Unlocking Supply Chain Innovation through Design Thinking

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WORKSHOP AGENDA

- Introductions
- Workshop Learning Objectives
- Application of Design Thinking to Supply Chain Innovation
- Case Studies
- Group Activity & Presentations
- Summary of Key Takeaways
- Wrap-up and Close
LEARNING OBJECTIVES

- Understand the principles and benefits of design thinking in the context of supply chain innovation.
- Explore practical case studies that demonstrate the successful application of design thinking in supply chain innovation.
- Apply design thinking methodologies to identify and address challenges within the supply chain.
THERE’S BEEN AN UNPRECEDENTED SHIFT IN BUSINESS CULTURE WHEN IT COMES TO SUPPLY CHAINS AND HOW THEY SERVE CUSTOMERS IN RECENT YEARS…

Exploration of new and innovative approaches

Importance of recognizing “individuals” in the supply chain

Delivering faster, better, and more cost-effective solutions

Pursuit of excellence as a driving force

Adapting to changing dynamics
FIRST THE DEFINITIONS.....

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<thead>
<tr>
<th>Professional</th>
<th>Practitioner</th>
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<td>Someone who mainly does mental or administrative work, as opposed to engaging in physical work.</td>
<td>Someone who engages in an occupation, profession, religion, or way of life.</td>
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...we believe today we are talking to practitioners of Supply Chain Management!

Source: Eldeen Pozniak, “What's in a name? Professional vs. practitioner”, Canadian Occupational Safety, website, accessed on 10 June 2023
WHAT IS DESIGN THINKING?

• In the simplest terms, design thinking is a process that uses creative and practical problem-solving solutions.

• Mainly designers use this process, but its application is found in multiple industries such as business, architecture, and engineering…and now SCM!

• At the core of design thinking, you seek to understand your users better. In this process, you must challenge any assumptions and develop creative solutions.

• Overall goal is to identify alternative solutions that were not apparent in your early level of understanding. In a nutshell, design thinking is a solution-based approach to solving customer problems.

Source: GoVisually, “What is design thinking and why is it important?”, found at GoVisually.com
Definition of Supply Chain Innovation

Supply chain innovation refers to the strategic implementation of new ideas, processes, technologies, and approaches within the supply chain ecosystem to drive improvements, enhance efficiency, and create a competitive advantage. It involves the exploration and adoption of innovative practices to optimize supply chain operations, enhance collaboration, mitigate risks, and meet evolving customer demands.”

Key Elements of Supply Chain Innovation

| 1. Process Optimization |
| 1. Product Innovation |
| 2. Technology Integration |
| 3. Collaborative Partnerships |
| 4. Customer-Centricity |
| 5. Risk Management |
| 6. Sustainability Considerations |
WHY SHOULD YOU CARE AS A SCM PRACTITIONER

Historically SCM was:
- Inward looking
- Brand or product-centric
- New consumption patterns are driven by prosumers (professional consumers) who have too many choices.
- The new Copernican Shift demands new framework to build products, services, and brands.

Design thinking helps with this because:
- It is human-centered
- It is a design framework packaged for a non-design crowd
- It offers a defined process for innovation (repeatable and teachable)
- It is the new Copernican Shift

Source: GoVisually, “What is design thinking and why is it important?”, found at GoVisually.com
BY APPLYING DESIGN THINKING PRINCIPLES, SUPPLY CHAIN PRACTITIONERS CAN ENJOY THE BENEFITS OF:

1. Customer-Centric Solutions
2. Collaboration and Cross-Functional Engagement
3. Iterative Problem-Solving
4. User Feedback and Continuous Improvement
5. Creativity and Innovation Culture
6. Adaptability and Resilience
### Stanford d.school Design Thinking Process

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<th>Stage</th>
<th>Inputs</th>
<th>Tasks</th>
<th>Techniques</th>
<th>Output</th>
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<td>Empathy</td>
<td>Design Brief</td>
<td>• Setup Interviews</td>
<td>• Interviews (5 Whys method)</td>
<td>Empathy Map</td>
<td>Understand The Deeper Needs Of A Customer</td>
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DESIGN THINKING MINDSET

- Focus on Human Values
- Show Don’t Tell
- Bias Toward Action
- Embrace Experimentation
- Radical Collaboration
- Be Mindful Of Process
- Craft Clarity

THE LEADING EVENT IN AFRICA FOR SUPPLY CHAIN PROFESSIONALS
OUTCOMES OF EFFECTIVE DESIGN THINKING

- Business (viability)
- Environment (sustainability)
- Technology (feasibility)
- Customer (desirability)

Design innovation
Jobs theory (functional + emotional & social dimensions)
Build/ Buy/ Partner/ Outsource

Business model innovation
People. Planet. Profit

THE LEADING EVENT IN AFRICA FOR SUPPLY CHAIN PROFESSIONALS
WHO CAN BENEFIT FROM DESIGN THINKING?

Anyone who wants to solve for the right thing.
WHEN SHOULD YOU UTILISE DESIGN THINKING?

Adapted from: Dilemmas in a General Theory of Planning
Horst W.J. Rittel and Melvin M. Webber (Policy Sciences, June 1973)
WHERE IS DESIGN THINKING MOST EFFECTIVE?

It can be applied everywhere where there are complex/wicked problems needing a human-centered solutions.
CASE STUDIES
How Amazon Go applied design thinking principles in reinventing the retail supply chain?
How Nike applied design thinking principles in Revolutionizing the Age-old Craft of Shoemaking?
How Tesla applied design thinking principles in transforming their automotive supply chain?
GROUP ACTIVITY
GROUP CASE STUDY

1. Design Brief: Think of a customer supply chain problem you once experienced in the workplace. What was the problem and what were the key issues and challenges?

2. Vote for all problems shared.

3. Select the problem with the most votes.

4. Reframe the Problem Statement.

5. Ideate & Prototype.

6. Test (Presentation).