

→ The 4-hour Health Check LITE

A reflective moment for your team to celebrate your success and focus on improving your innovation fitness for the year ahead.

The Design Doctors

The Design Doctors provide services to help design and innovation companies to strengthen what, how and why they do what they do.

In 3 years The Design Doctors have provided reflective creative spaces for 400 people, in 7 design and innovation companies in Brazil, the UK, India and the Netherlands. Global design and innovation teams asked us to provide reflective spaces, to help them respond to their **big question** - a question the **teams wished to jointly explore, to make their practices more effective for themselves, clients and company.** i.e. 'Our team as grown rapidly, what should our process be now?' 'How do we improve our practices to stay relevant to industry?'

The Outcomes

Running the 4-hour Health Check LITE programme with your team will result in...

- ✓ Understanding the barriers faced by your team on a daily basics and making explicit how to use your team more effectively.
- ✓ Enabling everyone in the team to understand their shared strengths and values they offer through celebrating their success, resulting in improved communication with clients and stakeholders.
- ✓ Responding to your team's big question, will provide a focus and align everyone on a shared vision of where to strengthen your team's practices for the year ahead.

The Check List

Before the Health Check LITE, The Design Doctors will need to...

- Know your team's big question. Top Tip: Try using our '30 minute lunchtime workout', to find your team's big question, click [here](#) !!
- Understand any team and company history which is relevant to responding to your big question.
- Identify why the Health Check LITE would add value to your team's practices, company and clients.
- Identify 5-15 stakeholders involved in your creative process which would be ideal to help respond to your big question.

The Health Check LITE Programme

Prior to carrying out the check, we will ask your team to decide on your big question. We will respond to your big question, using these following Health Check LITE steps:

→ STEP 1 Align

Align on the importance of your big question and design process steps, using creative and emotional prompts.

→ STEP 2 Uncover

Uncover your current and future journey through your design process, using creative prompts.

→ STEP 3 Reflect

Reflect on your team success and define areas to improve your process and practices.

What will we be looking out for during the check up?

- A. Your teams ability to...
 - Articulate their strengths and weaknesses.
 - Reflect and learn from success and failure, and implement improvement.
- B. Uncover how your team uses their creative resources and energy.
- C. Exploring if your big question requires reframing in order to have a greater impact on strengthening your team's practices in the upcoming year.

What happens next?

To help make your decision about whether or not the Health Check LITE is right for your team, try answering these questions:

What difference would having a central focus to strengthen your teams practices over the next year, mean for your team and company?

Are you undergoing changes in your company and would the Health Check LITE help or hinder this process?

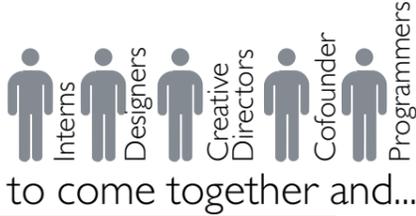
The Design Doctors respects commercial confidentiality at all time. If you have further questions feel free to contact us, via emma@thedesigndoctors.eu or Direct Message the  [designdoctorsEU](#).

Health Check LITE case study

An international design company asked us to respond to their big question...

→ 'How can we develop an entrepreneurial spirit and improve our processes?'

The Design Doctors delivered a Health Check LITE to support the company's ...



→ **STEP 1**
Align

Align a collective group to understand why entrepreneurship is important within their business and to

Personal development
Ownership

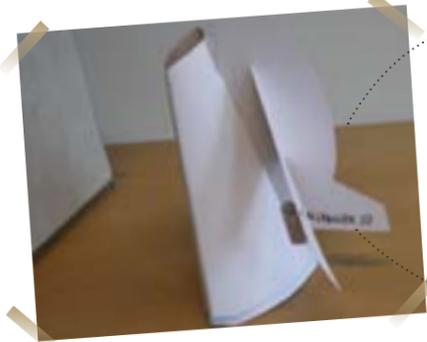
Initiative

Taking risk

Goals

→ **STEP 2**
Uncover

Uncover their current and future entrepreneurial journey through their design process, using creative prompts, i.e...



The team agreed that the current journey through the design process felt they were travelling on ...
The Challenger Rocket

+ve Quick to move.
Short trips.
Reflect on each step.
Flexible team.
Shared ownership.

-ve One energy source.
One direction.
Lots of energy used for take off.
Don't look behind them.

+ve Specialists on board.
Aim for moon.



The team agreed that the future journey through the design process should feel like a they were travelling on a...
UFO

→ **STEP 3**
Reflect

Reflect on the barriers and define areas to improve their process.

→ **STEP 4**
Report

A formal report to capture insights and new directions.

The Outcomes

Running the Health Check LITE programme with an international design company resulted in...

- A shared knowledge of teams strengths and value.
- Generation of new knowledge of how to use their resources more effectively.
- Commitment across the group to build their entrepreneurial practices.

We've had some excellent feedback from the global design and innovation teams we have supported with...

"The unique and productive format The Design Doctors used enabled us to reflect on how we can most effectively make progress as a team."
A Brazilian R&D centre of a multinational software company

"The Design Doctors workshops helped us to articulate what we do, and changed the way we engage with clients at the start of projects." A Brazilian Design company

"The Design Doctors' informal, yet relevant and effective, methods have enabled the entire company to develop a better understanding of who they work for and what the company provides as a service to the global innovation community." A UK Innovation company

"The health check helped us share ideas of what is important to our team."
An International Design company based in the Netherlands