About Optum DesignShops™

Optum DesignShops are especially well-suited to addressing problems that cannot be solved definitively, are unique in nature, have considerable uncertainty and ambiguity, have political/economical constraints, and possess consequences difficult to imagine. There also tends to be different views of these problems and contradictory solutions – and amongst those who would solve the problem, there is a resistance to change. DesignShop methodology was developed to succeed where standard linear problem solving techniques fail.

The Optum DesignShop Facilitation Team works with clients to:

- Bring stake holders together in a creative and collaborative environment
- Dramatically reduce the time it takes to explore strategic alternatives and new business models
- Use a process that combines creativity and precision to select a path forward that holds the highest potential for success
- Build an aligned committed team that can accelerate the implementation of objective

The patented DesignShop methodology is based on a deep understanding of the work practices of successful teams. The process typically has three phases: (1) scanning the possibilities, (2) focusing on what is necessary, and (3) acting to reach the solution. This three-part framework can be adapted to address a variety of common challenges encountered by organizations on a day-to-day basis. As DesignShop participants work toward their solutions, the DesignShop facilitation team works constantly in the background to create an environment that maximizes participant focus and reduces barriers to participant performance.

It has been repeatedly shown that organizations that leverage the DesignShop process dramatically reduce time and resources spent on a given issue in comparison to more traditional problem-solving methodology

Types of DesignShops

Client Issue	Typical Applications
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

A DesignShop brings together all of your key stakeholders in a uniquely creative and collaborative process. The event dramatically increases teams' efficiency; garnering involvement and alignment across the organization, reducing the time it takes to explore strategic alternatives and arrive at complex decisions and ultimately facilitating successful implementation.

Individuals are inclined to support what they help create and the co-development of solutions significantly enhances the commitment of participants to follow through on agreed upon plans.

A variation of this process has been used at the World Economic Forum in Davos, Switzerland. To hear participants describe their experience, please go to the following link:

http://bkle.in/economic-forum

DesignShop First Meeting

People support what they help create and participants who co-develop solutions are significantly more likely to follow through on agreed upon plans.

Sponsor Design Team

The first step in setting up a successful DesignShop is to establish a Sponsor Design Team (SDT). This group of 3-7 executives helps the DesignShop team scope the session, define the objectives, identify the participants, organize the inputs, and co-design the event.

The initial Sponsor Design Team meeting is usually held at least 6 weeks before the date of the DesignShop. This planning session lasts four hours. In this session, the SDT decides duration of the actual event and plans the preparation work leading up to the session. One face-to-face meeting is usually sufficient and can be followed with a cadence of conference calls.