

# Dignity Through Design

## SFO DESIGN THINKING

SUBSTANCE

### Connect

Identify a natural theme to enable sustainable integration by unpacking the company value chain

- What industry are we primarily in?
- What other industries do we rely on to deliver our products/services?
- What is the direct impact of what we do?
- What could support our positive impact?
- What could offset our negative impact?
- What will best fit our company's values and principles?
- What do our people care about?

INTERNAL UNDERSTANDING

### Define

Connect the dots & see your focus area

- Reference UN sustainability goals
- Research the "Eco-system"
- Who are the active organisations?
- What are they doing?
- Where are the gaps?
- How can we add value here?

EXTERNAL UNDERSTANDING

### Empathise

Seek to relate & develop a deeper understanding

- Engage
- Question
- Listen
- Share initial ideas

### Refresh

Feedback is important to keep momentum. Asking practical questions improves connectivity with strategic intent.

MOMENTUM

### Ideate

The innovation phase

- Share ideas
- Co-design
- Innovate, together

What positive difference are we making?

What negative difference are we making?

Are these outcomes serving our strategic intent?

EXPLORATION

FEEDBACK LOOP

### Prototype

Keep asking how can we do it better, smarter?

- Create sample
- Refine
- Implement
- Repeat

FORM

### Test

Develop measurement criteria for impact

- Keep asking:
- Are we actually making a difference?

MATERIALISATION

