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Design Thinking for Career Development

Creating new possibilities through design sprints

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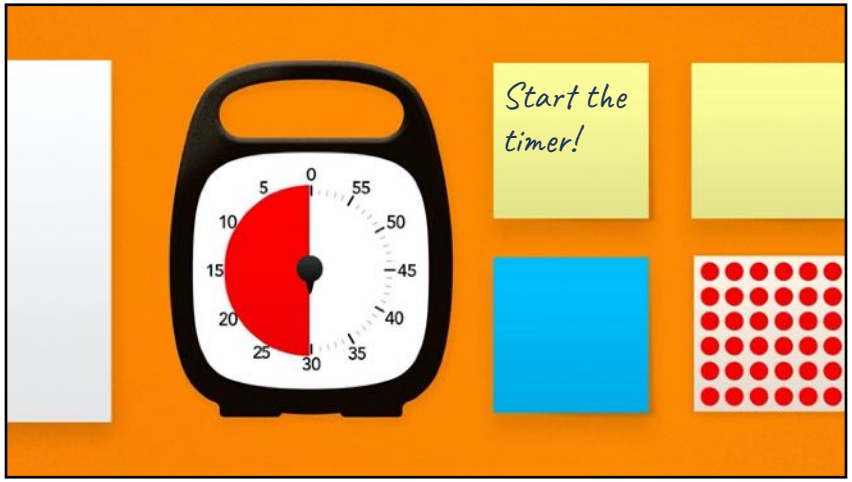


Creating Connections

Creating new ideas by combining seemingly unrelated ones to generate something new.

Creating connections

- **Client centered approach**
  Job search, career exploration, interventions, etc.
- **Organizational perspective**
  Office space, team development, systems, etc.
- **Personal growth**
  Career, goal setting, future-focused planning, etc.
- **What else?**

"Design Sprint"

A framework for answering critical business questions through design, prototyping, and testing ideas with customers.

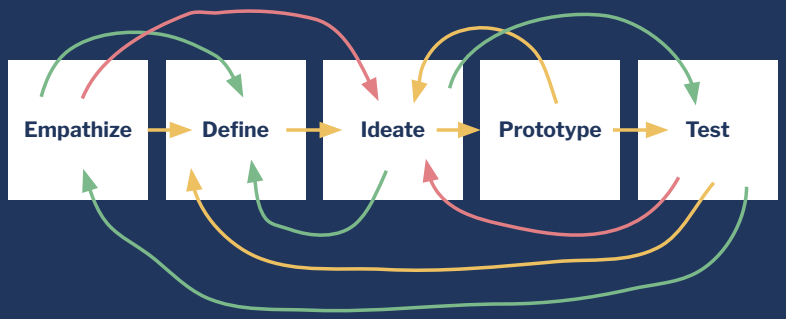
“Design Thinking”

An iterative process and solution-based approach to solving problems, used to understand users, challenge assumptions, and redefine problems.

Design thinking

Empathize → Define → Ideate → Prototype → Test

Design thinking



Product development

Idea — Launch

Product development

Idea Launch

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Product development

Idea Launch

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Product development

Idea Launch

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Design Sprint

1 2 3 4 5

Idea Result

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Design Sprint

Mon Tues Wed Thurs Fri

Idea Result

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Design Sprint

Monday	Tuesday	Wednesday	Thursday	Friday

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Design Sprint

Monday	Tuesday	Wednesday	Thursday	Friday
Map	Sketch	Decide	Prototype	Test

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Design Sprint

Monday	Tuesday	Wednesday	Thursday	Friday
Map	Sketch	Decide	Prototype	Test
Empathize	Define	Ideate	Prototype	Test

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Organizations using sprints

Google · LEGO · airbnb · GE · slack · United Nations

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Organizations using sprints — Us here today!

- We're going to try it today in real life
- Super condensed!
- Pausing to dig into some spots
- Speeding up and skipping others
- Drawing connections
- Using "How might we" notes

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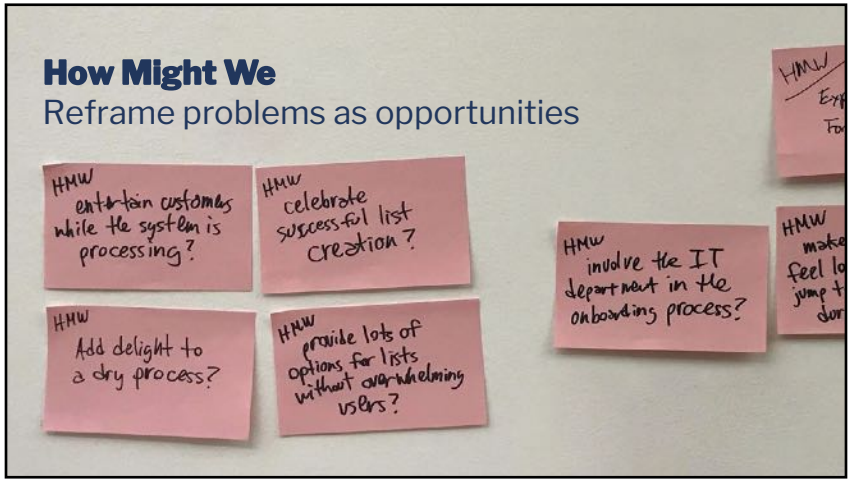

Design Thinking for Career Development

Creating new possibilities through design sprints

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Design Thinking for Career Development

How might we create new possibilities through design sprints

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Map

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Default

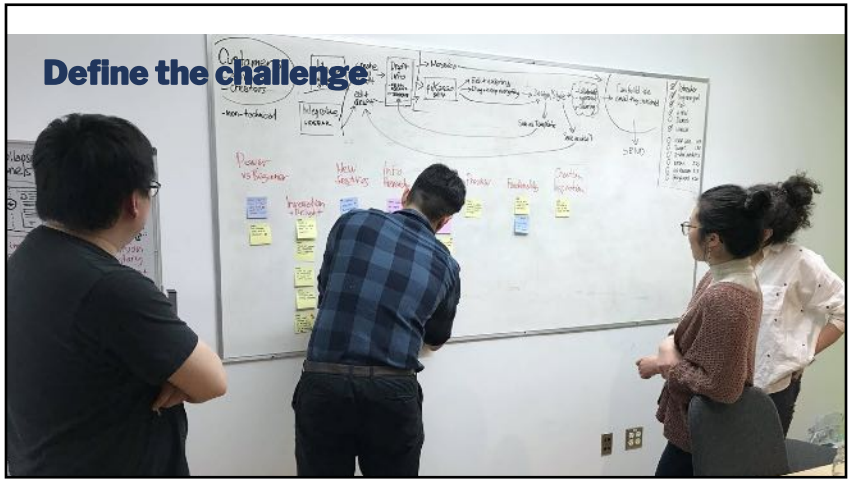
Perfectly plan everything

Sprint

Focus on one key moment

Understand the problem

The first point of contact with a client does not inspire engagement



Define the challenge

- Long term goal
- Map the challenge
- Start at the end
- Ask the experts
- Pick a target

Sketch

TUESDAY

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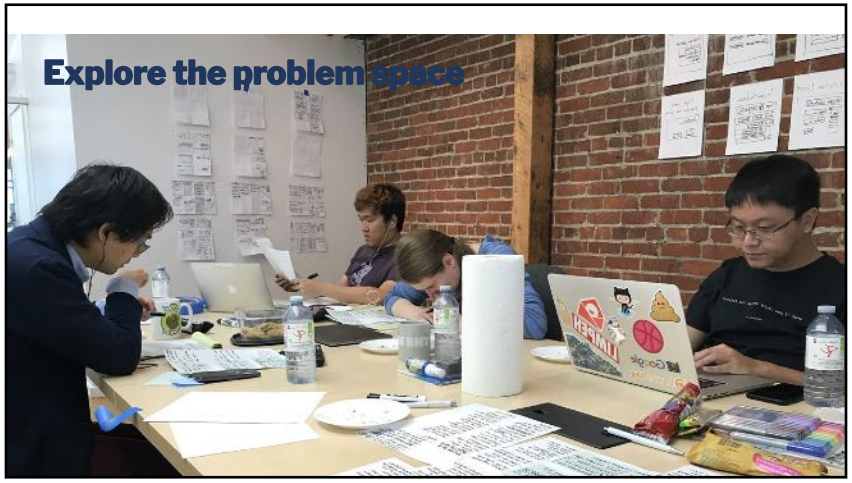
Group brainstorm

Sprint

Work alone, together



Explore the problem space

- Search for existing ideas
- What could you remix and improve?
- What have you heard of others doing?
- Where have you seen this done well in other industries?

Crazy ~~eights~~ fours

- Fold your paper into 4 rectangles. Sketch 1 idea in each rectangle, rather than a storyboard.
- Go for quantity, not quality. Don't worry about making these beautiful.
- Try to get beyond your initial idea.
- ~~8 ideas in 8 minutes~~
- 4 ideas in 2 minutes!

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Crazy ~~eights~~ fours AGAIN

- Fold your paper into 4 rectangles. Sketch 1 idea in each rectangle, rather than a storyboard.
- Go for quantity, not quality. Don't worry about making these beautiful.
- Try to get beyond your initial idea.
- ~~8 ideas in 8 minutes~~
- 4 ideas in 2 minutes!

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Decide

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Default

Endless discussion

Sprint

Fast and decisive

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Identify the best solutions

In silence...

- Put your crazy four drawings in the middle of the table.
- Each person gets 3 stickers. Use them to vote silently for the components you like best.
- Yes, you can vote for your own, and yes you can vote multiple times for the same thing!

Identify the best solutions

As a table...

- Take the winning scenes from your sketches and combine them into a storyboard.
- Whether it's mapping, charts, or sketches, create a step-by-step plan for your prototype.
- Choose one representative to share to the big group (but not just yet).

Prototype

Thursday

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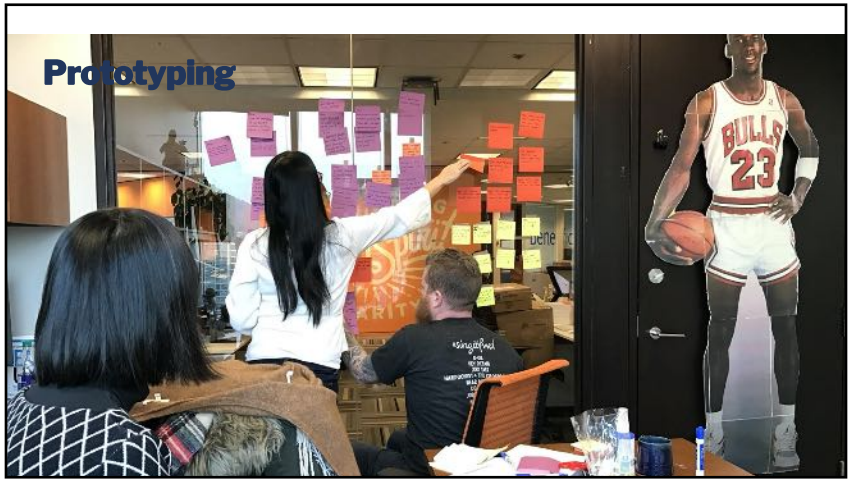
Default

Build minimum viable products (MVP)

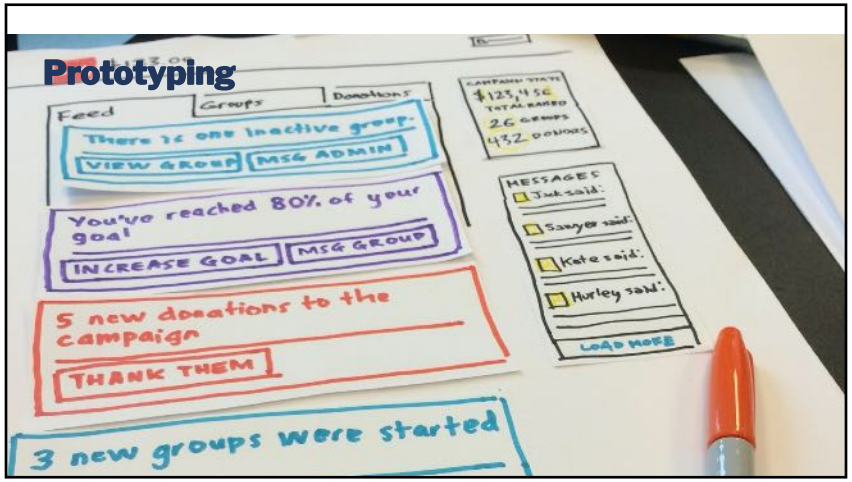
Sprint

Fake it



Prototyping

- “Fake it till you make it” philosophy
- Building a realistic façade
- Just enough to learn, but not more
- Aiming for the best possible data from testing
- Learning whether we're on the right track



Test

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Default

Wait for perfect data

Sprint

Quick and dirty data now

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Interview and learn

Interview and learn

- How could these ideas be tested?
- Watch together, learn together
- Looking for patterns
- Efficient failure / flawed success
- How far do we have to go?
- What should we do next?

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Reflection

Find out more

- **Google Ventures Design Sprint** gv.com/sprint
- **The Sprint Book** thesprintbook.com
- **Duco: Design Sprint App** duco.newhaircut.com
- **Time Timers** timetimer.com
- **Bananatag** bananatag.com

Thank you!

Andrea Fruhling, COC, PCC
andrea@doubleknot.works
@andreafruhling

Nick Fruhling
nick@doubleknot.works
@nickfruhling

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References

- Sprint slides adapted from Jake Knapp / Google Ventures
- Photos by Nick Frühling and courtesy of the fine folks at both Bananatag and Charitable Impact
- Day of the week lettering copyright Jonathan Ball

Appendix

A presentation of the amalgamated results from participants in the live workshop at the 2020 Cannexus Conference on January 29.

Crazy Fours

Ideas generated by session participants during the “Crazy Fours” brainstorming activity.

Downloadable PDF available at doubleknot.works

Food & Drinks

- Tea/Coffee available
- Fresh fruit / granola bars / candy available
- Offer drinks and snacks throughout initial meeting
- Offer food & drink during waiting period
- Spa water
- Fruit basket
- Healthy food
- Offer drinks - pick a tea
- Glasses for drinks
- Coffee machine & snacks in waiting area

Environment

- Music playing
- Nice smelling oils burning
- Good access to wifi
- Have an animal visit or present
- Open windows, ask if they’re cold
- Clean environment
- Live music
- Plants
- Books

Activity

- Art supplies, tactile creative materials & colouring
- Decrease sense of waiting.
- Have comic/graphic novels/art books for people to read
- Provide building blocks, tactile activity, jenga
- Have mind games (physical toys) for clients to play with
- Provide building blocks, tactile activity, jenga
- Provide relevant activity/reading for goals (career cards, quizzes, etc.)
- Fidget toys
- Magnets

Activity

- Lego / Duplo ~50 pieces for building a career
- Games - Pinball?
- Games trolley
- Mini yoga/meditation session
- Career Development process on a puzzle to build
- Pick a book to bring to session
- Invitation to review career center website and provide feedback
- Mind bender exercise

Activity

- Spin wheel for a prize
- Decks of cards available
- Write journal entry for present moment
- Puzzle for everyone to work on
- Pick one activity on Career Development board
- Doodle pads (pens/paper) - question of the day

Greeting

- Conversation with receptionist - friendly and supportive, smiling
- First point of contact needs to be important (first impressions)
- Greet person with handshake, welcome them to the space, hang coat & offer coffee
- Greet better (personal, gauge needs, preferences)
- Career Practitioner comes out once person has arrived to greet them and build relationship before client fills in forms.
- Smile, meet their eyes, learn name
- No waiting, time could be flexible
- Meet my dog first

Greeting

- No waiting, take right to consultant
- Sit with client to engage in conversation first
- Have a list of job opportunities
- Have a person 'floater' available to help as clients wait
- Active listening
- Engage through tactile activity
- Staff on time for appointments
- Walk-in service with immediate assistance available
- Client help available

Greeting

- Be client centered - focus on priority need
- Receptionist engage in conversation while they wait
- Receptionist gives tour of office space
- Greeting and conversation with mentor/peer
- Interview before the interview
- Mood sensor (like in hospital)

Interior

- Exercise equipment
- Magazines on the wall to keep reception organized
- Massage chair in waiting room
- Messages from other clients on the wall - chalkboard or whiteboard
- Proper place to hang coats & feel professional (less schlepping)
- Improve waiting space (bright, pleasing, options of how to wait?)
- Offer inspiration (posters? art?)
- Good condition of surroundings (nothing broken, all clean, magazines to read, etc.)

Interior

- Change physical layout of waiting area
- Interactive bulleting boards / post-it walls / chalkboards
- Replace employee or reception desk with a common table where everyone can sit
- Fill room with beautiful plants
- Pillows/other things to sit on
- Comfortable chairs, not clinical setting
- Natural light, nice walls, live plants
- Culturally relevant art
- On the wall - inclusive images that everyone can connect to

Interior

- Art on walls and floor
- Fireplace
- Obvious toilet sign
- Highlight who works in the office & fun fact
- Provide career related reading material
- Quote of the day on display
- Charging station
- Success board up in office
- Warm decor (plants, paintings)

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Technology / Messaging

- PSA: play on a loop (points that matter, subject matter info, etc.)
- TV in waiting room with career related stuff & promo materials
- Have a TV screen to show your agency mission
- Video terminal displaying success stories in 30sec. videos
- A waiting game on their phone, something that starts to connect them to local labour market
- TV's showing careers of local people
- On TV above reception desk: Quiz about career development or odd jobs politicians and celebs used to do.

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Technology / Messaging

- Virtual Reality
- No TV screen
- Online app
- Career Development moments in the movies shown
- Invitation to follow career center on social media
- Top websites of the day / interesting stories career related
- Phone app - forming goals
- Career video game
- Human career library

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Technology / Messaging

- Pre-recorded greeting sent out ahead
- Link with alumni to view related paths
- Career conversation demonstrations
- Airline video style introduction to career development process
- Virtual meetings (skype/zoom/google meetups)

Intake Information

- Complete the forms together
- Explain why forms are necessary - get 'buy in' from client so they feel more connected.
- Do some short workshop before
- Walk through information & fill out forms for clients
- Could email me questions first
- No forms
- Stop paperwork or make sure paperwork is user friendly
- Be upfront with required information for arrival

Intake Information

- Reduce paperwork & streamline
- Invite questions, be curious
- Research - survey that takes 45min.
- Career coach assessment
- Take short assessment
- Form = puzzle
- Career standup
- Shorten forms or check off questions
- Develop intake 1st point of contact to meet them as they walk in

Intake Information

- Make checklist for clients to ensure understanding
- Portfolio presentation
- Use a shared document

Intake Questions

- 1 Thing to know about them today
- Learn story
- Dream day description
- Skills Inventory
- Mapping exercise on the form
- Puzzle metaphor (what's your puzzle?), post-it wall
- On form questions about dream jobs & frustrations
- Survey about things they like
- Burning questions

Intake Questions

- 2 good things I am proud of...'
- What do you want to get out of today's session?
- Qualitative questions not boring tombstone data
- Start writing out questions you want to ask/talk about
- Walk the problem
- What's the shape of your problem?
- Draw out goals and ideas
- Start with an interview (with references)

Intake Questions

- Ask client what they want - not just what you can offer. Acknowledge, empathize
- Focus on wants and needs
- Inspire them to move forward
- 3 jobs I would suck at because...'

Location

- Move office to go to them
- Outreach
- Pop-ups
- Go to the client's place
- Work in a kitchen with a dog
- Playground
- Meet client outside of office
- Walk and talk
- Quick advising 'drop-in'

Location

- Contemplative labyrinth to walk
- No waiting room. Coffee shop where practitioner joins you
- e-career development process
- Move away from desk, approach client and introduce self
- Waiting area in resource/library
- Yoga studio
- Adult playground (like kidkrew)
- Offer meeting location options

Process

- Provide expectations of space & how to make a complaint
- Map of where this is on path, how career center can help
- Before filling out the form - know more about the person - who they are & background. Explain the program/process.
- Seek out any accomodation needed prior to cut time
- If walk-in doesn't work for client, option to schedule a time
- Individualized sign-ins
- Weekly/monthly contest with prize (free coaching)
- Have a drop-in day/hour

Process

- Client advisory panel for service delivery
- Available at your workplace drop-in
- Have a "no client waits ever" policy
- Invite client feedback on process
- Create a discussion circle for clients - create a sense of community
- Visual/auditory alert system when appt. ready to begin
- Spend time just talking before career conversation begins
- Complete a task to learn about them

Process

- Infographics of charts/maps & job locations for a variety of career pathways
- Gamify process (certificates, levels, choose your own adventure, etc.)
- Provide an exit survey for improving experience

Resources

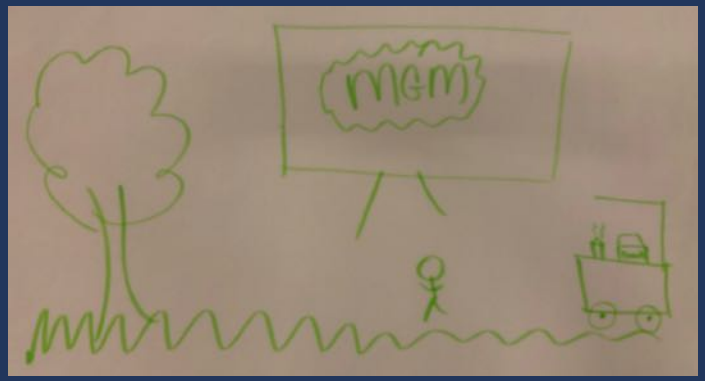
- Handout with list of companies & industries
- Potential career maps for specific careers
- Colourful & engaging forms infographics
- Use recycled paper
- Different areas responding to different career goals (bulletin boards / resources)
- Have a station for “best of’s” - resumes, labour market research, college aps, etc. that people can read
- Checklist for sustainable careers

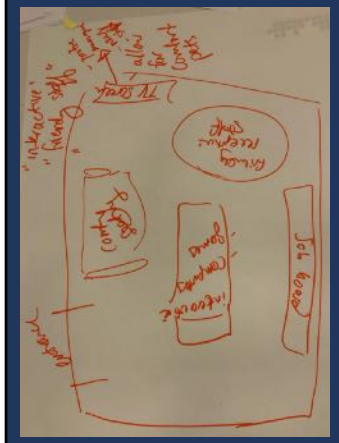
Resources

- Networking with anyone who passes by (list of questions available as conversation starters)
- Inspiring speakers (TedX etc.) on board
- Podcast recommendations

Storyboards

Storyboards generated by workshop participants based on ideas generated and voted on in the “Crazy Fours” activity.





How Do we Improve waiting time for Clients.

- Tablets ~~Tabs~~
  - with apps to self-Knowledge
  - Personality type
  - Career exploitation survey + Questionnaire
- Confortable furnitures

Snack/coffee.

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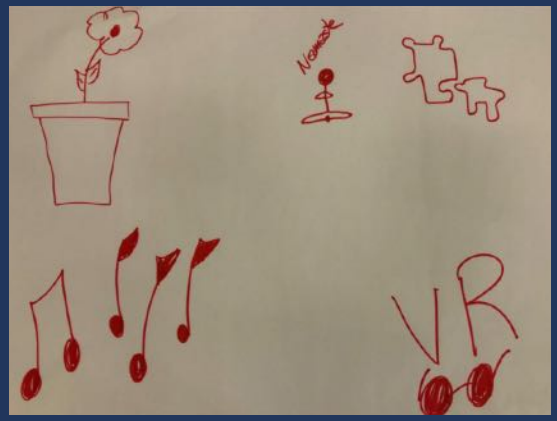

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- Train reception to greet clients
- Have tactile activities
- Reception s/b a welcoming space
  Music, animal, inspirational rocks
  30 sec videos of success stories.

"Waiting game" on phone or ipad where they learn work related information

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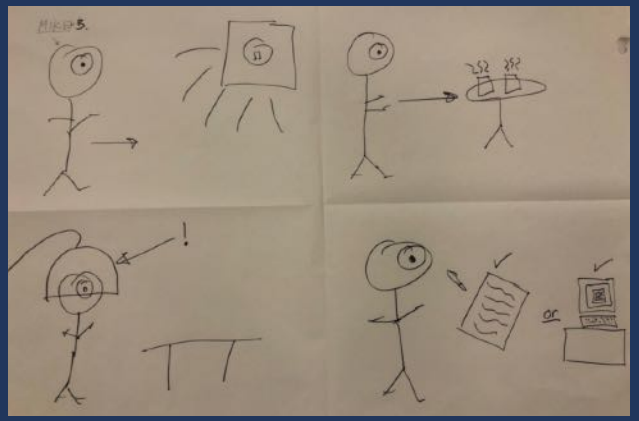

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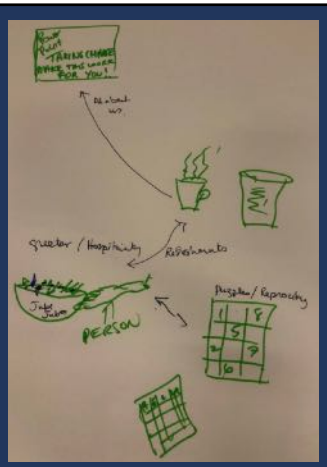

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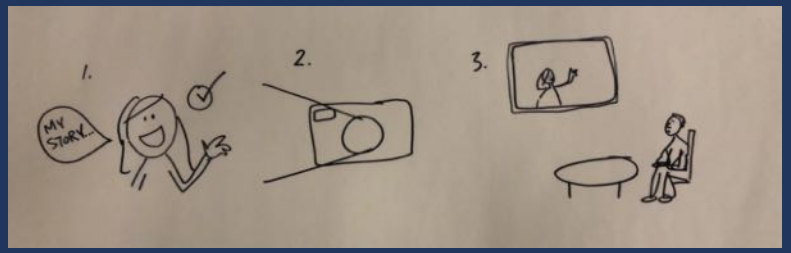

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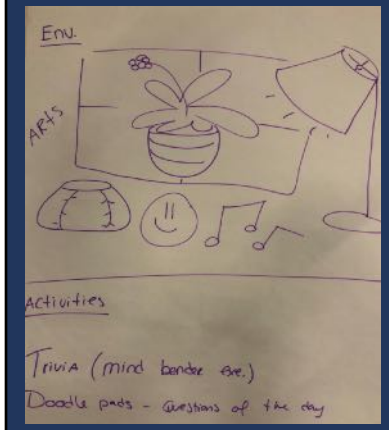

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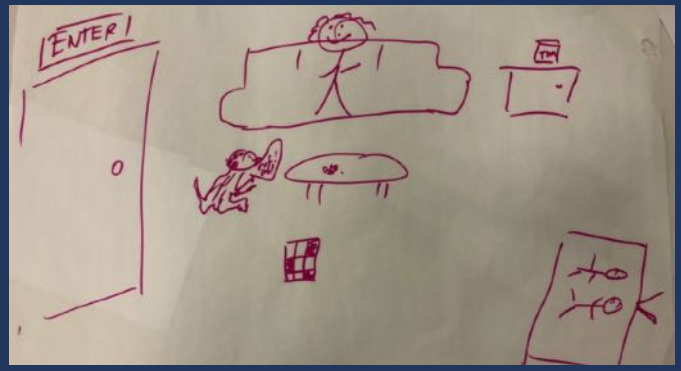

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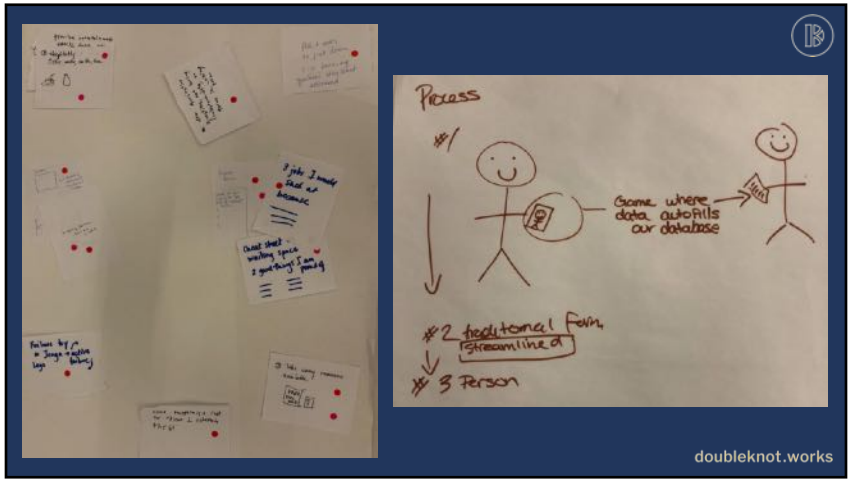

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