

BIS PUBLISHERS

Design Transformations: Hidden Worlds. Crossing Sectors. How Organisations are Innovating.

Joyce Yee, Emma Jefferies & Lauren Tan

Design Transformations will **showcase and reveal how organisations are innovating by design across sectors** to transform themselves to meet the demands of the VUCA (volatile, uncertain, complex and ambiguous) world. The aim is to focus on design teams operating within non-design organisations, affecting change from within.

Design Transformations will showcase these hidden worlds capturing the design activities that are being applied and embedded into organisations across a broad range of sectors including healthcare, government, finance, technology, telecommunications and not-for-profits.

Aims & Content

Aims

Our main aim of this book is to be insightful, useful and accessible to both design and non-design audiences. To achieve this we will:

- Capture the hidden worlds of design within business, government and non-profit organisations – What they are doing, why they are doing it and how.
- Enable people and organisations to better understand, emulate and support the use of design thinking and approaches within business and government organisations.
- Document and reveal how design thinking and approaches are being used to help organisations innovate and change across contexts and sectors.
- Show the diversity and scale of these change management and innovation projects and programmes, highlighting both commonality and differences in approach, planning and the skillsets required to execute them.

Content

The book will featured detailed case studies of organisations from a number of sectors that we have identified, supplemented with expert interviews. The aim is to feature between 16-20 projects in depth. These projects will form individual case studies consisting of approximately 4 double page spreads detailing the 'what', 'how' and importantly, the 'why' of each organisation's transformational journey. We will also feature interviews from experts in the area of change management, leadership and design thinking in approximately 2 double page spreads. We will ensure the book offers a global viewpoint and will aim to have a balance of case studies in different geographic regions.

In total, we will aim for 20 case studies and 8 expert interviews.

Main Sections:

A. Case Study Sectors

1. Government / Policy
2. Healthcare
3. Voluntary Sector
4. Education & Training
5. Management Consulting
6. Consumer Product Companies
7. Financial Services
8. Telco
9. Technology / Digital Services

B. Expert Interviews

Contributors & Method

Contributor Ask

As a Case Study: We aim to interview the person leading the design effort in each case study to ensure the viewpoint is from that of someone task to embed and communicate the role and value of design in supporting change in these organisations. We anticipate interviews to take between 45 mins to 1 hour. On some occasions, we may have follow-up interviews with either yourself or another member of your team where appropriate or based on your advice. We want to communicate the project visually and will request images and diagrams to represent the work or processes that have been embedded and will require your help in obtaining them.

As an Expert: Similar to the case study interviews, we anticipate the interview to last between 45 mins to 1 hour. We will request a high resolution portrait to accompany the interview.

A majority of the interviews will be conducted via skype. All interviews will be transcribed and used as the basis for the case study or interview write-up. Drafts will be sent to contributors for comment and final sign off before being finalised.

Reasons to Contribute

1. **Originality:** It's a first; to the authors' knowledge there are no other leading books on design thinking that offers depth as well as breadth across sectors.
2. **Need:** The authors' previous publication *Design Transitions* have been very well received by the target community. Feedback from different audiences have confirmed that there is an urgent need to seek a better understanding and deeper insight into how design is being embedded in these different organisations, context and sectors.

3. **Credibility:** The authors are experienced designer/writers in service design, design practice and design thinking who have established reputations in the design community, and have good track records in producing high quality and well-received books.
4. **Kudos:** The number of contributors will be limited and international so it is anticipated that there will be a certain cache in being represented in the book.
5. **Expertise:** It will contribute to growing our collective knowledge and shared understanding of our subject discipline.
6. **Recruitment:** This book will raise awareness and profile of our subject discipline amongst talented young designers who we wish to attract.

Method

Our approach is participatory and pluralistic – we believe it is essential that stories come from the community and are authentic to have currency with the design, business and public sector community. We will be using our extensive network to shortlist the case studies and to leverage on their networks to help find hidden stories. We will request feedback on our shortlist from different experts and commentators with sector knowledge and experience.

Readership

Readership

Business and government managers and leaders who are already using design-led approaches: The book will help clarify to them what they do, how they do it and why is it important to keep doing it.

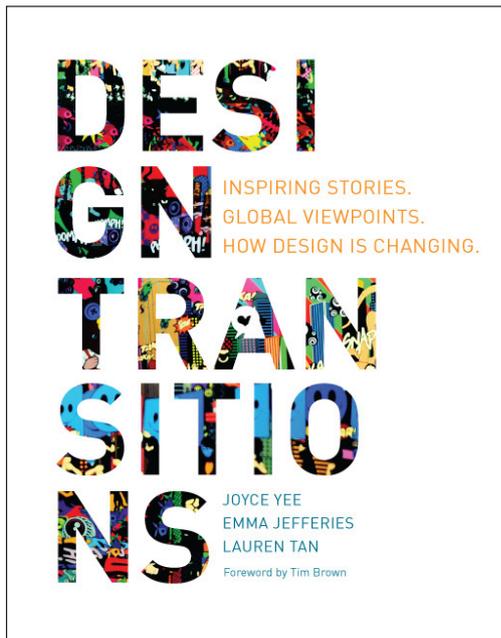
Business and government managers and leaders looking to use design-led approaches: The book will reveal what additional knowledge and skill sets they may need to build on to successfully use design-led approaches.

Colleagues working with change managers: The book will help clarify the role, value and impact of design-led approaches and help them understand the importance of their work.

Service and social innovation designers and design strategists: The book will help clarify the role, value and impact they have working in these types of projects. It can also be used as evidence of the impact design has had in transformational projects.

Design students focused on transformation: The book will help clarify the various roles and value design approaches can play beyond the design of a physical object or interface. It will also help open up new areas of practice not previously evident to them.

Design and business educators focused on transformation, innovation and Design Thinking: The book will outline the skills and capabilities that need to be developed in order for students to have a successful impact in this area.



Joyce, Emma and Lauren wrote *Design Transitions*, published by BIS Publishers in 2013. The book presents 42 unique and insightful stories of how design is changing around the world.

Biographies

Joyce Yee / @jsheau

Joyce is a designer, researcher and educator with expertise in the area of Interaction and Service Design, and Design Methods. She currently serves as Programme Leader and Senior Lecturer for the BA (Hons) Interactive Media Design at Northumbria University. Formally trained in Visual Communication, she has over 15 years working experience in wide range of environments: academic (teaching and supervising at BA, MA and PhD level in the UK and in Malaysia), professional (commercial graphic, interaction and service design), cultural (United Kingdom & South East Asian), and organisational (working with commercial & non-profit organisations). She received an MA in Visual Communication at London's Central Saint Martins College of Art and Design and has a PhD in Design from Northumbria University. Apart from having an established academic writing record, Joyce has also been the co-editor of the recently published book, the *Routledge Companion to Design Research*, 2014. Joyce is also co-writing a design textbook, titled *Interaction Design: From Concept to Completion*, published by Bloomsbury in 2017.

Emma Jefferies / @dremmajefferies

Emma is an independent design consultant and a dyslexic troublemaker. Her natural habitat is out in the wild, consulting with global innovation and design teams in places like South America, Asia and Europe to improve the way they innovate. Working under the name of The Design Doctors, she pulls

together networks of great minds from academia and industry to support the further development of design's role in the innovation space. She holds a Multimedia Design degree and an internationally award-winning Design PhD from Northumbria University, UK on enhancing visual practices. Emma's dream is to create a new living global ecosystem, in which innovators and governments come together to explore, rethink and provide new local solutions to the challenges faced by people with dyslexia. More information on her activities can be found at www.emmajefferies.com/

Lauren Tan / @laurentan

Lauren is a Design Strategist at Deloitte Consulting Australia. She has worked as a designer in various capacities including graphic design, management consulting, service design and social design. She has also been involved in building design capabilities for innovation in not-for-profit organizations and in government. Lauren holds a Bachelor of Design Honours degree from the University of Technology Sydney and a Master of Business degree from the University of Sydney, Australia. In 2012 Lauren was awarded a PhD in Design from Northumbria University, UK. Her research investigated the Design Council's Dott 07 (Designs of the Time 2007) design programme looking at the changing role of the designer.