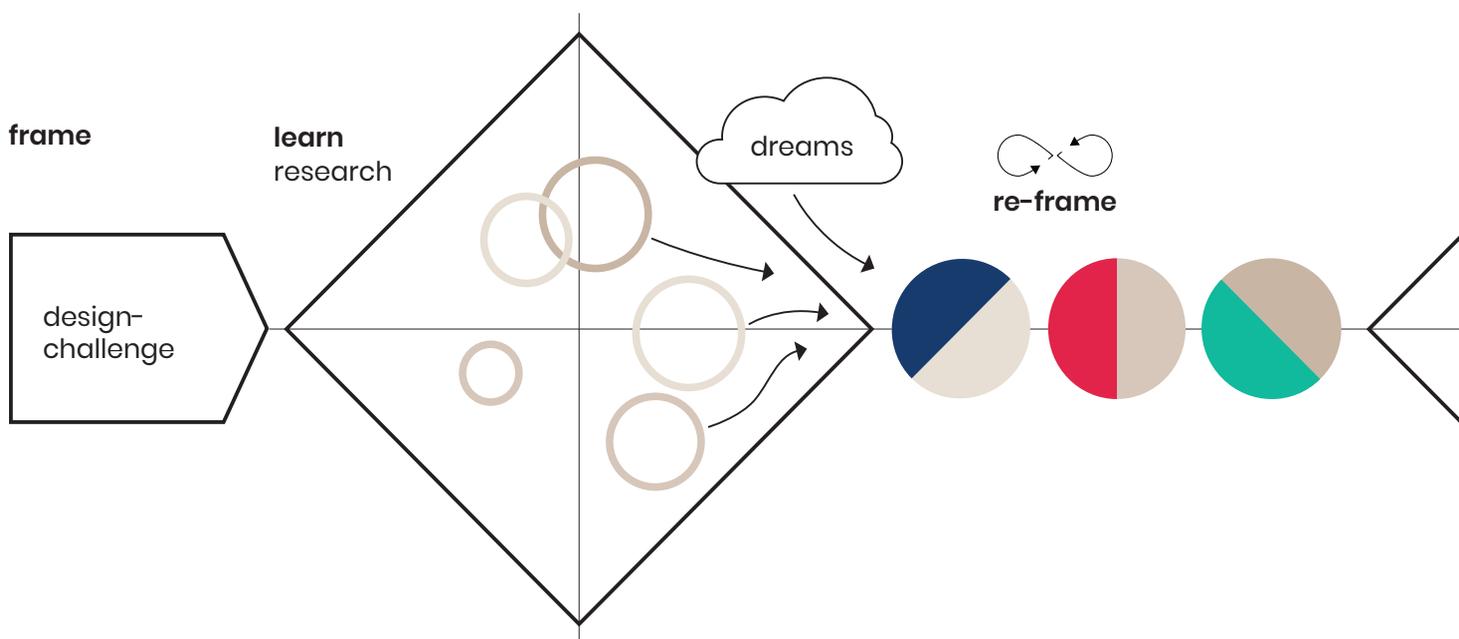
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## Design thinking

People have been designing for a very long time. With design thinking as title, it has been made clear what design exactly is. That as a designer you not only make things beautiful, but can also approach difficult issues in order to become even more innovative.

More and more organizations, it seems, are looking for ways to achieve smart and meaningful innovations. And then design thinking quickly comes into play. But what exactly is it?

What designers already knew is that design is the best way to achieve something new that benefits people. Creativity that is used for the purpose; make people's lives more pleasant. Sometimes by improving the beauty and user-friendliness of a product, but increasingly by giving a grip on "the real" challenge and then coming up with original new solutions.



## Designing Value

When someone asks us; what do you design? Our answer is invariably: "We don't design anything. And everything. But above all we design for people." That goes beyond than knowing that you have to involve people in your project, and that people have to want to use the solution. For us, people are the start and end for every project.

Frame, learn, create and transform. These are the four phases of the design process that give us something to hold on to. It helps to try and experiment things. In the research and in the prototype phase. It also helps to facilitate moments when decisions have to be made. And because this moment process is so important, we always design it. In every project.

### Frame

What is it all about? And what exactly do we want to calculate? Only when you have sufficient insight into the challenge do we start looking for new solutions. In many cases this means that the assignment will be rewritten. Often with in it perspective of your customer as a starting point.

### Learn

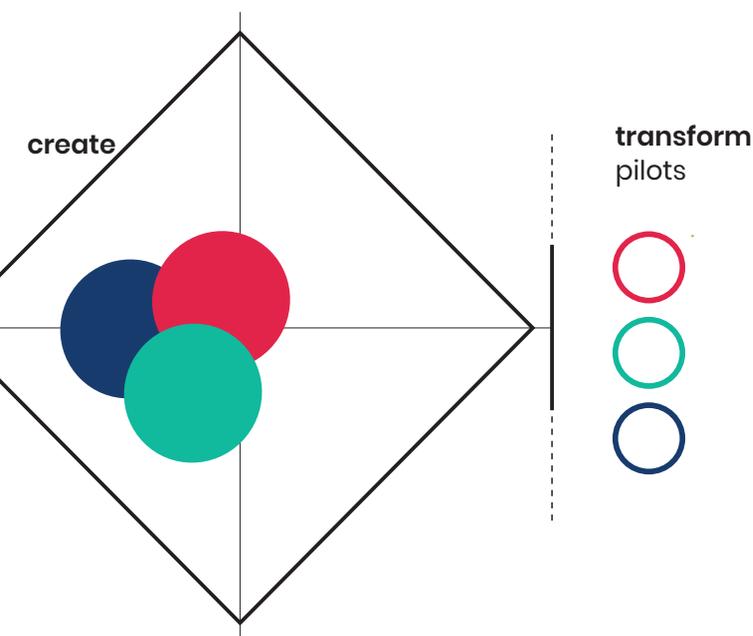
In design it is important to immerse yourself as quickly as possible in the world of the people you work for. From start to finish, we map out their experiences and translate them into Personas and Customer Journey Maps, for example. In this way we provide insight into what, why and where to design new solutions.

### Create

Due to the dynamic and intangible nature of design thinking solutions, a prototype can take many forms. Sometimes you need a product to provoke a new interaction. To get to work quickly and not get bogged down in details and sky-high cost, but your prototypes.

### Transform

A complex challenge requires rich solutions with many facets. Solutions that need time and attention to achieve. Therefore, this phase of the design process is often a new challenge. How can we help people with that change? is the question we are going to answer here.



## Double Diamond

When you read about Design Thinking on Wikipedia, the process consists of several phases. These four provide sufficient guidance for us. In addition, an iteration of an insight or an idea is inevitable, so the process is not linear anyway.

To clarify where we stand in the project, we use the double-diamond model of the British Design Council. Last year they introduced a revised version that better reflects reality. For us it is a model that helps to keep a grip on the progress with the team and to discuss it. Have we formulated the challenge clearly enough? Do we understand the world of the customer, user and target group well enough? Will the prototype make enough impact or will we start a new experiment? And is it time to form the transformation?

# 31VOLTS CAMPUS

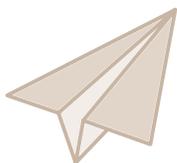
Our training. Which one suits you?

To learn by practise. We can teach you that. Design and design thinking, is the way of working that helps you to tackle challenges more effectively and with more pleasure. Especially if you do that as a team.

## Tailor-made training

Becoming good at design can be done at three levels: Getting to know the design process and methodologies, becoming comfortable with skills and building a design culture.

How you approach these levels differs per person, team and organization. We like collaborate with you so the form and duration that you receive becomes a tailor-made training, fitted to your specific wishes and learning objectives.



**Change starts today**

We help you further.

**Call of e-mail ons:**

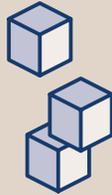
+31 (0)30 89 03 220 | [info@31v.nl](mailto:info@31v.nl)

## They preceded you:



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# INNOVATION DRIVEN DESIGN



This training is about getting to know all the good that design has to offer; people, the design process and associated techniques.

Tackling issues in a design-driven way means working according to a creative, pragmatic process. In this course you will search for the question behind the question and you will get a better picture of the needs of the (end) user.

## In this training...

- ▶ You go through the design process (the double diamond) with a own case
- ▶ You come up with new ideas and solutions
- ▶ You learn your idea on creative and to communicate in an interactive manner

## The added value

After following this training you will know how to find out the real needs of your user. This means you will no longer solve the wrong problem. You know what kind of challenges you need service design for or when your colleagues can use this and have learned to approach these issues in a design-driven way, so that you come to new insights and solutions.

#doublediamond #designthinking #portray  
#strategicdesign #brainstormingtechniques  
#visualize



ALSO  
POSSIBLE  
ONLINE

# COMFORTABLE WITH DESIGN SKILLS



This training is about skills development and getting comfortable with it. On a personal level, as a team and as an organization.



Interviewing people on the street or drawing an idea instead of describing it is quite exciting for many people. That is why you train your creative skills in this course. You will be introduced to various design skills and tools. From interviewing to design scenario.

### In this training...

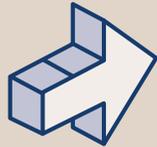
- ▶ Get to know different service design techniques
- ▶ Get comfortable with it visualizing ideas
- ▶ You will learn how to bring techniques and results to life in the organization

### Added value

After following this training, you dare to visualize an idea, so that they are better understood. You also know how to create a burden of proof to take on a people-oriented project and you are able to experiment on a small scale, so that you spend less time on solutions that prove not to be the solution.

#persona #customerjourneymap #businesscase  
#designscenario #visualializing #drawing  
#prototyping #experiment

# BECOME A DESIGN DRIVEN ORGANIZATION



This training is about making mistakes, experimenting and learning by doing. In other words: No prototype, no meeting.

Design driven organizations are more successful than organizations driven by predictable outcomes. How does design become the philosophy in a organization? Together we discover which transition your team or organization needs.

### In this training...

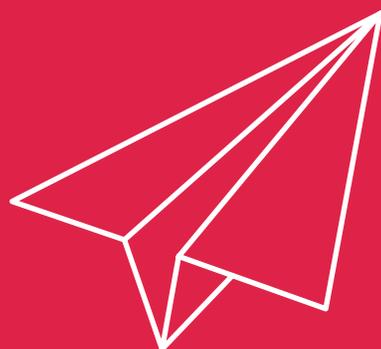
- ▶ You create a creative and safe working environment
- ▶ You develop a joint language in the field of design
- ▶ You will learn to integrate interaction and creativity in meetings and consultations

### Added value

After following this training you will know what environment you need for working in a design-driven way. Less time is wasted on miscommunication when it comes to a design-driven approach and meetings become more fun and effective because creativity is woven into them.

#working environment #creation #teamculture  
#safeenvironment #pilots #jointlanguage  
#tone-of-voice





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