



Design Thinking at Ottawa County

A Tool for
Creativity and Innovation

Design Thinking & Innovation



The complexity of our world is growing at an increasingly rapid pace.

Many different types of organizations are focusing on developing Design Thinking – Innovation knowledge and tools in their workforce to better equip employees to help organizations meet their goals.

Universities are including design thinking in their curriculum as they educate the workers of tomorrow.



Design Thinking & Innovation



The Creativity part of the Four Cs acknowledges that every Ottawa County employee has the ability to apply creativity to their work.

To support this, Ottawa County is offering tools and processes that will assist individuals and teams with getting “unstuck.”

These tools help develop new ways of designing and delivering services that are important to and for our residents, businesses and visitors.



Creativity: Mission & Vision



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VISION

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MISSION



*every Ottawa County employee
has the ability to apply creativity
to their work*

CREATIVITY

*designing and delivering services
that are important to and for our
residents, businesses and visitors*





The Creativity Initiative is supported by three principles:



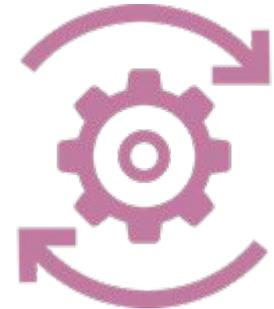
PEOPLE



PLACE



PROCESS



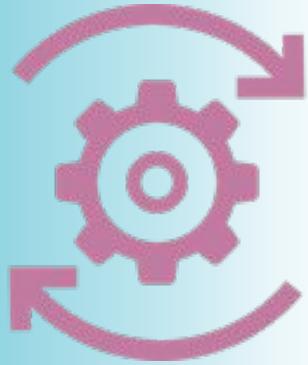


PEOPLE

Without people, there is no creativity! Ottawa County is focused on empowering people to do creative work on teams (made of other creative people!)

Ottawa County is supporting people-development in creative skills in these ways:

- Design Thinking Training
- Kata Training
- Various other trainings (we need a list)



PROCESS

“Process” is about not just how we do our work together, but how we seek and implement improvements to the ways we work.

to support process, process improvement and innovation, Ottawa County has offered:

- Ottawa County’s 5 Phase Design Thinking Process
- The Kata Process
- The Ottawa County Creativity Playbook

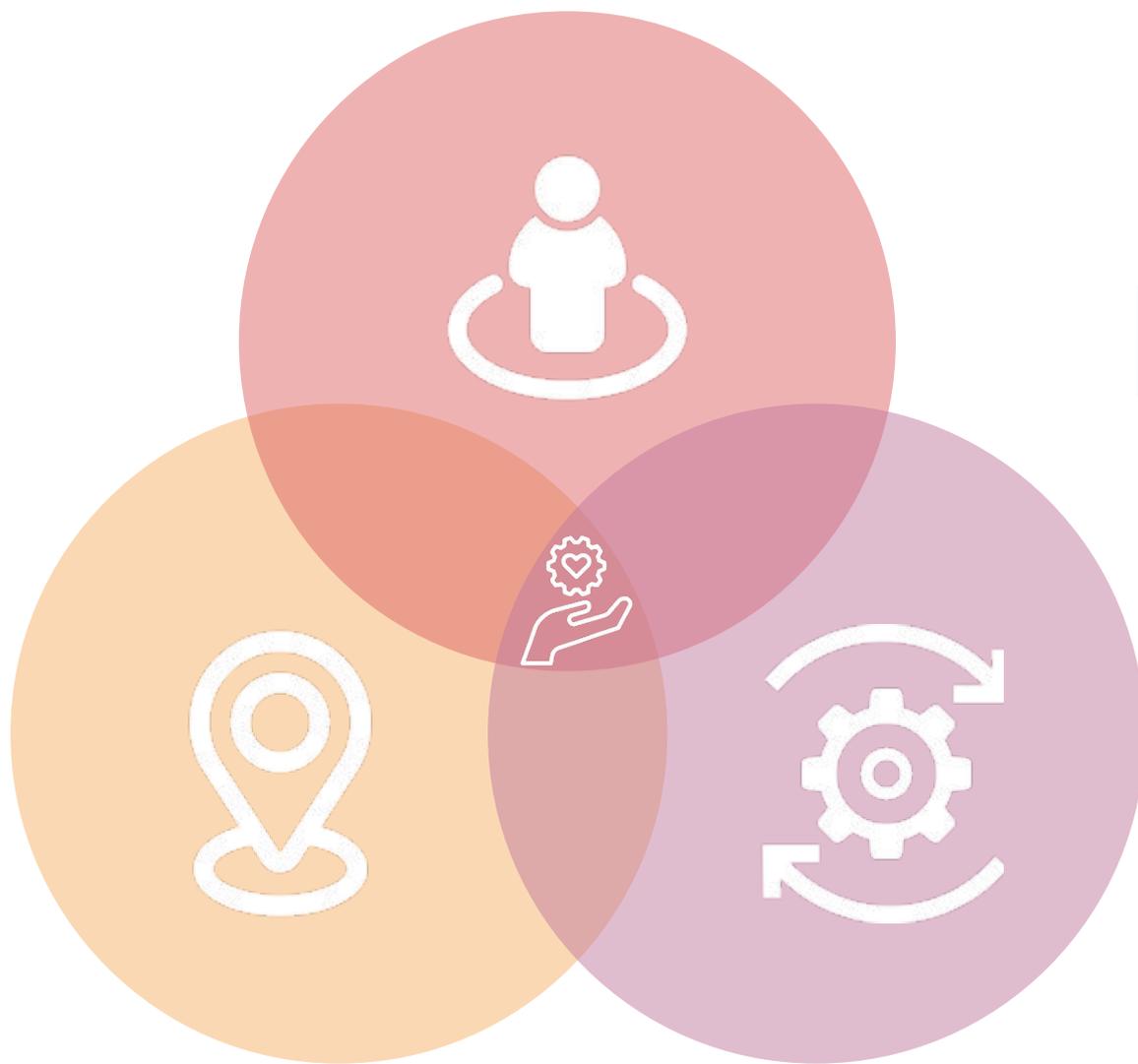


PLACE

Creativity happens best in a place that has been established for creative collaboration.

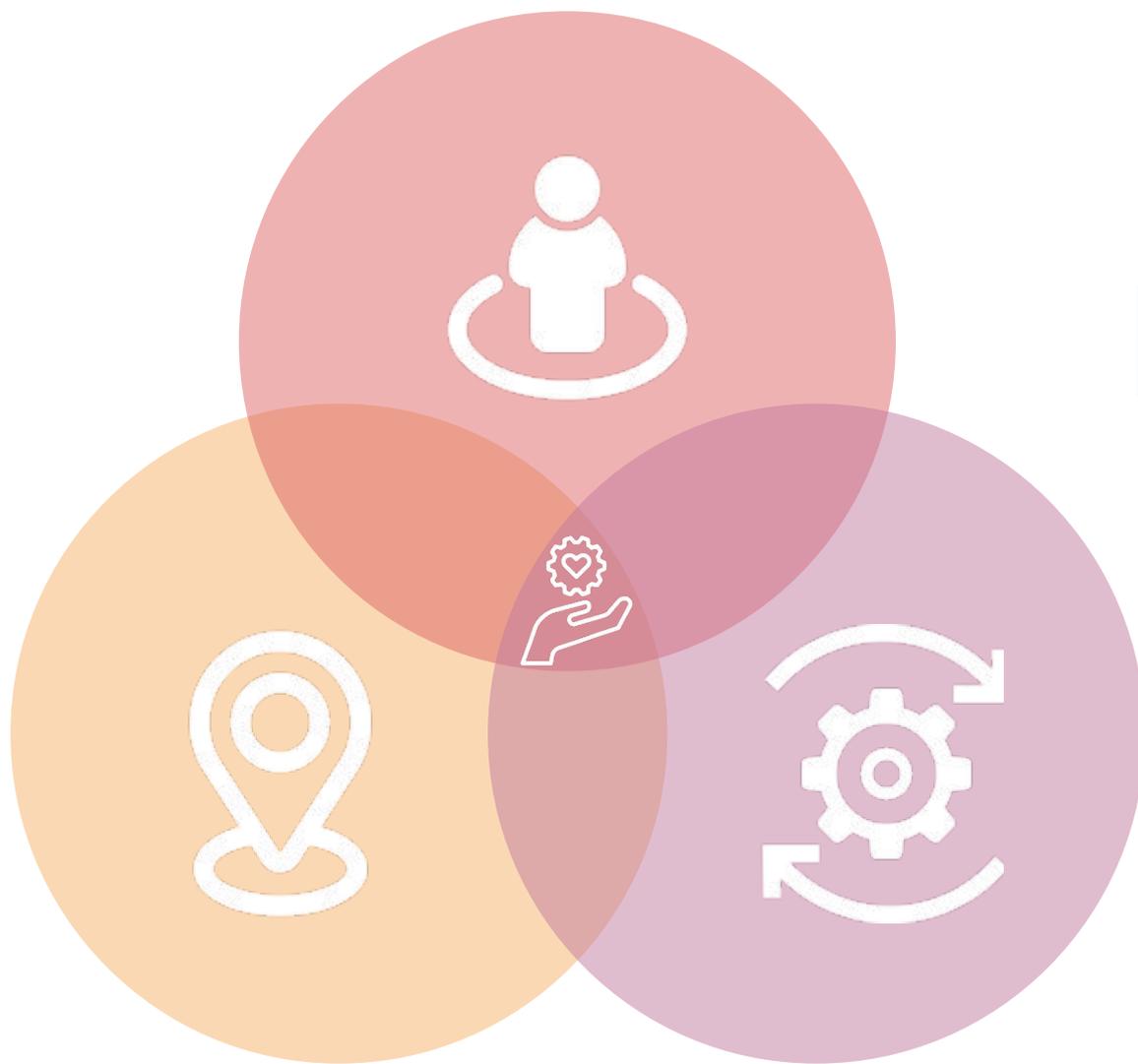
To make Ottawa a place where creativity happens, we have:

- Upgraded technology in all meeting areas
- Undertaken renovations to maximize collaboration
- Started building the innovation lab



 **CREATIVITY** 

Ottawa County's
creative mission and
vision happens where
People, Process, and
Place come together



 **CREATIVITY** 

Focusing on the 3 P
Creative Principles,
Ottawa will achieve:

Creativity: Goals



Work collaboratively to leverage collective wisdom and expertise



Use creative problem solving strategies and tools



Focus on empathy through discovery and understanding

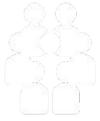


Solve problems with a human-centered approach



Design, test, and iterate.
Fail early, often, and small!

Creativity: Metrics



How many
experiments did
we conduct?



How many times
can we pivot?



What lessons did
we learn? How
much did our
learning grow?



How many
assumptions did
we validate /
invalidate?

Creativity: Putting it All Together



Vision & Mission

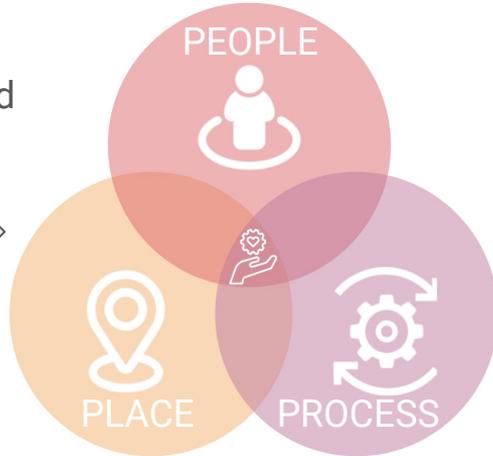
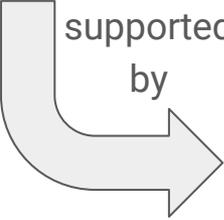
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CREATIVITY

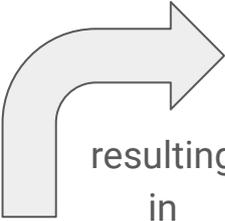
designing and delivering services that are important to and for our residents, businesses and visitors



supported by



resulting in



 Focus on empathy through discovery and understanding

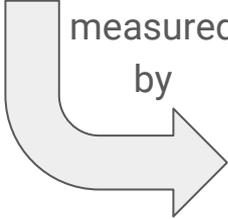
 Use creative problem solving strategies and tools

 Solve problems with a human-centered approach

 Design, test, and iterate. Fail early, often, and small!

 Work collaboratively to leverage collective wisdom and expertise

measured by



 How many experiments did we conduct?

 What lessons did we learn? How much did our learning grow?

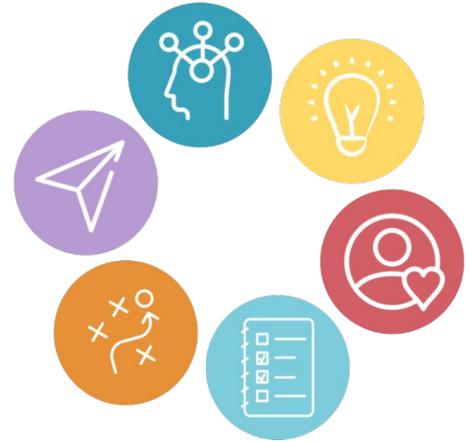
 How many times can we pivot?

 How many assumptions did we validate / invalidate?

Creativity is everybody's job

So we've created an online
resource to support our
Ottawa County employees

The Design Thinking Playbook



Tools, templates, activities, and articles to
help individuals and team incorporate creative
habits into daily work