

## Case study 1: Building an experience design centre of excellence for BAE's project management office.

**BAE SYSTEMS**

### The opportunity space.

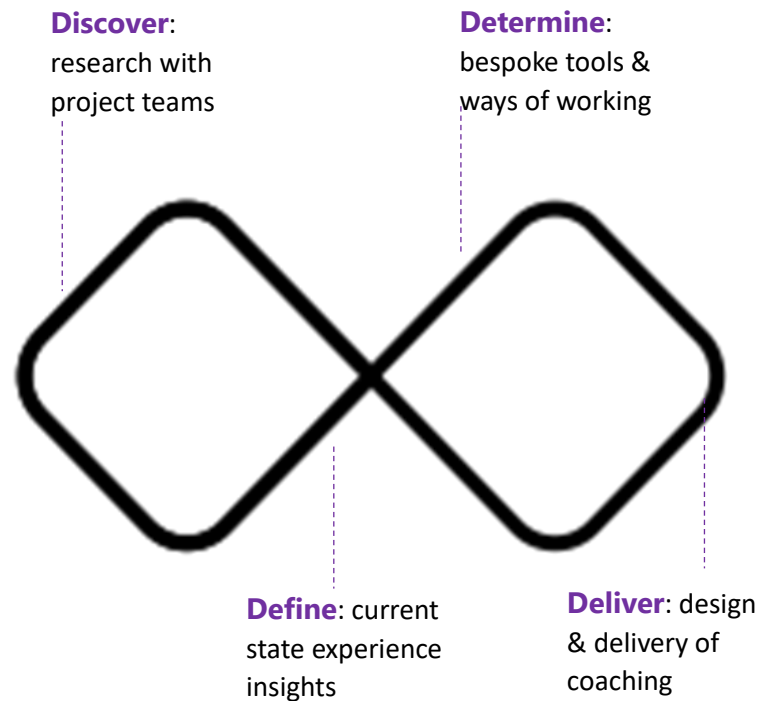
BAE is on a path towards increased maturity in its delivery practices and approached us for assistance to uplift Design Thinking capabilities through a collaborative, engaging and iterative approach to upskilling key teams.

### The need.

- ❖ Perform an assessment of the teams' current maturity in Design Thinking, customer centricity and CX practices.
- ❖ Provide coaching across the National teams, that complemented their current program of Agile capability uplift.
- ❖ Equip team members to become self-sufficient, "floating coaches", who continue to mature the adoption of Design Thinking practices within BAE.

### The approach.

In designing the COE for BAE, I applied the "double diamond" framework to understand the current gaps around customer centricity, CX tools and processes. I co-designed a customer-led guidebook for the PMO function comprising tools, templates, and facilitator guides.



### The outcomes.

Delivery of a bespoke 'design toolkit' including templates and guides for:

- ❖ HCD methodology & best practice
- ❖ Stakeholder mapping
- ❖ Persona development
- ❖ Journey & experience mapping
- ❖ Problem (re) framing – How might we?
- ❖ Ideation
- ❖ Prioritisation matrix

1:1 & group coaching and evaluation of team leads and team members.

Endorsement and sign off by BAE PMO leadership.