



Design at Scale
by Rosenfeld

@Design_at_Scale #DAS2022
9 June 2022

THEME 2: Design Processes for a New Normal curated by Lada Gorlenko

ENTERPRISE DESIGN THINKING → free online! DURING PANDEMIC

Delivering Design Education During a Global Pandemic: Lessons Learned

ibm.com/design/
approach/
design-thinking



NICOLE UMPHRESS

Education Designer - IBM

Today...

There's a hunger for more training so we have launched another program... AND are delivering 6x/year vs 2x

I DESIGN INTERNAL EDUCATION PROGRAMS for OUR DESIGNERS

My team of three and I organize HOURLY, DAILY, WEEKLY SCHEDULE for IBM's Design Education Programs

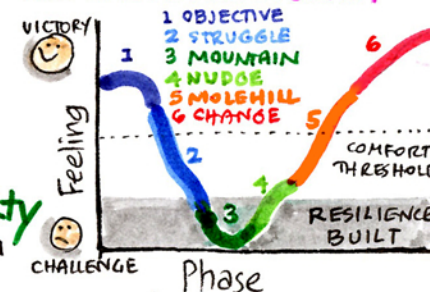
RESPONSIBLE FOR OVERARCHING OBJECTIVES and CURATING GUEST PRACTITIONERS

It's like an INCUBATOR PROGRAM part education, part hands-on TEAMS TASKED WITH REAL, IBM BUSINESS CHALLENGES

WE CREATED:

- A MIX OF ONLINE & LIVESSESSIONS
- OFFLINE CONTENT
- SLACK ASK-ME-ANYTHING
- SOCIAL TIME & "BRAIN BREAKS"
- TEAM TIME BLOCKS
- WEEKLY PRESENTATIONS TO SPONSORS

THE EMOTIONAL JOURNEY



CREATOR OF Rick and Morty DAN HARMON Story circle



SIMILAR TO Hero's Journey Adults learn best when they can relate new content to what they already know.

We used this to inspire our cadence

TRANSFORMING OUR CONTENT

We found innovative ways to repurpose common tooling LIKE Trello for PROMPTS & ACTIVITIES in a graphic format

CREATING AN ONLINE COMMUNITY

POSTING DAILY PLAN, DEDICATED CHANNELS for SYNCHRONOUS & ASYNCHRONOUS INTERACTIONS

MURAL → Shared work + projects CONSISTENCY

WE ALSO CONNECTED OUR NEW DIGITAL EDUCATION PROGRAM TO IBM'S LEARNING MANAGEMENT SYSTEM so participant progress could be tracked and recorded leading to PROGRAM COMPLETION BADGE

OUR first cohort GAVE US AN NPS of 100 highest possible score Second cohort 87.5

"being virtual allowed me to let down my guard..."
"social opportunities offset fatigue and isolation"
"very interactive and engaging..."

ACCOMPLISHMENTS

- DEVELOPED PROOF OF CONCEPT IN VIRTUAL TRAINING
- IMPROVED GLOBAL CONSIDERATION & REMOTE ENGAGEMENT
- DISCOVERED NATURAL RIGOR IN STORYTELLING MODEL

We've talked a lot about this today: WHAT HAPPENS WHEN A GLOBAL PANDEMIC CHANGES WORK AS WE KNOW IT?

In MARCH 2020, like all of you, WE HAD TO ANSWER THAT QUESTION in a MATTER of WEEKS.

Patterns was 100% IN-PERSON (AUSTIN, TX) Immersive experience

NEW DESIGNERS TAKE THIS TO LEARN HOW WE DO DESIGN AT AN ENTERPRISE LEVEL

BEFORE the pandemic WE USED TO...

draw on whiteboards.
Sticky-note all our ideas.
host live education sessions.
work late nights.
share our hobbies + talents.
play team games.
order everyone cupcakes.
organize happy hours.
be together.

So, LIKE EVERY GOOD DESIGN PROJECT, We started with RESEARCH.

And we used a lot of DESIGN BEST PRACTICES...

- What tools are available?
- How can we repurpose existing content?
- What do our users think/need?

enormous MURAL board became our LIFELINE

PLANNING

- What was working well?
- What could be improved?
- What must be covered in program?

- WEEK-BY-WEEK TASKS
- COMMUNICATIONS PLANS
- PRIOR PROGRAM FEEDBACK
- PARTICIPANT GEO-LOCATIONS
- CORE PROGRAM PRINCIPLES
- ... SO MANY THINGS!

SKETCHNOTES: @mjbroadbent