

EDINBURGH, 6TH OF NOVEMBER 2017

Organisation Design Masterclasses: Module 1 'Seeing and Thinking Design'

- Increased desire to learn more organisation design
- Understand the gaps in their own thinking and approach to organisation design.
- Can define organisation design and its relevance to design thinking.
- Increased understanding of the current trends and history of organisation design
- Recognises and can describe various models and approaches to organisation design.
- Increased experience through the application of organisation design to case studies.
- Increased understanding of the enablers and inhibitors to organisation design.

Outcomes Module 1

DAY 1
Seeing & Thinking
Design

EODF 2014

Content Overview

In this introductory masterclass, we explore the relationship between the individual designer and organisation design.

We will talk about different frameworks and models, as a way to explore what designing organisations means to each of us, in a very personal and hopefully fun way.

Our hope is to:

- ✓ Place organisation design in the broader movement of design thinking
- ✓ Discuss and discover different models, foundational approaches as well as contemporary trends/hypes
- ✓ Explore what designing organisations means to each of us and our experiences
- ✓ Apply organisation design to practical case studies
- ✓ Explore the enablers and inhibitors to successful organisation design.

Who we are

The European Organisation Design Forum is the premier European association focused in the field of Organisation Design. We provide access to the latest thinking from leading practitioners, and via events and publications. EODF is the European voice shaping the strategic role of Organisation Design.

The EODF was set up in 2011 and now has 250 members across 12 countries and a communication reach of 800 for its newsletters. A well-attended **Conference** is now a constant fixture and an annual highlight. Our next is in **Dortmund on 20th and 21st October 2017.**



EDINBURGH, 7TH OF NOVEMBER 2017

Organisation Design Masterclasses: Module 2 ‘Doing Design’

- Greater understanding of end-to-end design processes and their pros and cons
- Identified gaps in own project plan / work completed to date
- Increased confidence and experience of applying an end-to-end design process
- Identified gaps in own knowledge and experience
- Next steps for developing yourself in the profession

Outcomes Module 2



Content Overview

In this second module of our series of masterclasses, we will focus on the ‘how’ of organisation design: different end-to-end design approaches, each with their pros and cons. It will be a hands-on, one-day masterclass in which participants can work on reviewing and improving the approach for their own project with the help of our experienced faculty.

Subjects that will be covered in this masterclass include:

- ✓ Critical elements of a good design approach
- ✓ Top-down versus bottom-up approaches
- ✓ Expert-based approaches versus collaborative design processes.

What participants have been saying...

“Informative, interactive, thought provoking”

“A very valuable workshop that gave me in-depth insights”

“Our team appreciated the masterclass and it was clear we all had valuable take-aways”

“My perspective has been expanded”

“I now have a wider understanding of the key contributors, theories, models”



Organisation Design Masterclasses

Starting time: 09:00 | Ending time: - 17:00

Hosted by:



Prices (all VAT exclusive):

EODF members: 1 module £250, both modules £400

Non-members: 1 module £300, both modules £450.

Prices include tea, coffee and lunch.

To sign up for the masterclasses or for more information, go to <http://eodf.eu/eodf-masterclasses/>

For more information about the European Organisation Design Forum, visit <http://eodf.eu>

FACULTY:

Nick Richmond, co-chair of EODF and UK country lead. Nick is a director of Tricordant, a distinctly O.D.D. consultancy which enables people and organisations to be whole and healthy. He has a passion to design thriving workplaces by creating healthy, meaningful work to form high performing organisations. With 10 years of deep cross sector experience, his core approach is one of high engagement drawing on the wisdom of crowds to co-design the future while affecting their behaviours and challenging their current mindsets.

Jeroen van Bree, chair of EODF. Jeroen is an organisational design consultant at Berenschot. He combines almost twenty years of consulting experience with the latest (academic) insights in the field to support managers in their task of organisational design, in the public as well as the private sector. A subject that has had his particular professional interest is enriching organisational design with elements from design thinking and game design. In 2013, he obtained a PhD at Nyenrode Business Universiteit based on his work investigating these issues.

