

PROJECT SPONSOR - AND NOW?



You, as the project sponsor, take over an important role within the Design Thinking project. Like in other projects:

- you place the project assignment
- you supervise the project, that is, you give the project guidance
- you take time for reviews, updates and decision making
- you provide budget when needed

However, in Design Thinking projects, the project sponsor is even more...

Your support - a significant success factor:

Investment

- You provide employees that are motivated to promote change. Furthermore, you offer real freedom (as in time and space)

Open-mindedness

- Your project team is open-minded and not restricted to its expertise in their department. The team can, if needed, invite staff from different departments

Flexibility

- You are aware that within the project process the team will move through phases repeatedly (iteration)

Trust

- You trust in the ideas and solutions of your team

Experimenting

- Experimenting is okay!
- Failing is explicitly requested („fail early and often“)!
- You encourage your team to make “mistakes“
 - Design Thinking is not about developing perfect solutions!

Your Benefit

What you get...

- Innovative “wild” ideas
- Solutions that have already been tested as prototypes
- Motivated employees
- Visibility within the company
- Impulses for a cultural change and an innovative mindset

What you give...

- You promote the employees’ creativity
- You encourage them to change their way of working
- You have faith in the ideas and solutions of the team
- You encourage your employees to experiment and make mistakes
- You foster innovation in your company