

# CHALLENGES

Hard to Engage  
Managers

Don't See Benefits

Afraid of Failure

Lack Skills &  
Experiences of Design

Hard to Measure

Zero-error Culture

Reluctance to  
Experimentation

Don't know  
what's the problem

Where to start?  
Where do we need design?

Budget

Time

ROI  
(Return of Investment)

KPI  
(Key Performance Indicator)

Human Resource

Lack Commitment

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How to plan a budget?

How to Implement  
Outcomes?

Departments  
Working In Silo

# CHALLENGES

Vocabularies

Whom To Involve?

No Strategic  
Competence Development

Regulations &  
Legislations

R&D vs Daily Task

Hierarchical Culture

(Mis-)Perception  
of Design

Mono-professional  
Skill Profiles

One-time off

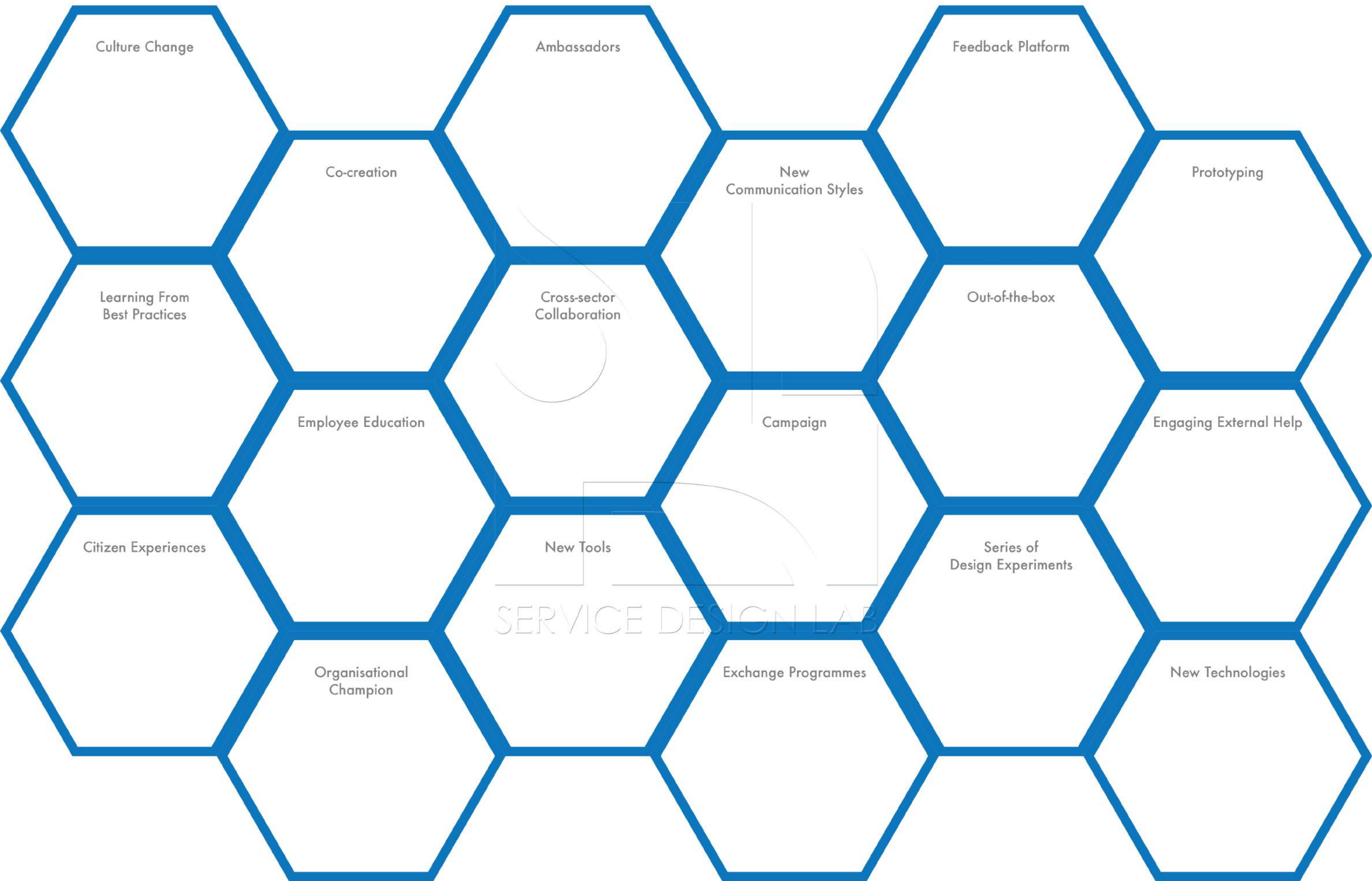
Lack of Incentives

Lack of Feedback

Red Tape

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# OPPORTUNITIES



Culture Change

Ambassadors

Feedback Platform

Co-creation

New Communication Styles

Prototyping

Learning From Best Practices

Cross-sector Collaboration

Out-of-the-box

Employee Education

Campaign

Engaging External Help

Citizen Experiences

New Tools

Series of Design Experiments

Organisational Champion

Exchange Programmes

New Technologies

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# OPPORTUNITIES

Bottom-up Initiatives

Hearing From Citizens

Information Sharing

Citizen Centered  
Initiatives

Incentives

Strategic Programme

Sustainable  
Human Resource  
Management

Simulation of  
Outcomes & Benefits

In-house Designer

Communicate Examples

(Self-) reflection  
& diagnosis

Conversational Pieces

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