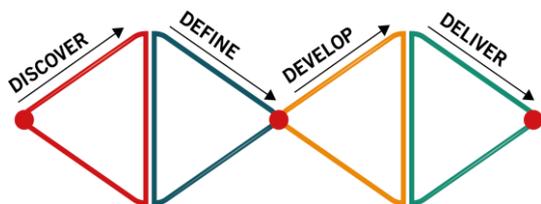


# Design Thinking by H&H

New conditions require new approaches to ensure that organisations continue to be relevant for their stakeholders. Products and services, organisation, business and not least people need to be equipped for the future.

The conditions for our professional lives are changing. New business models and technical possibilities are transforming sector after sector at the same time as values and behaviour among people are changing too. Traditional methods of developing business and attracting the right competence are not working any longer. Instead of a standardised and traditional way of working we need methods that allow for constant change and iteration.



*Design Thinking by H&H.*

We work based on Design Thinking with an agile way of working. Our method aims to, with all stakeholders as a starting point, test, evaluate and with the help of new insights to develop and improve. This we continue to do until we find the best solution for the situation at hand.

## Analyse

In the first phase we ensure that we are solving the right problem. Our model makes sure that we open up and explore all possibilities so that we know we are working with the real problem. This we do in a workshop where we examine the issue from all angles to ensure that we have considered all relevant aspects.

## Identify

Based on the results in the analysis phase potential solutions that would lead towards your goal are identified. In, for example, a

process of adding additional competence then possible solutions are internal or external recruitment or competence development of parts or of the whole team.

## Develop

Once we have identified possible solutions we start the development phase. Here we visualise and test the different solutions towards relevant stakeholders with the question “imagine if it worked like this”? With the help of insights we refine the solutions. Then we test again and again to ensure that we are solving your needs. In adding competence it can be a question of the iteration, refinement, and improvement of requirements specifications and then testing candidates’ values, abilities and behaviour or it could involve a training programme for the whole team.

## Delivery

The last phase is the delivery where we solve the problems identified in the analysis phase.

### Design Thinking by H&H

- Responds to change rather than following a plan
- Close dialogue rather than fixed job descriptions
- Testing and data rather than opinions and conventions
- Personality and values ahead of CV
- Co-operation ahead of prestige

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