

A decorative graphic consisting of several overlapping circles in shades of blue and green. A horizontal line, also in shades of blue and green, extends from the right side of the largest circle towards the right edge of the page.

NETWORK

Supporting organizations in harnessing and transferring the power of design to improve processes, outcomes and culture

Appendix C

Our Principles

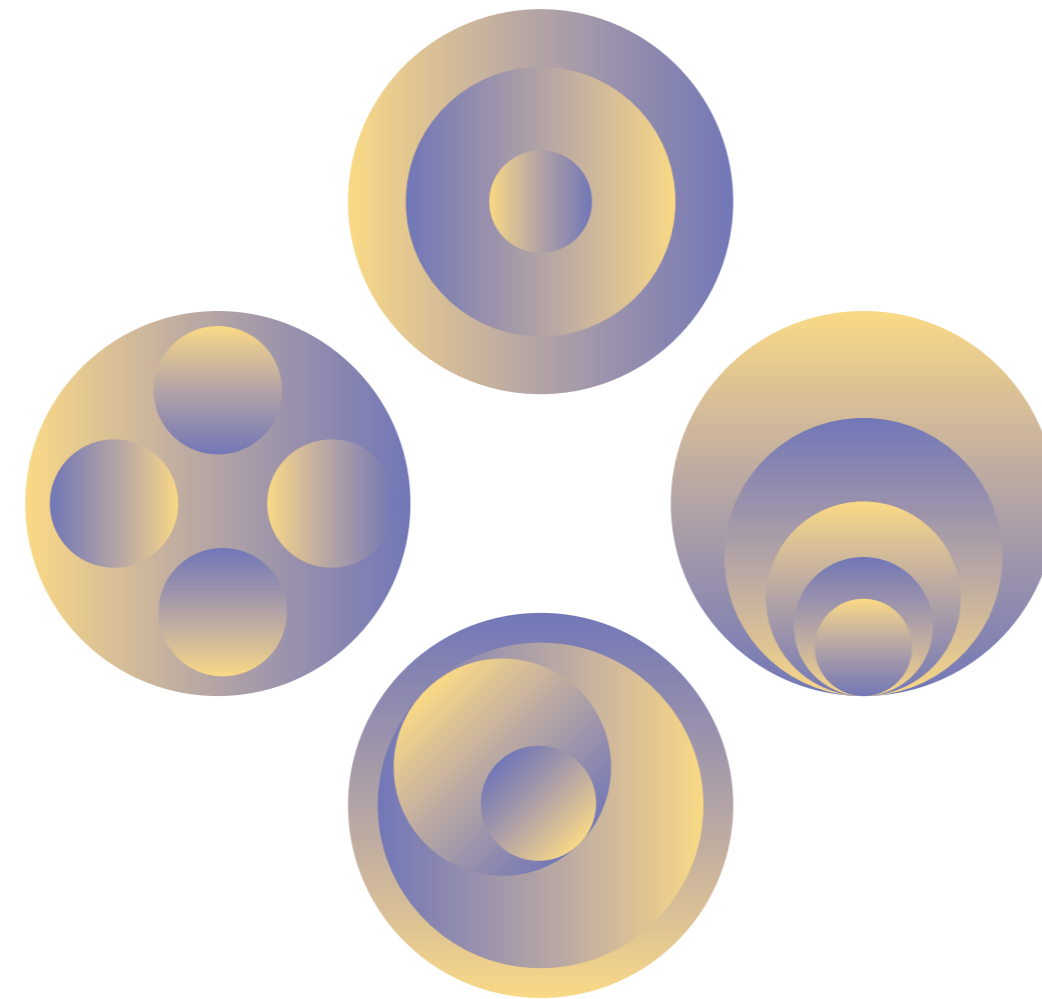
About Why network?

Implementation focus

We dedicate time to reflect and translate how the knowledge affects the network organizations, devising action plans from learnings.

Position commonality

Our members are similar in seniority and experience with design within their organization, assuring high quality of discussions and improving collaboration.



In-depth discussions

To the point, deep dive conversations on selected topics, helping members develop their change management skills through knowledge sharing.

Multiple perspectives

We challenge design thinking relating it to different aspects and perspectives of organizational change through approaching new topics and looking inside members.

The supertrooper network is a result of a six-month thesis research on organizations embedding design thinking. As outcome, similar barriers of embedding design were found in the organizations, as well as some enablers. We see this as an opportunity to connect organizations and build on these ideas.

This proposal for a network acts as a prototype and invitation to members, verifying the developed framework for networking and improving on member's feedback basis. Nevertheless, feel invited and follow up if you wish to make it concrete.

Members

Who is involved

Network Managers

Selected Designers

External Parties

Universities (TU Delft, The Hague University), Consultants (Designthinkers Group, Fabrique, Deloitte)

Requirements

Design Advocates

+5 years of experience
Experience with Design Thinking
Strategic position within organization

Appointed Member

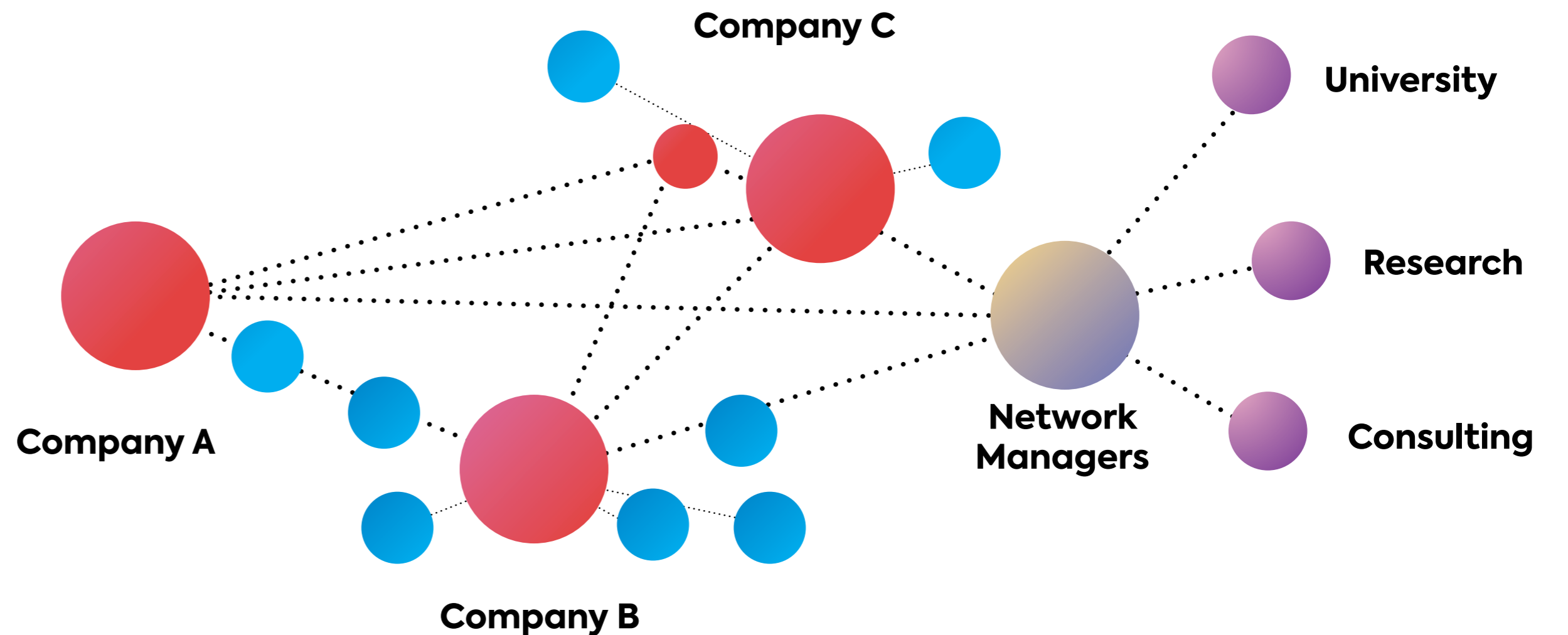
Managing position by Advocate's criteria
Selection per event

Connecting Forces

Membership Format

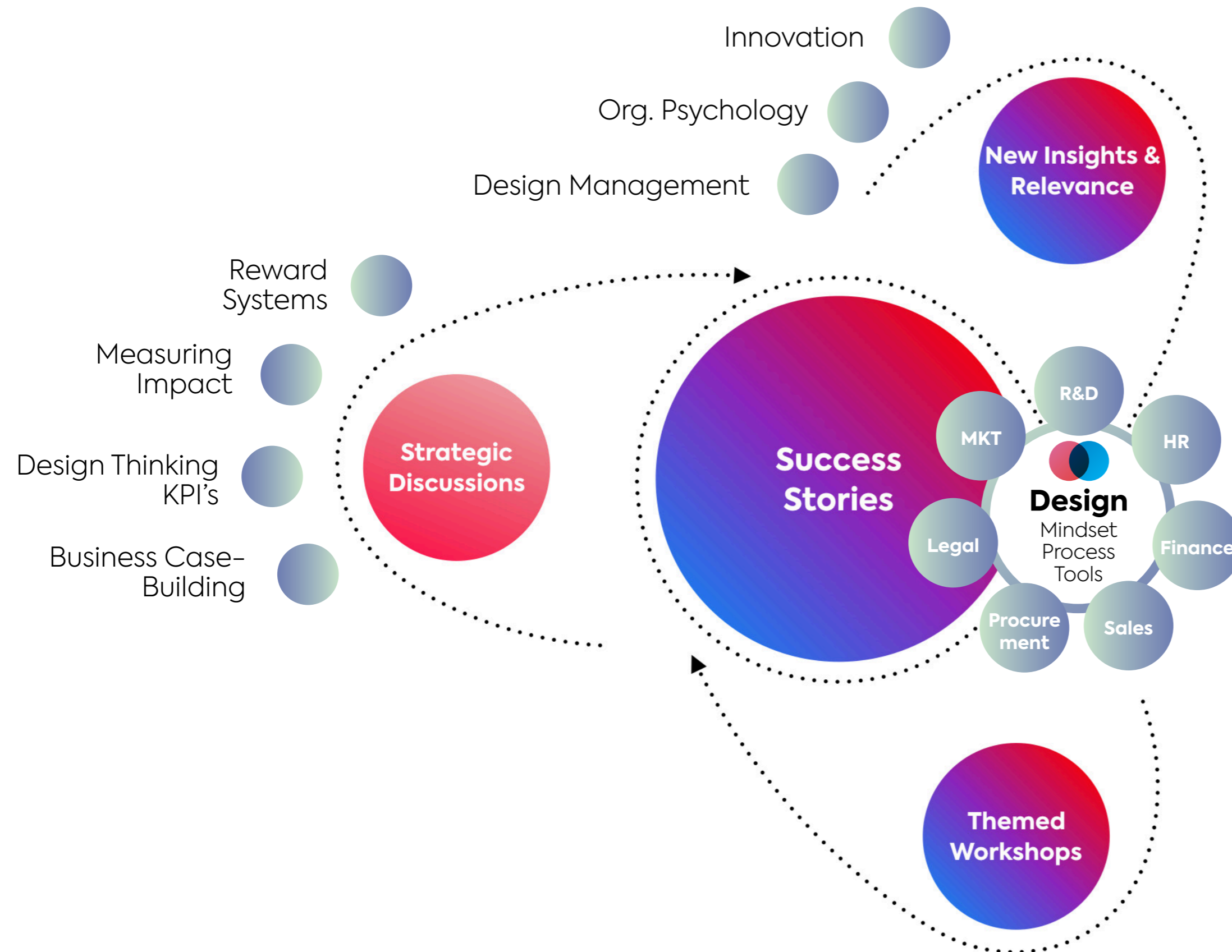
The membership format of this network is team-based. Organization leaders are Design Advocates and are primary contact point to the network. Next to them there are its appointees, which are selected and flexible, present in selected, bigger events. Each team is composed of 4 (four) members.

The **organic growth** of the network is very important, thus the current members are welcome to indicate partner organizations they think are pertinent to participate and have information to collaborate with the network.



The Network Framework

Why and how do we network



Strategic Discussions

Supporting the development of DT implementation skills in small, deep dive discussion between 12-15 advocates.

New Insights

Mixed session for all (15-30) with refreshing content from latest research findings from universities, new organizational trends and the effect of it on your organization.

Workshops

Focused session to develop knowledge. On thematic sessions (10-20), learn to translate principles and tools of design thinking to areas of your organization.

Strategic Discussion Event

SCALING DESIGN THINKING

You have done some successful design thinking pilot projects, what now?

Many organizations struggle with making the short-wins last in the long-term. How do you continue to grow your impact systematically? How do you grow the enthusiasm of your employees about what design can do from within?

When | 18 of August, 2018

Where | TU Delft Industrial Design Engineering

Who | Design Advocates Only
(15 Spots)

Program

- 14:00-14:40** Opening and discussion: The known barriers of scaling DT & setting shared learning goals for the afternoon
André Moreira Dias & Christine de Lille
- 14:50-15:30** Success Stories: Scaling the PACE at ING
Hugo Raaijmakers
- 15:30-16:20** Roundtable: Barriers for Scaling Design Thinking at organizations
- 16:20-16:40** Break
- 16:40-17:10** Debate on Barriers of Scaling Design Thinking
- 17:10-17:30** Take Aways: Translating learnings into an action plan
- 17:30-18:30** Drinks at I.D. Kaffee

Meet the speakers



Christine de Lille

The Hague University

With a decade of research on designing organizations, Christine researched major enterprises on their pursue to become design driven.



Hugo Raaijmakers

ING

Over 18 years of solid business experience driving digital innovation for leading global corporations and start-ups, driving the PACE transformation at ING.



Niya Stoimenova

TU Delft

Co-founder of Onami and part-time researcher on Design-Enabled AI with experience in organizational design

Thematic Workshop Event

DESIGN MEETS FINANCE

How to translate the power of design thinking tools and empower employees in sales, procurement and finance?

Bringing expertise from service design and design-driven organizations, this time we tell successful stories, framing the transformation process.

When | 22 of September, 2018

Where | DesignThinkers Amsterdam

Who | Design Advocates, appointees from the sales, finance and procurement areas. (30 spots)

Program

- | | |
|-------------|--|
| 14:00-14:15 | Opening
<i>Niya Stoimenova</i> |
| 14:15-15:00 | Success Stories: Design Thinking and the future of Procurement
<i>Rob Jonckheere & Guy van Veermersch</i> |
| 15:10-15:20 | Break |
| 15:20-16:50 | Workshop: Translating Design Thinking to...
<i>Arne van Oosterom Marcello Risolo Niya Stoimenova</i> |
| 16:50-17:00 | Break |
| 17:00-17:30 | Presenting groups Sales Procurement Finance |
| 17:30-18:30 | Take Aways: Translating learnings into an action plan |
| 18:30 | Networking Drinks |

Meet the speakers



Guy van Wijmeersch

Barco

Director of Innovation and DT at Barco, Guy leads his organization and build allies on Barco's journey to design-driven innovation.



Arne van Oosterom

DesignThinkers Group

With over 15 years of experience with Design Thinking, Arne is an expert in creating meaningful solutions and change within organizations



Niya Stoimenova

TU Delft

Co-founder of Onami and part-time researcher on Design-Enabled AI with experience in organizational design

New Insights

HR | ORGANIZATIONAL TRENDS AND DT

How is the workforce changing in organizations and how does that affect you?

Looking into the future, we bring fresh perspective and keep our eyes peeled for the world transforming around our organizations.

When | 05 of November, 2018

Where Delloite Digital Rotterdam

Who | Design Advocates, appointees from the sales, finance and procurement areas. (30 spots)

Program

14:00-14:15	Opening <i>Niya Stoimenova</i>
14:15-15:00	HR Trends and the Global Workforce <i>Delloite Digital Rotterdam</i>
15:10-15:20	Break
15:20-16:50	Workshop: Translating HR Trends Giulia Calabretta Niya Stoimenova
16:50-17:00	Break
17:00-17:30	Presenting groups
17:30-18:30	Take Aways: Translating learnings into an action plan
18:30	Networking Drinks

Meet the speakers



Remco Gaykema
Delloite

Remco is an experienced professional with experience in running large projects in the strategy, marketing and technology, in various industries.



Giulia Calabretta
TU Delft

Writer of the Strategic Design book and Director of the MA Strategic Product Design at TU Delft



Niya Stoimenova
TU Delft

Co-founder of Onami and part-time researcher on Design-Enabled AI with experience in organizational design

Membership

The membership includes free participation in the network's events, plus access to events materials - presentation slides, tools developed for workshops, templates - and contact list of participants, for further contact.

The annual subscription fees covers catering services, drinks, materials, location and speaker's costs. We do our best to deliver high quality in all these aspects.

Fees per organization*:

Individual (Design Advocate) - 450€

Organization (Up to 3 members per event) - 950€

Organization (Up to 5 members per event) - 1200€

*tickets for extra members are purchasable per event.

Join us!

Membership & Feedback

Are you interested in joining the Supertrooper Network?

What topics should be added to our framework? Why?

André Moreira Dias
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