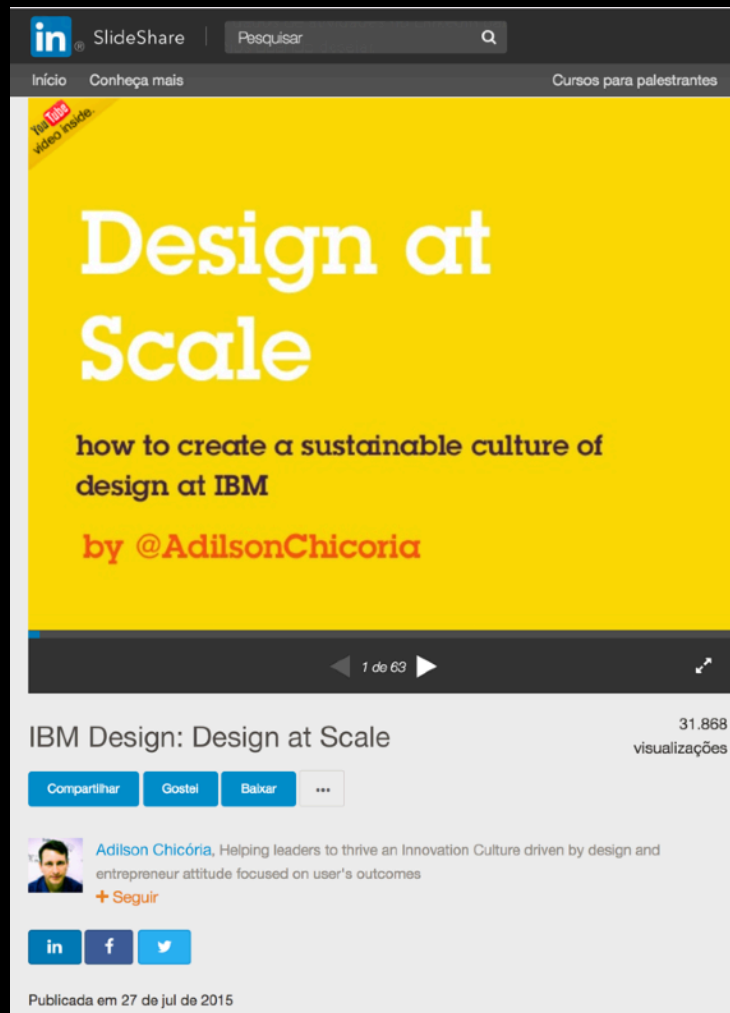


Enterprise Design Thinking ?

Adilson Chicoria - @AdilsonChicoria - chicoria@gmail.com

2015

[https://pt.slideshare.net/AdilsonJardim/
ibm-design-design-at-scale](https://pt.slideshare.net/AdilsonJardim/ibm-design-design-at-scale)



The screenshot shows a SlideShare presentation page. At the top, there is a navigation bar with the SlideShare logo, a search bar labeled 'Pesquisar', and links for 'Início', 'Conheça mais', and 'Cursos para palestrantes'. The main content area has a bright yellow background with the title 'Design at Scale' in large white font. Below the title, the subtitle reads 'how to create a sustainable culture of design at IBM' in a smaller black font. The author's name, 'by @AdilsonChicoria', is displayed in red. A video player interface is visible below the text, showing '1 de 63' slides and navigation controls. Below the video player, the presentation title 'IBM Design: Design at Scale' is repeated, along with the view count '31.868 visualizações'. There are three buttons: 'Compartilhar', 'Gostei', and 'Baixar', followed by a three-dot menu. Below these is the author's profile information: a small profile picture, the name 'Adilson Chicória', and a bio: 'Helping leaders to thrive an Innovation Culture driven by design and entrepreneur attitude focused on user's outcomes'. A '+ Seguir' button is next to the bio. At the bottom, there are social media sharing icons for LinkedIn, Facebook, and Twitter. The footer indicates the publication date: 'Publicada em 27 de jul de 2015'.

2015

[https://pt.slideshare.net/AdilsonJardim/
ibm-design-design-at-scale](https://pt.slideshare.net/AdilsonJardim/ibm-design-design-at-scale)

The image shows a screenshot of a SlideShare presentation. The slide has a bright yellow background with the following text:

— Challenge —

**What happens
when 430,000
employees want
to become
design thinkers ?**

The slide is part of a presentation titled "IBM Design: Design at Scale". The interface includes a navigation bar at the top with the SlideShare logo, a search bar, and navigation links. A video player control bar at the bottom shows the slide is 3 of 63 slides. The presentation has 31,868 views.

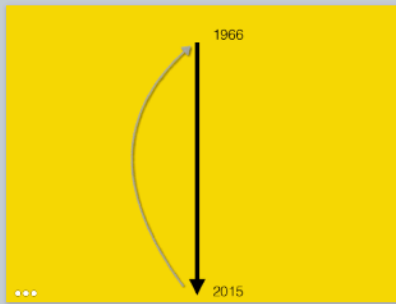
in SlideShare | Pesquisar

Início Conheça mais Cursos para palestrantes

3 de 63

IBM Design: Design at Scale 31.868 visualizações

Compartilhar Gostei Baixar ...



4



5



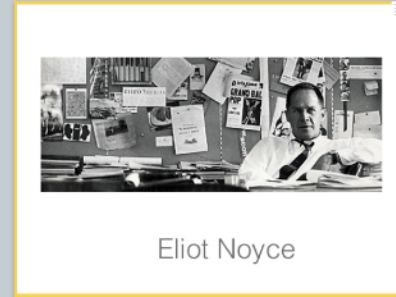
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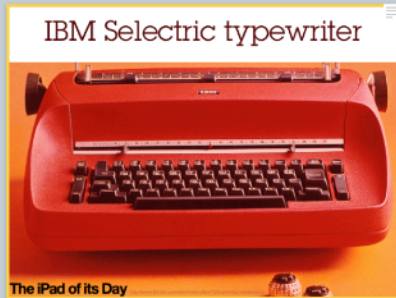
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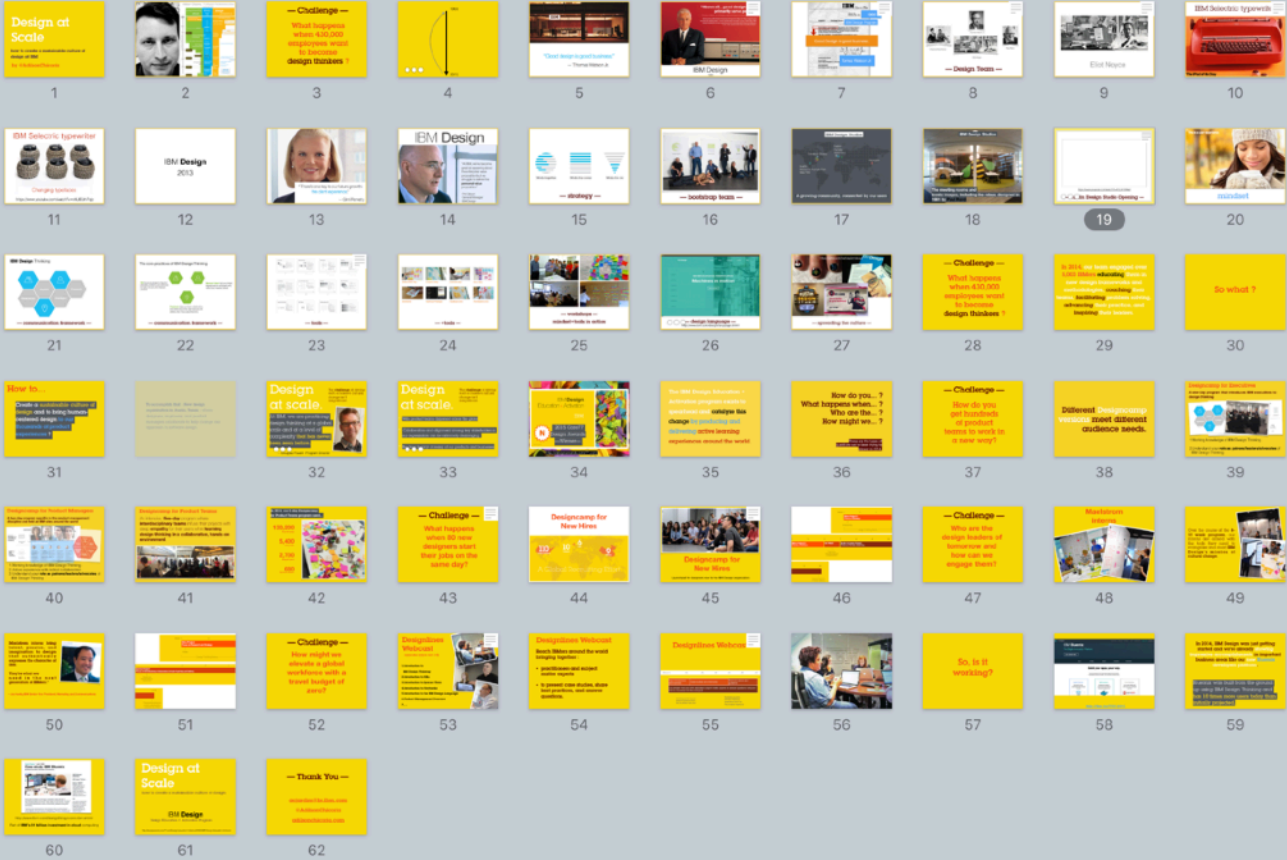
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62

**success
factors?**

People Practices Places

+1500 designers

Designer : Developer

 ATLASSIAN

1:25 → 1:9

2012 2017

 Dropbox

1:10 → 1:6

2013 2017

 INTERCOM

1:5

2017

 LinkedIn

1:11 → 1:8

2010 2017

UBER

1:8

2017

IBM

1:72 → 1:8

2012 2017

IBM

People Practices Places

Principles



A focus on user outcomes

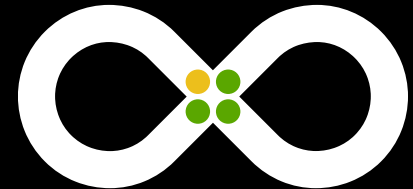


Diverse empowered teams



Restless reinvention

The Loop



Observe

Reflect

Make

The Keys



Hills



Playbacks



Sponsor Users

54 studios

People
Practices
Places



Education



IBM Design
Education + Activation



N 2015 Core77
Design Awards
—Winner—

<http://designawards.core77.com/>

© IBM Corporation

Culture

#newWayToWork

design+collaboration culture



Agile & Collaboration tools



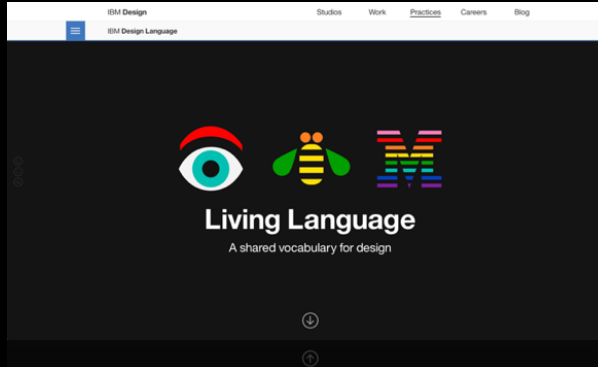
Assets

Education

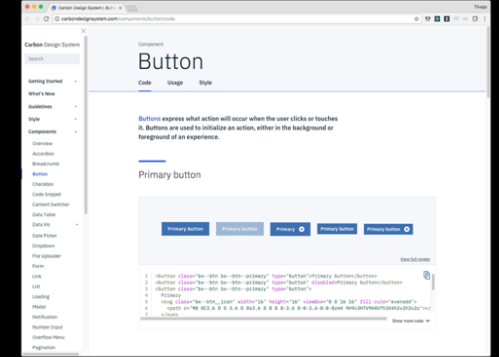
IBM Design Thinking framework



IBM Design Language



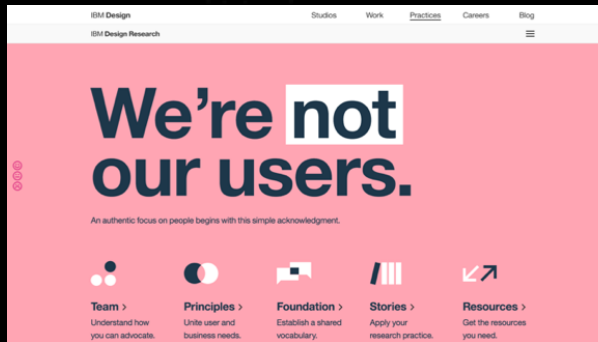
Carbon Design System



IBM Plex typefaces



User Research Guidelines



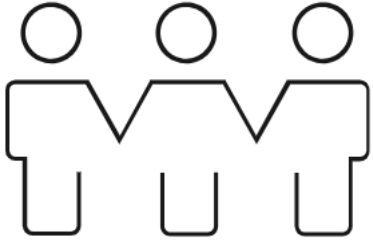
Enterprise Design Thinking ?

Design

beyond

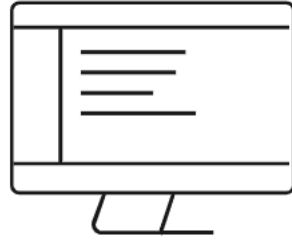
the Silos

Scalable Learning approach



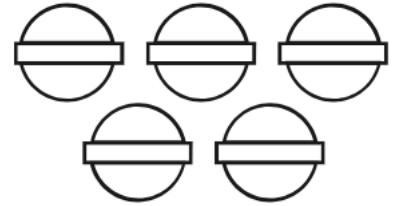
In-Person Activation

Executives and leaders learn how to create the conditions for their teams.



Online Learning

Individuals can unlock the tools they need to practice it in their day-to-day work.



Skills Certification

Track and validate progress through the official Enterprise Design Thinking badging program.





ADILSON CHICORIA
JARDIM

Your Badges



Let's practice together

Get started with What it means to be a Co-Creator

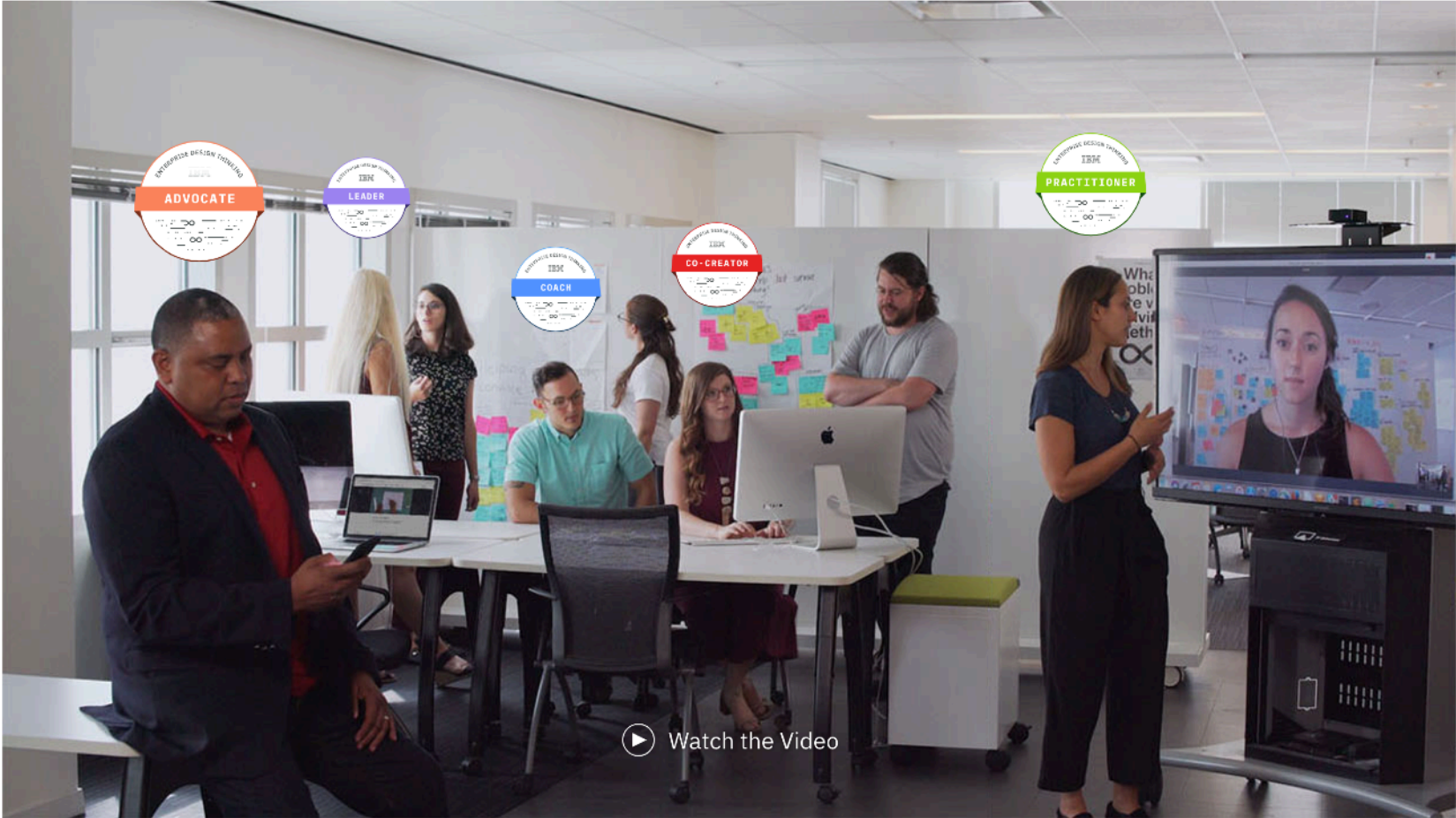
[Start Lesson](#)

Start Exploring

Enterprise Design Thinking

Badges & Teams

<https://www.ibm.com/design/thinking/page/badges>





Meet Lauren

Lauren knows the value of putting the user first.

As a Practitioner, Lauren:

- participates in design thinking activities
- knows who her team's primary user is
- shares Enterprise Design Thinking with others

How to earn this badge

New to Enterprise Design Thinking? Start here.
Log in to your Enterprise Account to complete the online Practitioner Course to earn this badge.

✓ You have this badge.

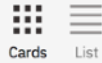
Skillset



“I love that anyone can do it and it gives everyone a place to voice their ideas.”

[View badge criteria >](#)

Start Exploring Enterprise Design Thinking



0/14 lessons complete

Start your journey as a Practitioner.

Deep dive into Enterprise Design Thinking with an introduction to the practice. Through this course you will understand the value of the framework and learn how the Principles, the Loop, and the Keys drive everything we do.



The Foundation

Get started with an overview.

0/1 Complete



The Principles

The Principles guide everything we do.

0/3 Complete



The Loop

The Loop serves as a model for how we put design thinking into action.

0/7 Complete



The Keys

The Keys help keep teams focused and aligned on outcomes that matter to users.

0/3 Complete





Meet Natalie

Natalie delivers user-centered outcomes with others.

As a Co-Creator, Natalie:

- collaborates with her team to understand her users' needs through testing and interviews
- presents findings and ideas to various audiences
- sketches storyboards to explain her thinking

How to earn this badge

If you've already received your Practitioner badge, log in to your Enterprise Team Account to complete the required Co-Creator course.

✓ You have this badge.

The Practitioner badge is a pre-requisite for this badge.

Skillset



“It’s a great foundation for creating amazing things that really helps guide anyone, no matter their experience with design.”

[View badge criteria >](#)



0/24 lessons complete

Put the practice to work as a Co-Creator.

Once you've received the Practitioner Badge, you'll unlock this series of practice-based modules to apply Enterprise Design Thinking to your day-to-day. Complete them on your own or with your team to collect your Co-Creator badge.



Start working in the Loop

Observe, reflect, and make with others.

0/3 Complete



Collaborate with your team

Create together for maximum creativity.

0/3 Complete



Create a research plan

Decide what, when, and how to learn.

0/3 Complete



Synthesize research

Make sense of your research data.

0/3 Complete



Deliver on big ideas

Activate your concepts through prototyping.

0/3 Complete



Refine through feedback

Iterate by learning from real users.

0/3 Complete



Prioritize for user outcomes

Narrow your focus, but deliver value.

0/3 Complete



Align around user outcomes

Create a shared vision with your team.

0/3 Complete





Meet Esteban

Esteban facilitates design thinking activities and decision-making while growing the skills of others.

As a Coach, Esteban:

- guides his team through design thinking work by suggesting when and how to learn through making or user research
- shares design thinking work with clients, users, team Advocates, and Leaders
- facilitates design thinking sessions and workshops

How to earn this badge

This badge is all about cultivating a design thinking community. If you have an Enterprise Account, you can take in-person and on-the-job trainings to sharpen your skills and help you guide

To earn this badge, you must submit a portfolio that demonstrates your skills and Coach-level experiences.

The portfolio must be reviewed by an Enterprise Design Thinking Chapter.

✓ You have this badge.

Skillset



“It’s great having a set of activities to rely on and go to when you need to kick off a new adventure, resolve a current team or customer pain point.”

The Co-Creator badge is a pre-requisite for this



Meet Nigel

Nigel is establishing a design thinking initiative and provides coverage for it to happen.

As an Advocate, Nigel:

- conveys the value of Enterprise Design Thinking up and down the chain of command in his organization
- shares success stories of his teams with his peers across the organization
- collaborates with Leaders to eliminate blockers for his teams to engage in design thinking activities

How to earn this badge

New to design thinking, but want to empower and champion your teams to deliver human-centered outcomes through human-centered design? If you have an Enterprise Account, you can take an in-person training hosted by an Enterprise Design Thinking Chapter to earn this badge.

✓ You have this badge.

Skillset



“The most amazing aspect of design thinking in the enterprise is its ability to align people who bring disparate backgrounds, incentives, and desires to an effort.”

[View badge criteria >](#)



Meet Sandra

Sandra builds and grows a design thinking practice and culture at scale.

As a Leader, Sandra:

- strategizes how to change the composition of teams to be more diverse and user-centered
- creates conditions for a design thinking culture to thrive
- builds programs to grow the design thinking skills of the people in her organization

How to earn this badge

If you have an Enterprise Account, you can take in-person and on-the-job training to hone your

After you build programs and develop sustainable organizational expertise, you can submit evidence of your work to be reviewed by a fellow Enterprise Design Thinking Leader.

[Find a Chapter](#)

[View badge criteria >](#)

Skillset



“Design thinking provides us a common ground across multi-disciplinary teams to deliver solutions that truly matter to our end users.”

Badge Criteria

You might be a Leader if you:

Design Research

- collaboratively develop business strategy through design research and experimentation
- ensure that design research, including Enterprise Design Thinking Sponsor User Programs, is present throughout the organization and informs team deliverables

Storytelling

- elevate the consideration of diversity while forming and maintaining teams
- share success stories of user-centered outcomes delivered by teams
- internalize the Enterprise Design Thinking approach and speak to it in various contexts

Prototyping

- experiment around the conditions teams need to succeed using design thinking

Collaboration

- empower teams to quickly and reliably deliver quality experiences
- align organizations through cross-team Enterprise Design Thinking Playbacks
- work with Coaches and Advocates to create healthy design thinking ecosystems

Synthesis

- take steps to foster a sustainable culture of design thinking within a particular organization
- understand the landscape of your organization and where to focus design thinking initiatives

Scaling

- drive measurable change across your organization toward the adoption of Enterprise Design Thinking
- inspire individuals through people-centered goals and expectations

Ideation

- create new value for customers and users
- brainstorm with teams to think divergently and strategically

Scoping

- organize teams around Enterprise Design Thinking Hills
- prioritize user-experience metrics alongside business goals

Toolkit

If you and your team feel stuck, need guidance, or just want to hone your design thinking skills, you're on the right page.

Activities

FILTER BY:

The Loop

Goal

Any

Any

Clear Filters

22 of 22 Activities

As-is Scenario Map

Assumptions and Questions

Big Idea Vignettes
Rapidly diverge on a breadth of

Design Thinking Chapters

So, we need to scale the way we've enabled the **design thinking champions** we have today.



So we're scaling these
communities of
practice called
Chapters.



Like **the Jedi Academy**, or any dojo, Chapters are made up of:

- **Masters that mentor members**
- **Passionate members that strengthen each other**



Chapters

Enterprise Design Thinking is only as strong as the communities that leverage it, that's why we've assembled a global network of communities of practice.

By joining your local Chapter as a Practitioner or Co-Creator you'll have access to IBM Design Thinkers in your area who can share advice and best practices in the context of their own roles and responsibilities through hands-on mentorship and support. As an aspiring Coach or Leader, you'll have the chance to mentor and guide those looking to grow their experiences and knowledge, as well as opportunities to practice Enterprise Design Thinking in new and exciting ways.

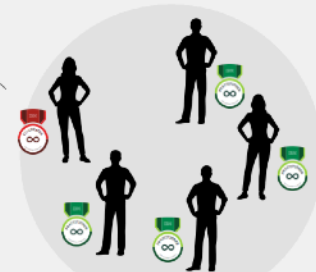
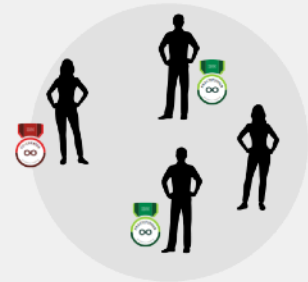
Join a Chapter to demonstrate your experience, expertise and skills so that you can be evaluated to become an Enterprise Design Thinking Coach or Leader by the heads of the Chapter. Interested in joining a community? Below is a list of active Chapters around the world. The Chapter Heads are available as the main points of contact to start a conversation with your local group.

Find a Chapter near me

Delegate responsibility



Chapter Leads



Badges & Teams

<https://www.ibm.com/design/thinking/page/badges>



142,103



5,182



440



317



137

Badges & Teams

Public available on the Your Acclaim digital credentials platform

<https://www.youracclaim.com/users/AdilsonChicoria>

The screenshot shows the IBM MyAcclaim profile for Adilson Chicoria. The profile header includes the user's name, a circular profile picture, and social media icons for LinkedIn, Twitter, Facebook, and a website link. Below the header, the section "ADILSON'S BADGES" displays a grid of digital credentials. Each badge is a circular icon with a central graphic and text around the perimeter, including the IBM logo and the specific credential name. To the right of the badge grid, a vertical list of issued credentials is shown, each with a date, the credential name, and the issuer (IBM).

ADILSON'S BADGES

Badge Name	Issued On
IBM Mentor	06 DEC 2018
Enterprise Design Thinking Advocate	15 NOV 2018
IBM Agile Explorer	25 OCT 2018
IBM Recognized Speaker/ Presenter	15 DEC 2017
Enterprise Design Thinking Coach	09 NOV 2017
IBM Brazil Regional Technical Exchange (RTE) Advocate	01 SEP 2017
Enterprise Design Thinking Co-Creator	06 JUN 2017
Enterprise Design Thinking Practitioner	21 DEC 2016

Obrigado!

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chicoria@gmail.com

IBM Studio Leader
Senior Frontend Engineer
UX Designer
Design Thinker Leader
Chapter Head

<https://www.linkedin.com/in/adilsonchicoria/>