



Accelerating Decisions, Design, and Delivery
The DesignShop[®] Process

Rob Evans Consulting

Imagine the results if you could...



- Bring all your key stakeholders together into the most creative environment and most collaborative process they have ever experienced
- Quickly learn what other industries are doing to respond to the kinds of changes you are seeing in your marketplace
- Dramatically reduce the time it takes you to explore strategic alternatives and promising new business models
- Use a process that combines creativity and precision to select the path forward that holds the highest potential for success
- Build an aligned, committed team that can accelerate the implementation of your transformation

Accelerating Alignment and Results



***Co-designed with clients and engagement leaders...
...Delivered in a unique, mobile, collaborative environment***

Types of DesignShops

Client Issue	DesignShop Topic
Strategy and Transformation	Strategy development and implementation New enterprise operating model design
Operational Improvement	Business process redesign Cost reduction/Revenue Cycle Supply chain rationalization
Growth and Acquisitions	New market development Merger integration
Customer Experience	Customer experience redesign Service delivery innovation
Technology Acceleration	Technology architecture design ERP strategy and implementation

DesignShops Can Accelerate Solutions When

- ❑ There is a great deal of detail that requires many different stakeholders to contribute to the full picture of the situation
- ❑ There is an accelerated delivery schedule
- ❑ There is a need for rapid fact-based knowledge transfer
- ❑ There are complex issues that require discussion and consensus
- ❑ Many stakeholders have to be involved in designing the solution
- ❑ Business and technology teams need to develop a common view
- ❑ Participants are distributed across business units and geographies and there is value in bringing everyone together
- ❑ Validation by many different individuals is critical and will be time consuming
- ❑ Stakeholder time is precious: A DesignShop requires only 3 fully dedicated days instead of many more hours and days of less productive meetings spread over several months
- ❑ There is resistance that threatens to derail implementation

The Method has 3 Phases: Scan, Focus, and Act



Scan

- Take in real-time analysis and knowledge and build a common fact base
- Engage with industry specialists, leading practices, and benchmarks
- Uncover critical assumptions and issues
- Create a common language and build the foundation for a high-performance team

Focus

- Test and evaluate alternatives
- Conduct scenarios and simulations
- Build, combine and iterate model solutions
- Uncover and remove barriers to change
- Build a common view of what is and is not possible or desirable

Act

- Create group alignment and the intention to take action
- Make detailed decisions
- Design and engineer all aspects of the solution
- Establish detailed short-term and medium-term action plans along with a long-term transformation road map

Supply Chain Strategy/ERP Core Model Design

Global Direct Seller of Cosmetics

This business transformation included the identification of \$300 million in Supply Chain savings and the development of a JD Edwards core model design to redefine processes and achieve these savings across the global supply chain. The project involved two phases – Phase I was a 12 week effort focused on strategy definition and Phase II was a 20 week effort to define requirements, perform a gap fit analysis, conduct IT planning, and define the implementation plans.

Faster Delivery



“We decided to use the DesignShop because we couldn’t see any other way to meet our aggressive timelines. The process delivered on that promise, but we achieved far more by transforming our culture from discussion-oriented to decision-oriented.”

—Client CIO and Project Sponsor

Result: Using the DesignShop[®] resulted in more than a 50% savings of engagement time!

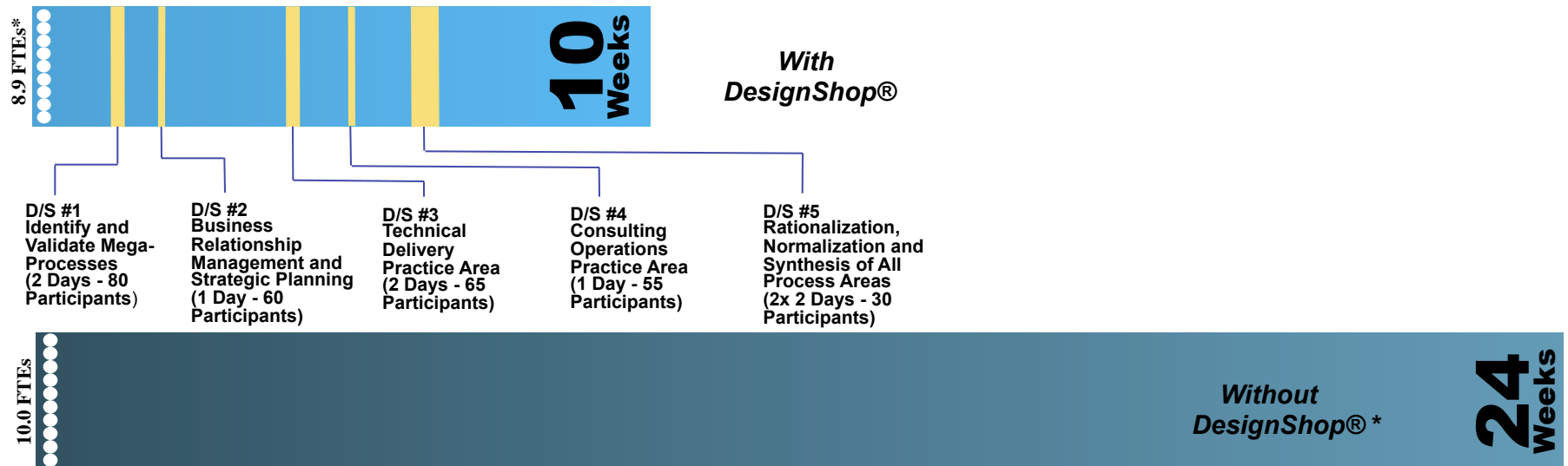
Information Technology Organizational Redesign

Large Insurance Company

This project resulted in the complete redesign of a 2000-person IT organization, including:

- End-to-end processes aligned with Application Services
- Process specifics for each of four practice areas
- Defined roles necessary to deliver the processes
- Competencies required for each role
- Inputs for the next iteration of the business plan and scorecards for the practice areas

Impact on Engagement Time



Result: Without the DesignShop, this engagement would have taken 2.5 times as long to deliver.

*Includes subject-matter experts who participated in DesignShop Sessions.

**Calculated by Account Executive Leslie Blair, Engagement Director Jane Farthing, and DesignShop Facilitator Brigitte Morel

A Revolution in Alignment and Engagement



- DesignShop® clients experience accelerated time to value. Complex decisions and implementation plans are made faster. Clients also experience significantly higher implementation success because of greater involvement at all levels of their organization.
- ***People support what they help create*** and the co-development of solutions significantly enhances the commitment of participants to follow through on transformation plans.
- A variation of this process has been used at the World Economic Forum in Davos, Switzerland. Follow this link to hear participants describe their experience:

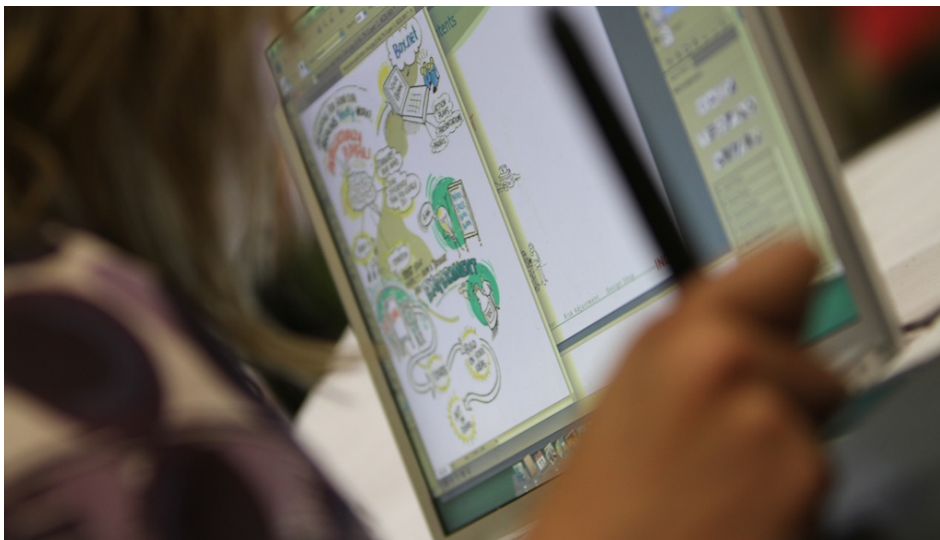
<http://www.youtube.com/watch?v=VzWgbaEmpvY>

Technology That Truly Facilitates



- We facilitate – literally, “to make easy” – by using a unique combination of technology and work process that allows teams to iterate and refine ideas at record speed.
- For example, we use digital photography and video capture record the output of each round of breakout.
- Within minutes, we upload this output to our DesignShop Portal in the Cloud. This output is immediately available to teams via iPads.
- Participants can also use iPads (or their own mobile devices) for surveys and immediate scoring/reporting of controversial issues.

High Quality Deliverables Move Your Work Forward



- While you are working to reach your objectives, the DesignShop team is working in the background to capture and record all your work and create high quality deliverables.
- Within days of the completion of the session, your participants receive a professionally-designed executive summary printed in either PowerPoint or magazine format.
- In addition, we create an online repository of all inputs and outputs in our DesignShop Portal on Box.net, a secure, cloud-based website.
- For an additional fee, the DesignShop team will also create a short video of the session for you to use in communicating your results.

Delivery Venues and Approximate Costs



- Delivery Venue Options:
 - A mobile DesignShop® environment can be set up anywhere there is a large enough open space, typically in hotel ballrooms or conference centers
 - We can also deliver a DesignShop at The Vanderbilt Center for Better Health in Nashville, TN
- The DesignShop delivery team can help find venues that meet our requirements
- Cost for a three-day session for up to 65 participants is typically \$185,000, plus expenses (venue rental travel and lodging for the delivery team and, catering for participants -- typically \$25-40,000)

The DesignShop Mobile Environment

Our light weight mobile kit can be set up in any suitable open space.

These photos were taken at the Guthrie Theater in Minneapolis.



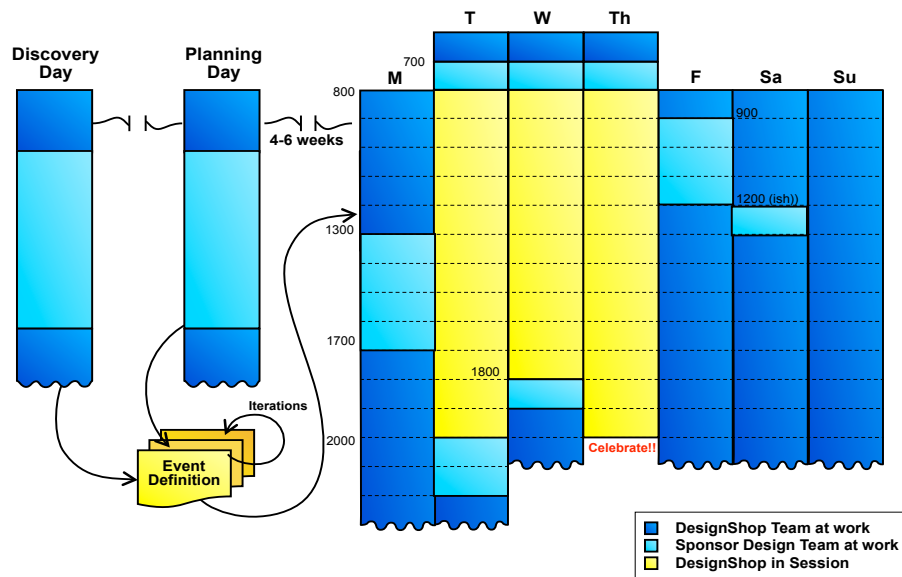
DesignShop clients report that this environment is ideal for collaborative work on complex projects

The First Step: A Discovery Day

The planning for a DesignShop typically begins with a 4- to 6-hour Discovery Day with the Sponsor Design Team, usually comprised of 3-8 individuals including authorizing executives, project implementation leaders, and other key stakeholders.

At this session we explore the need for a DesignShop, develop objectives for the session, drill into the key questions that need to be answered, identify potential participants, plan the preparation needed for success, and deal with session logistics (timing, venue, etc.)

Typical DesignShop® Life Cycle



One or two face-to-face meetings followed by a cadence of conference calls is usually sufficient to guarantee success.

In the weeks prior to the DesignShop, the Sponsor Design Team actively collaborates with the facilitation team to co-design the activities of the session and plan for execution after the DesignShop.

About Rob Evans



Rob Evans works with courageous leaders to help them align and mobilize their teams and design solutions to make the changes they dream of.

He has a long history of successfully directing business transformation, strategy development and implementation, and performance improvement efforts throughout the United States and Europe.

Two of his personal clients served in President George W. Bush's cabinet as secretaries of the Treasury and Commerce.

Rob's DesignShop® clients have included senior executives at ABN Amro, Accenture, American Airlines, American Express, Black & Decker, Blue Cross Blue Shield of Massachusetts, Boeing, Cadbury Schweppes, Carlson Companies, Centers for Disease Control, Chicago Bears, Cigna, Cisco Systems, Citigroup, CNA, DaimlerChrysler, Ernst & Young, Federal Express, Ford Motor Company, Fresenius, Genentech, Harvard University Graduate School of Education, Hunt-Wesson, Imation, Johnson & Johnson, Kaiser Permanente, Eli Lilly, Limitedbrands, Massachusetts Department of Public Health, Monster.com, Nokia, Optus, Partners Healthcare, Pfizer, RL Polk, SAP, Schlumberger, 7-Eleven, Smucker's, Southwest Airlines, Sprint, Syngenta, TXU, United Healthcare, USAA, and Wal*Mart.

