DESIGN
HACK
ATHON

DESIGNING FOR
SMART FAILURE IN A
FAST-CHANGING WORLD

Eddie OBENG
Educator | Innovator| Author | TED Speaker

DOWNLOAD RESOURCE PACK IN ADVANCE
FOR THIS INTERACTIVE SESSION

ThinkLab™
A *SANDOW* BRAND

PENTACLE

PROVOKING - INSPIRING - EDUCATING - FACILITATING - ENABLING

Hopes&FearsQUBE™

My Greatest Hopes

My Greatest Fears

Greatest HOPES

SCRIBBLE. SCRIBBL
E. SCRIBBLE. SCRIB
BLE. SCRIBBLE. SCR
IBBLE.SCRIBBLE. SC
RIBBLE. SCRIBBLE.
SCRIBBLE. SCRIBBL
E. SCRIBBLE. SCR
IBBLE.SCRIBBLE. SC
RIBBLE. SCRIBBLE. ...

Greatest FEARS

SCRIBBLE. SCRIBBL
E. SCRIBBLE. SCRIB
BLE. SCRIBBLE. SCR
IBBLE.SCRIBBLE. SC
RIBBLE. SCRIBBLE.
SCRIBBLE. SCRIBBL
E. SCRIBBLE. SCR
IBBLE.SCRIBBLE. SC
RIBBLE. SCRIBBLE. ...

Agreed Ground-rules/
De-riskers
**What I (we) will do differently
from now on...**

Engaging People and Audiences ... Right from the start..

PROVOKING - INSPIRING - EDUCATING - FACILITATING - ENABLING

PENTACLETHEVBS.com - QUBE.cc

PENTACLE

Fix-It-NOW ™

	Fears /Risks (at the start)	Fix-It-NOW!	Contain-ment Actions	Fears /Risks (still left)	Monitoring <Fears /Risks still left only>	Contingency or Plan B
	Use: Hopes&Fears, What went wrong in the past, etc	What to do? - By Who? - By When?	How do we stop it affecting/ wrecking everything else?	<Copy remaining Fears from first column to this on>	Early Warning signs - Who's looking out?	When it all goes wrong: Insurance? Money? Alternatives?
Your point of view...						
Their point of view...						
	1. IDENTIFY THE DANGER	2. KILL IT NOW!	3. LIMIT IT/ CONTAIN IT	IF YOU'RE SAFE RELAX OR...	4. KEEP AN EYE ON IT	5. IF ALL PLANS FAIL - NOW WHAT?

Title/ Objective _____

Surviving the Aliens

PENTACLETHEVBS.com - QUBE.cc

PENTACLE

PROVOKING – INSPIRING – EDUCATING – FACILITATING – ENABLING

5 Ps ™

1. What I want to say…

Write it down here exactly as you would say it without thinking (blurt it out)

Always write in sentences…

2. What I will actually say…

1. Purpose
Why is this important/ necessary?*

2. Principles
What are the key things to remember to do/ not to do?*

3. People
Who are the key stakeholders?*

4. Process
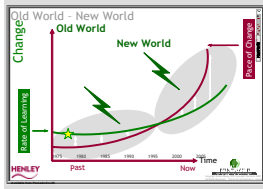How it could be carried out You can miss out this step?*

5. Performance
What will happen when we have succeeded?/
How will we know we are winning?*

PROVOKING – INSPIRING – EDUCATING – FACILITATING – ENABLING

PENTACLETHEVBS.com - QUBE.cc

PENTACLE

EvolveDominateOrDie ™

Old World

New World

We have been successful by:

We will be successful by:

PENTACLETHEVBS.com - QUBE.cc

PROVOKING - INSPIRING - EDUCATING - FACILITATING - ENABLING

PENTACLE

MMMSourcesOfMoney™ -Tax

So why ELSE could a stranger give you MORE money?

TANGIBLES in exchange for something physical

INFORMATISED SERVICES in exchange for help, advice, (enjoyable) experience or information (service)

AURA in exchange for a belief, aura, brand or recognition

ACCESS in exchange for access to someone else's (or your) time or attention

RISK REMOVAL in exchange money in the future or to replenish lost money in the future

TAX REDUCTION to reduce the chances of loss of money

	TANGIBLES	INFORMATISED SERVICES	AURA	ACCESS	RISK REMOVAL
We can offer this at low expense to us					
We can offer this as high value to them					

PENTACLETHEVBS.com - QUBE.cc

PROVOKING - INSPIRING - EDUCATING - FACILITATING - ENABLING

PENTACLE

YouUsMe ™

You

Prove you are in their world articulate their joys issues and concerns

"Looks like I'm the only one who didn't get the email not to wear suit. Duh!"

Us

Demonstrate common goals, values and the rules of the game

"You know we both want to make sure that..."

Me

Getting to your 5Ps

"So when we have delivered the results how will you make use of them

---

Dress like them If mis-matched draw attention to it and laugh at your self
Mirror Body posture
Equate Energy levels/ breathing
SayTheirThoughts If you have an insight on what they are thinking at that precise moment say it
Noddy- use 3 simple statements which they will recognise to be true, current or can't be disagreed with.

PowerDrop – If you're much more powerful than them laugh at yourself EARLY
Noddy- use 3 simple statements which they will recognise to be true, current or can't be disagreed with.
Hand over and see use Simple Open Question
Recap and Handover
Body – Change your posture to see if they respond then **Recap**

Transition – Useful bridges are; So, I've been asking myself, How do you see..?
PastTheSale where possible speak as if the proposal has already been completed
Paint them into the Picture Use visual language to describe where they fit in the future picture

PENTACLETHEVBS.com - QUBE.cc

PROVOKING – INSPIRING – EDUCATING – FACILITATING – ENABLING

PENTACLE

SeeHearFeel ™

1. Join
Is your solution accessible to everyone? If now what action will you take?

2. Share
Have you established how everyone will share ONE version of the TRUTH? Have you agreed how and where knowledge will be stored, labelled and retrieved? If now what action will you take?

3. See
Are we using enough visuals and clues to overcome cultural barriers and prevent misunderstandings? - Here2There™ If now what action will you take?
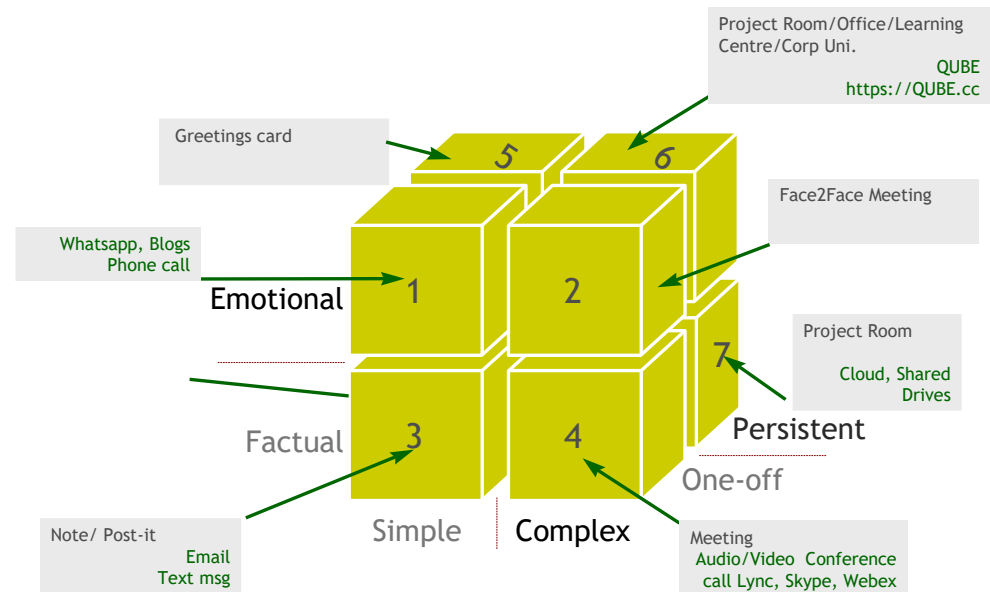
4. Hear
Do we make sure everyone can be heard over time-zones and distance? - Use SpinCasting If now what action will you take?
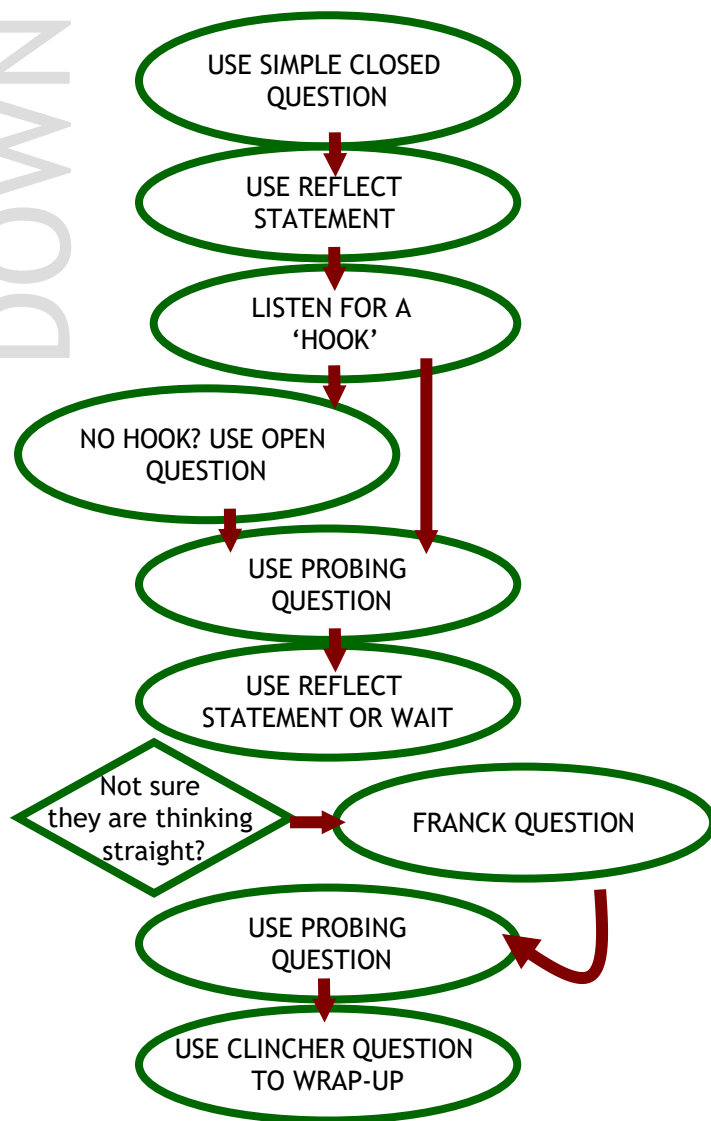
5. Feel
Do we have the skills to manage and take the emotional temperature? – BackChatFed, CyberPersonality If now what action will you take?

Rules for Virtual Working

PENTACLETHEVBS.com - QUBE.cc

PROVOKING - INSPIRING - EDUCATING - FACILITATING - ENABLING

Greetings card

Project Room/Office/Learning Centre/Corp Uni.
QUBE
https://QUBE.cc

Whatsapp, Blogs
Phone call

Face2Face Meeting

Emotional

1   2

Project Room

Cloud, Shared Drives

7

Persistent

Factual

3   4

One-off

Note/ Post-it
Email
Text msg

Simple   Complex

Meeting
Audio/Video Conference call Lync, Skype, Webex

5   6

Are you using the right tools or are you using the tools you have and know how to use?

PENTACLE

RatHoling™ DOWN

Getting to the bottom of things Fast!

Flow chart:
- USE SIMPLE CLOSED QUESTION
- USE REFLECT STATEMENT
- LISTEN FOR A 'HOOK'
- NO HOOK? USE OPEN QUESTION
- USE PROBING QUESTION
- USE REFLECT STATEMENT OR WAIT
- Not sure they are thinking straight? → FRANCK QUESTION
- USE PROBING QUESTION
- USE CLINCHER QUESTION TO WRAP-UP

Simple Closed Question- Builds rapport e.g. *How long have you worked here?*

Reflect Statement- Repeat the last 1-5 words of their last sentence *VERBATIM*

Open Question- After rapport. To cast a wide net. Start with 'Wh' e.g. Why..? Who..? What...?

Probing Question- e.g. *Tell me more.. Help me to understand*... (Its a favour to you)

Wait- Simply bite your tongue and count to five or more

Franck Question – Non-confrontational correction. When their logic is wrong silently think '*If (hat they have just said) then (expected outcome)*' Ask, *So do you have (expected outcome)?*

Clincher Question- Closes with confidence e.g. *So, just so you know if I've understood you... What I heard was...* (Not *What you said was...*)

...and Listen

Side text (rotated): PROVOKING – INSPIRING – EDUCATING – FACILITATING – ENABLING

PENTACLETHEVBS.com - QUBE.cc

PENTACLE

PlayBak ™

1. Listen

Stop trying to impress
Make your ego small
Stop worrying if you are "adding value"
It's not about you
Bite your tongue

2. Take notes as you go

Pre-plan
Be sure to understand the Big Picture
Use 5Ps to structure your notes
Capture stuff whilst you listen - digital or 'dead trees' format

3. Structure your conclusion

Signpost

Make it clear you're reviewing the conversation

"So, just to be sure I've understood..."

Situation

Remind them of the background to what you're doing
"The big picture is ..."

Story

Use 5Ps to structure

"So we're doing this because ..., and it's important that we do / don't, and these stakeholders are involved, and the way we'll do it is ..., and you'll get ..."

So What

List your actions, check they match

*"So I'm going to do xyz, etc...
—Did I miss anything?"*

Making sure that they believe that they have been heard

PROVOKING - INSPIRING - EDUCATING - FACILITATING - ENABLING

PENTACLETHEVBS.com - QUBE.cc

PENTACLE

GapLeap™

2. IF NOT FIXED...

IMPORTANT
- Each participant to independently write on sticky notes what they believe will occur if the GAP *is NOT* fixed
- Only use complete sentences (no bullet points are allowed!)
- Once you have posted all the ideas, sequence them from top to bottom so that they 'tell a story' and read them out to the participants

3. IF FIXED...

IMPORTANT
- Each participant to independently write on sticky notes what they believe will occur if the GAP *IS* fixed
- Only use complete sentences (no bullet points are allowed!)
- Once you have posted all the ideas, sequence them from top to bottom so that they 'tell a story' and read them out to the participants

1. GAP The difference between where we are and where we would like to be...

IMPORTANT
- Only use complete sentences (no bullet points are allowed!)
- Use a real GAP It should not say for example "We need to..."

IMPORTANT
- Each participant to independently write on sticky notes, why they believe it has not yet been fixed
- Only use complete sentences (no bullet points are allowed!)
- Once you have posted all the ideas, sequence them from left to right so that the sticky notes with the biggest effect or which will require the least effort to resolve, are further to the left

5. Select an appropriate timescale and assign a Cost or Revenue value to each and every sticky taking care not to double count opposites
6. Calculate the VALUE AT STAKE - which is the absolute difference between the sum of the 'If not fixed' and 'If fixed' sticky notes
7. Compare this value to the cost of fixing the GAP

4. WHY NOT FIXED YET

PROVOKING - INSPIRING - EDUCATING - FACILITATING - ENABLING

PENTACLETHEVBS.com - QUBE.cc

PENTACLE

StickySteps ™

4. IN ORDER TO HAVE ... (First word is a VERB)

IMPORTANT

1. Discuss and agree the outcome required before you start
2. Have one co-ordinator to avoid duplication
3. Start each post it with a verb (doing word) in the past tense

5. WE MUST HAVE... (First word is a VERB)

Complete the sentence
Sequence* the Sticky Notes
Break down each level until you reach tasks
Mark the task 'T'

IMPORTANT

6. Complete the sentence and only write down activities you MUST have done and make sure that they fit with the sentence
7. Repeat this to identify 5 – 10 direct pre-requisites Remember to start each post it with a verb (doing word) in the past tense
8. Put the sticky notes in a sequence running: Earlyish – Lateish/ Easy – Hard/ Engaging/ Mixed
9. Break down the 1 -5 sticky notes at the start of the sequence until you reach tasks by again asking, "In order to have..." "We must have..."
10. Mark tasks which emerge with a 'T'

* Sequence:
1. Earlyish ——————————→ lateish - normal
2. Easy ——————————→ hard - credibility
3. Engaging key stakeholders ——————————→ mixed- involvement

Planning without terror

PROVOKING – INSPIRING – EDUCATING – FACILITATING – ENABLING

PENTACLE

StickySteps ™

Week 1

NOW

IMPORTANT

11. Place the tasks on this scheduler at the point when they would be expected to start
12. Mark on the sticky or in the panel the name of person accountable for ensuring the task is carried out
13. At the end of each sequence of tasks rotate the final sticky though 90 degrees to mark the end of that sequence
14. Place the remaining non-task sticky notes on the scheduler
15. Estimate the amount of resource/ costs to deliver each sticky

Week 2

Week 3-4

Month 2

SOON

Month 3

Quarter 2

Q 3-4

Yr 2

LATER

Arrangement:

Just get on with it!
[T for Task]
‹Name› or colour code

Just get on with it!
[T for Task]
‹Name› or colour code

Planning without terror

PENTACLE

Make time for resilience

BamBu ™

Emails

- Never start on these until you've planned your day – see below – they will hijack you and you will become disorganised
- Respond to unsolicited emails, don't delete them – ask the person why they have included you and what they would like you to do
- Always update the header – it's the one thing everyone reads
- Structure the body to make it easy to comprehend, remember, you're not J K Rowling – Big Picture: Issues: Details – Actions
- Don't send spam CYA emails to other people either

Phone Calls

- Never make these unless you can make notes and the other person can also make notes– otherwise you have to rely on your memory and this fills up your mind and bandwidth
- Always check first if it is a good time to talk to ensure that you have got the person's full attention

Audio/Video Conferences

- The typical Audio Conference is "one person speaking and 12 people doing their emails". Always use SpinCasting™
- If it is possible, use software to share your computer screen so that you can all see and update simultaneously the same working documents and notes of conference.

Reporting

- If you are not sure what question the data you are being requested to provide answers, ask. Sometimes the information is already available in a different format
- Don't let your stakeholders experience the AnxietyGap™ of not knowing what is going on – if you do they will ask you for reports reports and updates that they don't actually need

(Poor) Planning

- Always plan each day the day BEFORE. When you are under pressure it is incredibly difficult to plan on the day. Find somewhere quiet at the end of the day to grab a half hour to plan the next day
- Never plan 100% of activity for the next day - leave space, about a fifth of the time, to respond to events which will come in unexpectedly
- Always KillTheAliens™ in advance. Unless you're a lucky person the fears you identify will probably come true when you least wish them to

YOU

- Stop distracting and interrupting yourself
- When you want to think, turn off your gadgets and out down the phone
- Stop distracting and interrupting others – unless it's to make them laugh!

Make Time...

How much time have you made?

PROVOKING – INSPIRING – EDUCATING – FACILITATING – ENABLING

PENTACLETHEVBS.com – QUBE.cc

PENTACLE

StickToThe**BEAT** ™

Start...	Stop...
BEHAVIOUR	

Start...	Stop...
EMOTION	

Start...	Stop...
ACTION	

Start...	Stop...
THOUGHT	

PROVOKING - INSPIRING - EDUCATING - FACILITATING - ENABLING

PENTACLETHEVBS.com - QUBE.cc

PENTACLE