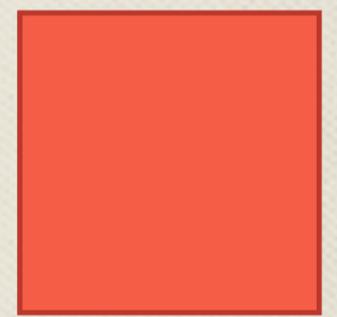
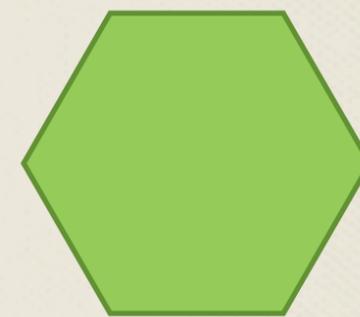
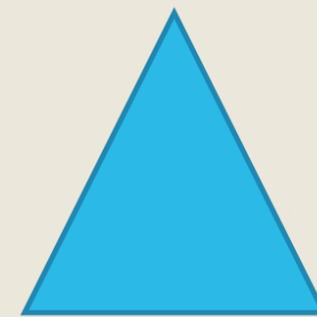
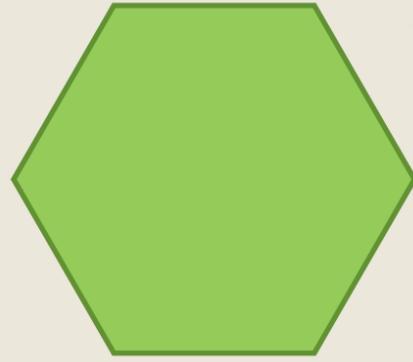
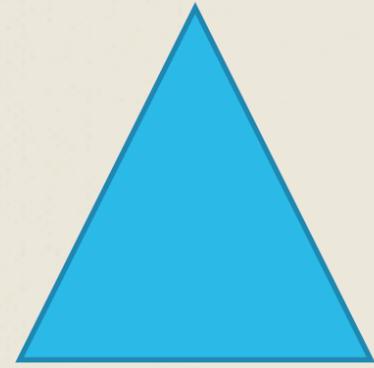
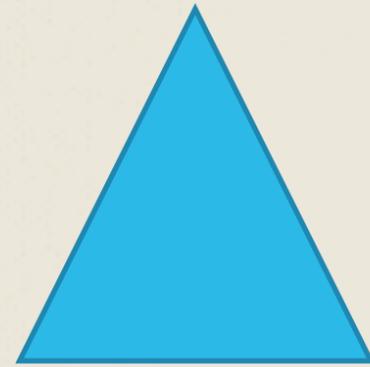


# Working Better Together

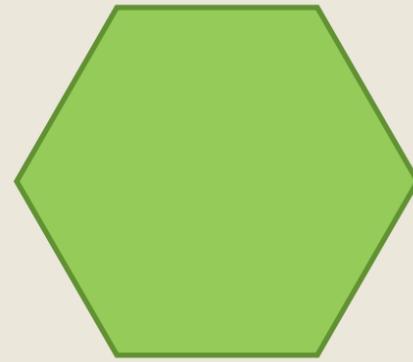
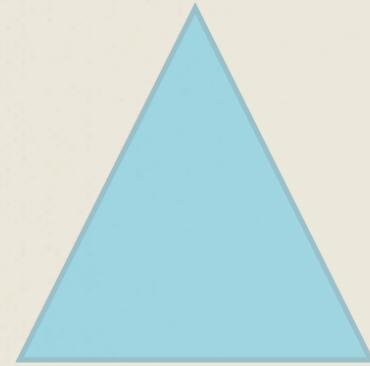


Characteristics of Productive, Creative Organizations





**Business**  
Stakeholders  
Product Owners  
Analysts  
SMEs



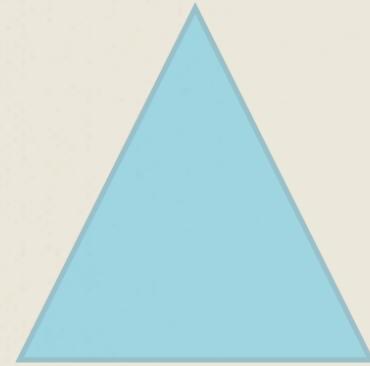
# Design

UX Designers

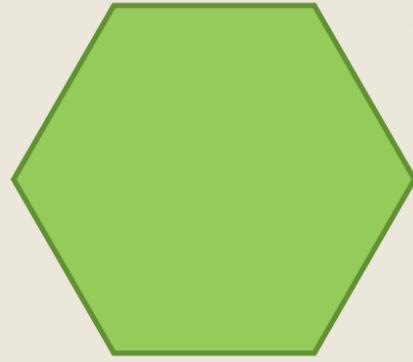
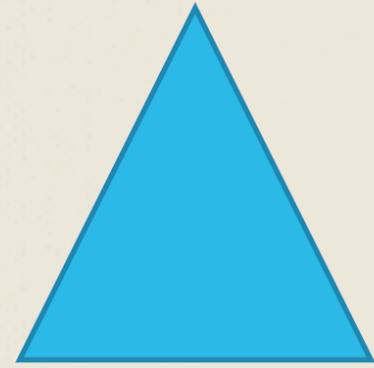
Information Architects

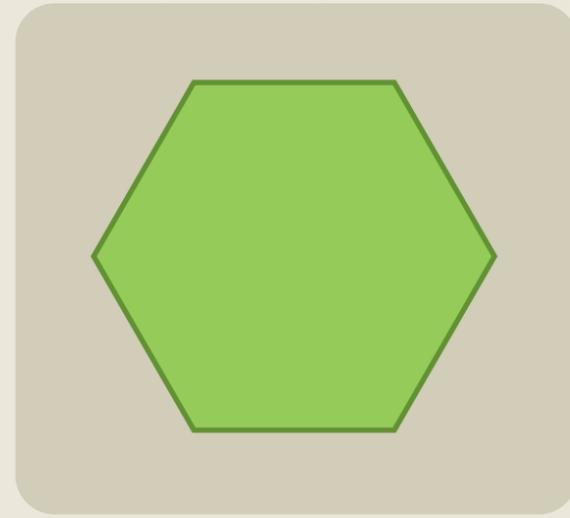
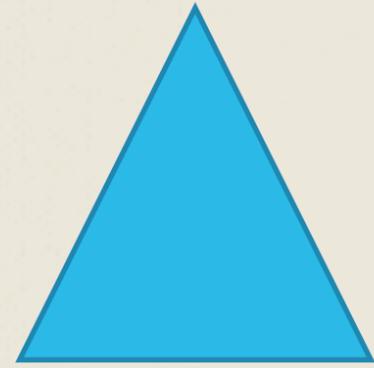
Interaction Designers

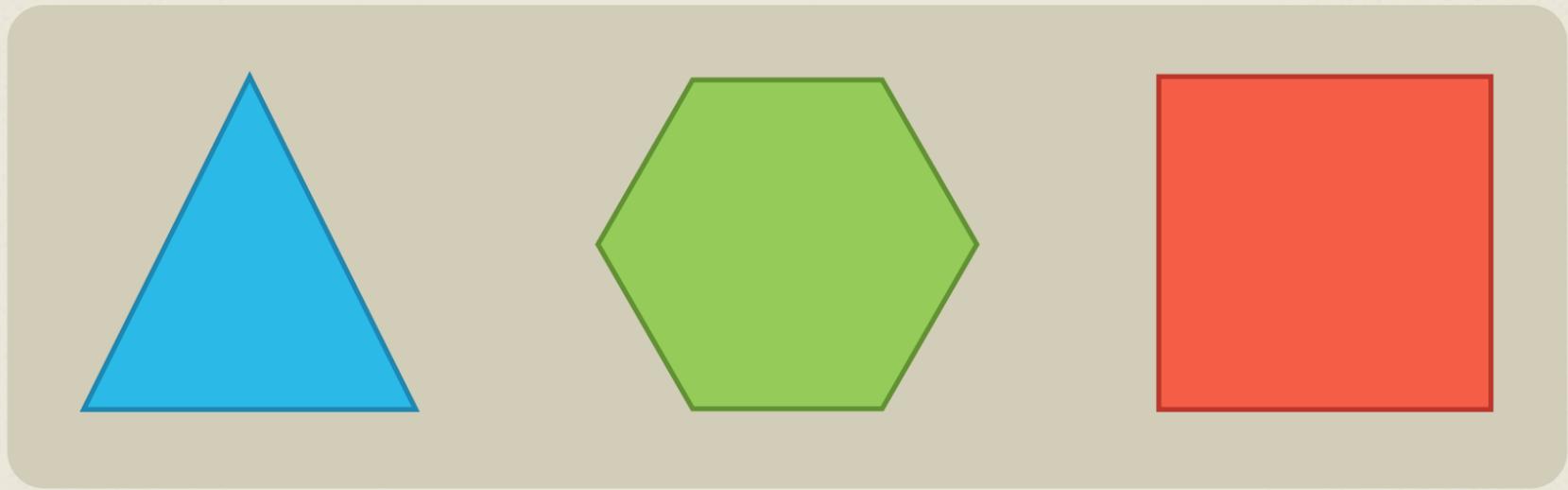
Content Strategists



**Development**  
Front-End  
Back-End  
Platform Spec.

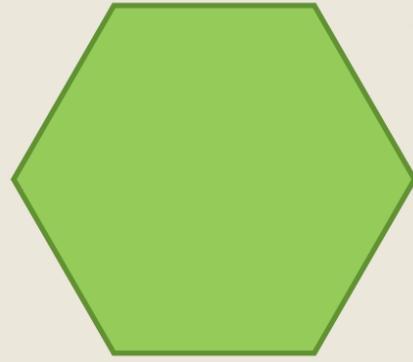
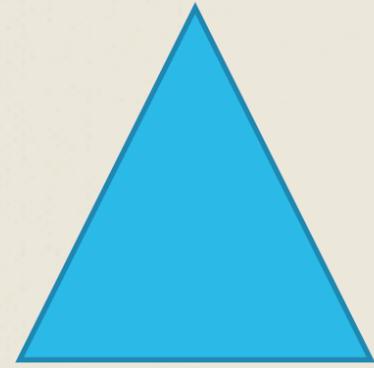


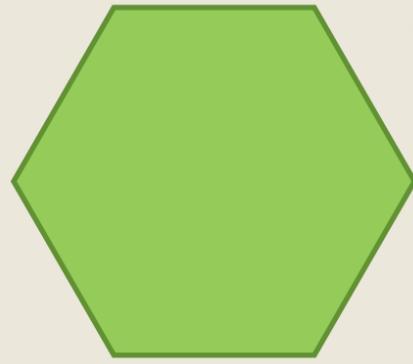
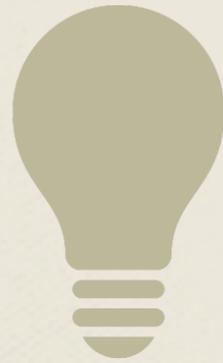
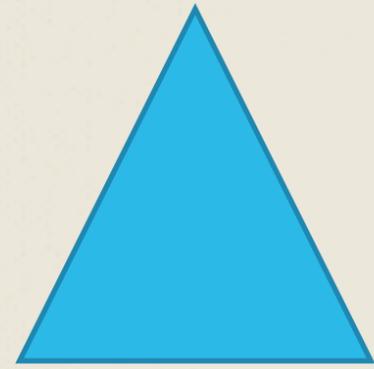


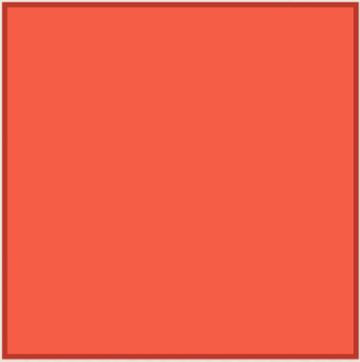
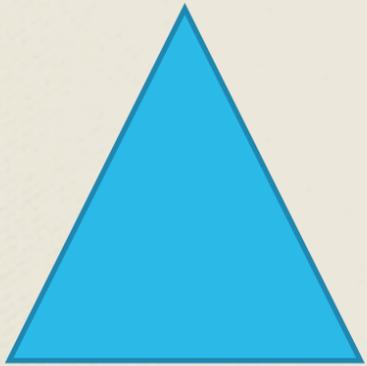
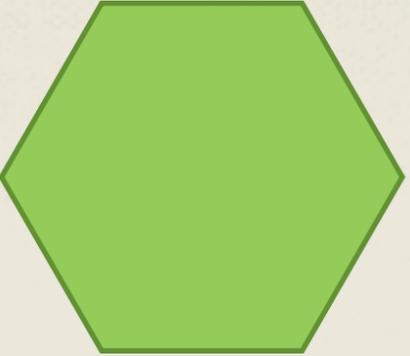


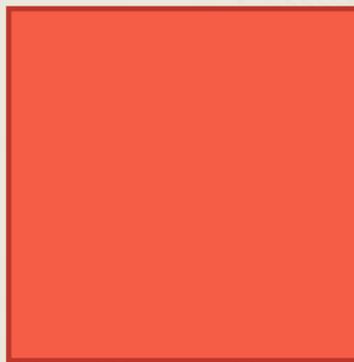
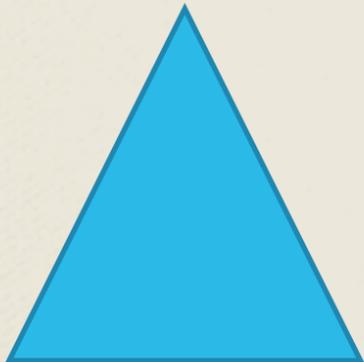
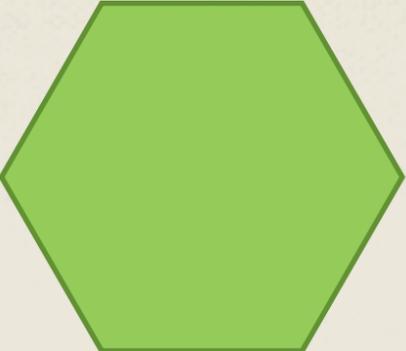
## **Everyone is involved in the creative process.**

The user's experience is the responsibility and mutual goal of all team members. Everyone participates in a process of discovery, definition, exploration, iteration and validation.

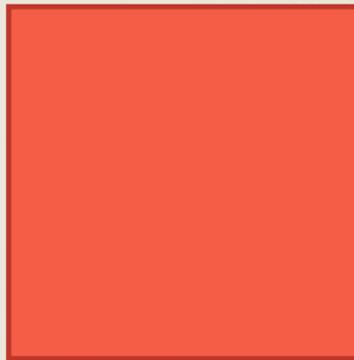
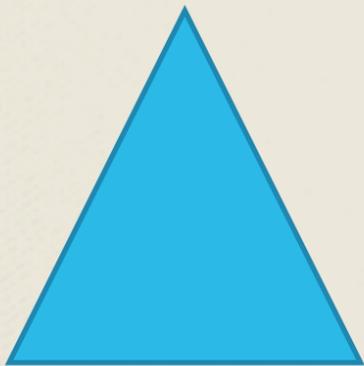
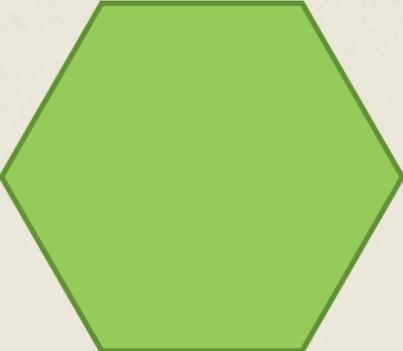


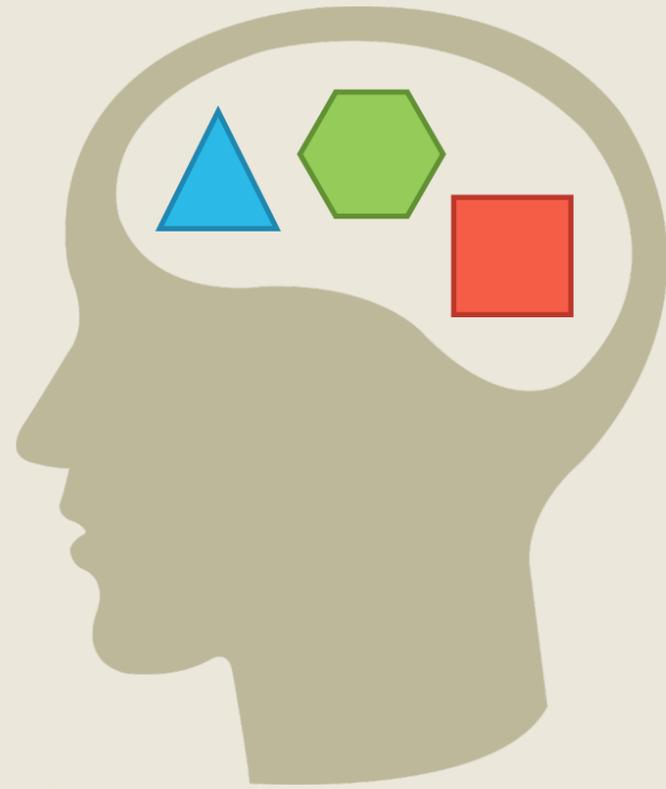






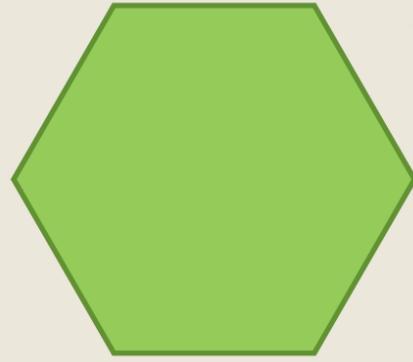
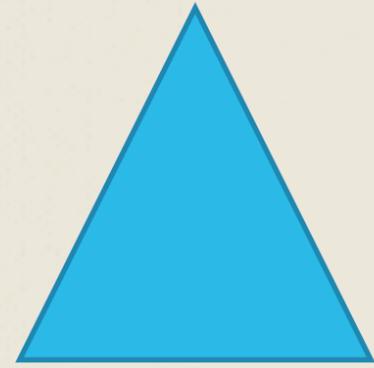


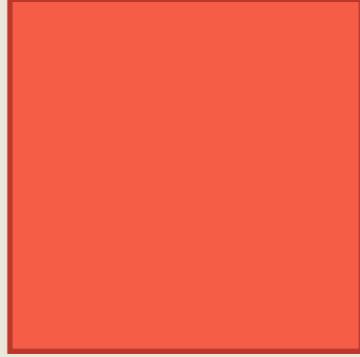
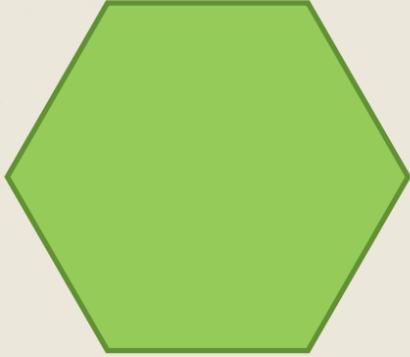


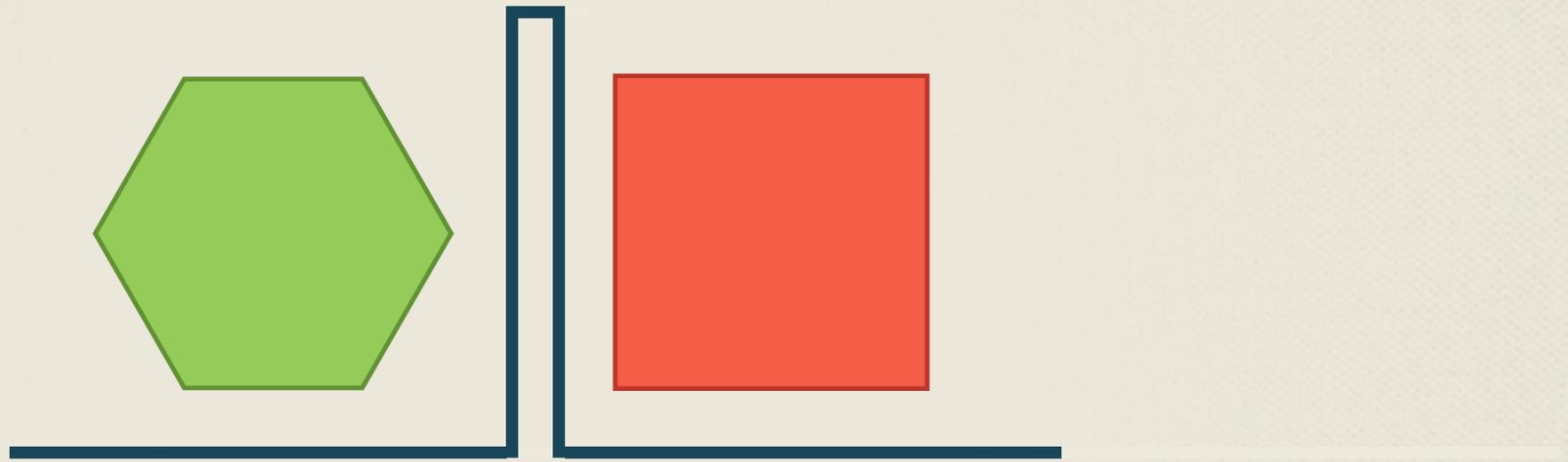


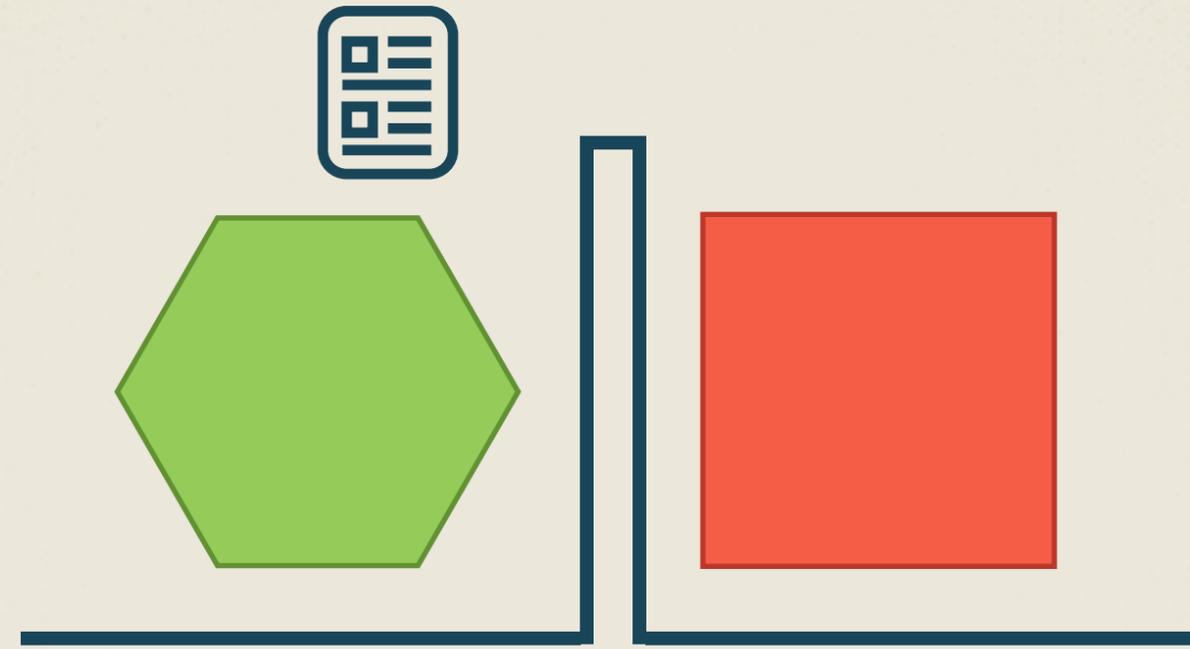
## **There is clear creative vision and directorship.**

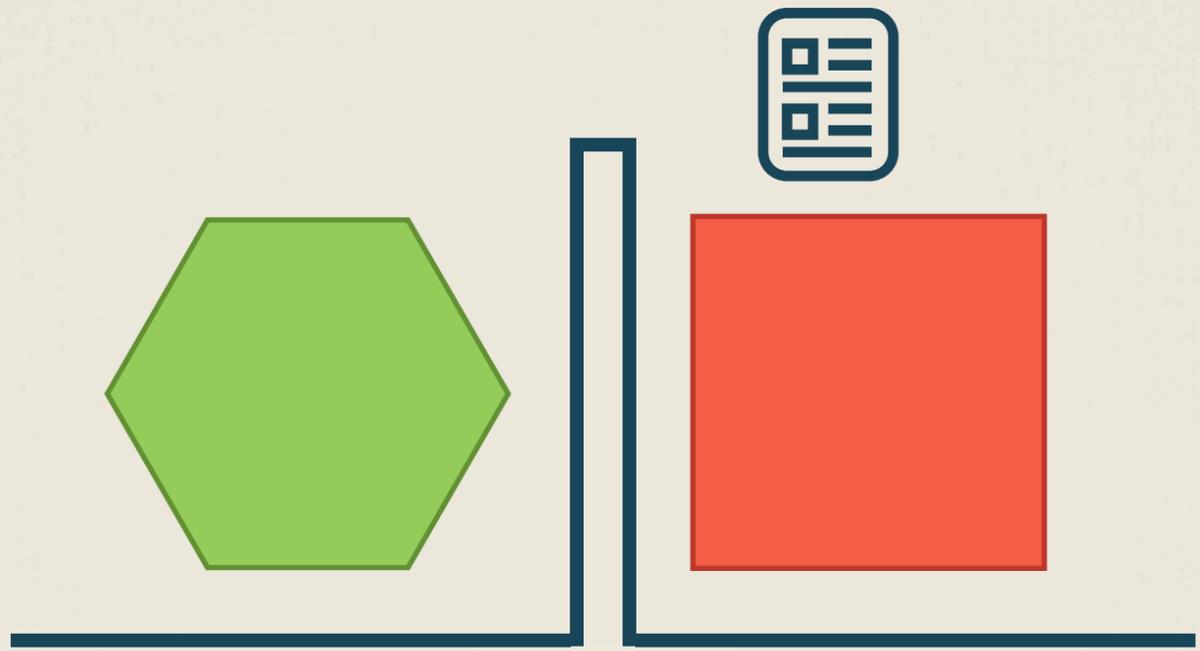
The individual leading the project sees and communicates the vision to individual contributors. Additionally, they understand when to look to specific areas of expertise or collaboratively derive consensus when refining and defining aspects of the vision.

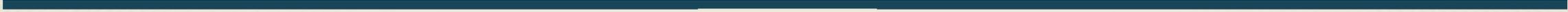
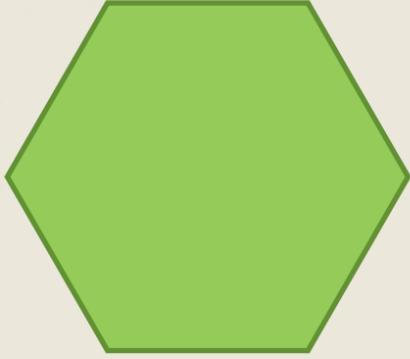




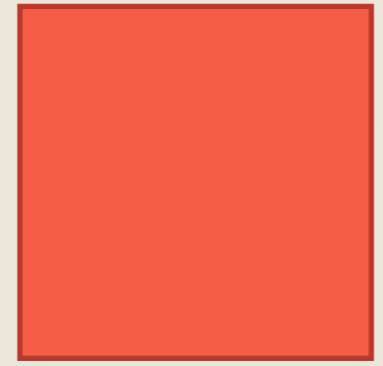
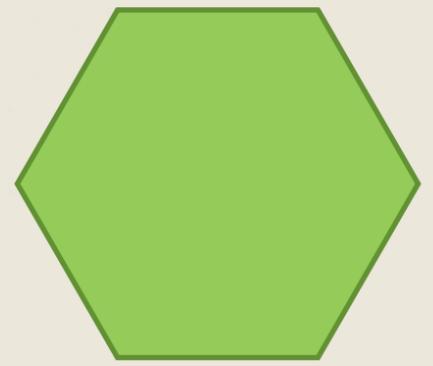




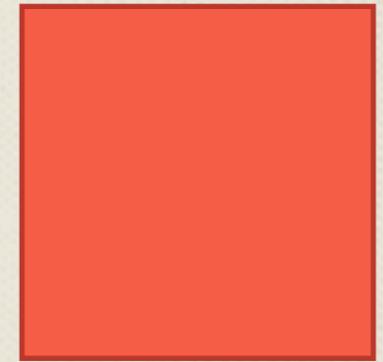
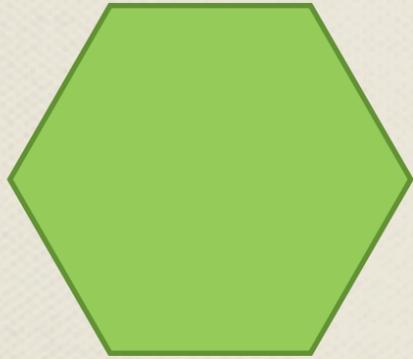




Low Fidelity  
**Representative**



High Fidelity  
**The Real Deal**



Low Fidelity  
**Representative**

High Fidelity  
**The Real Deal**



Low Fidelity  
**Representative**

High Fidelity  
**The Real Deal**

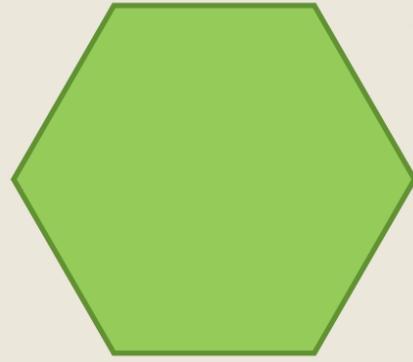
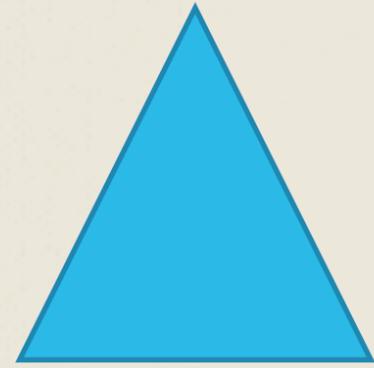


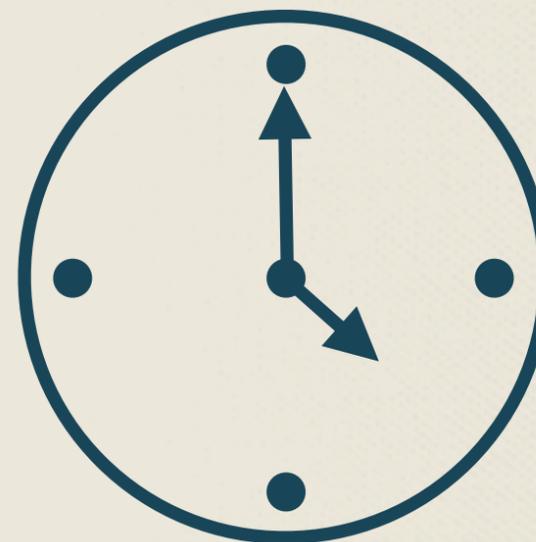
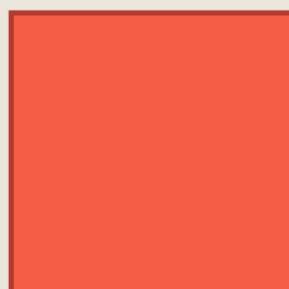
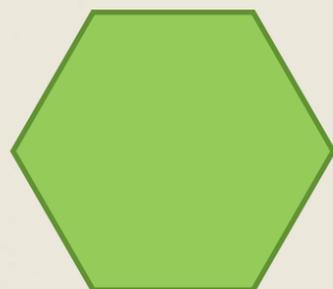
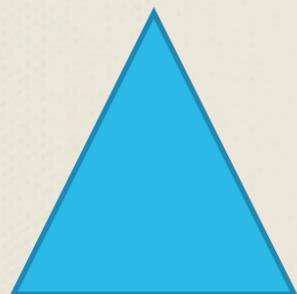
Low Fidelity  
**Representative**

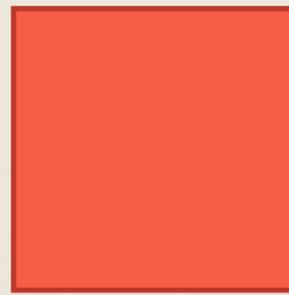
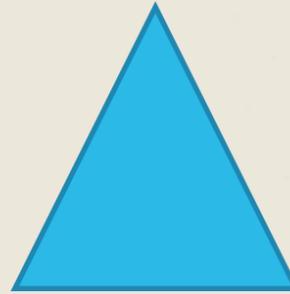
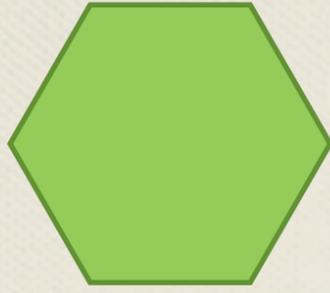
High Fidelity  
**The Real Deal**

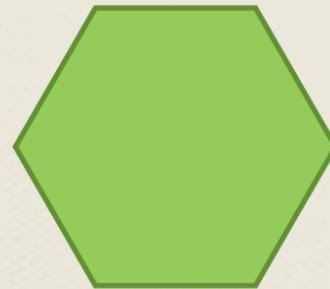
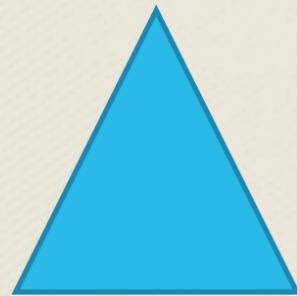
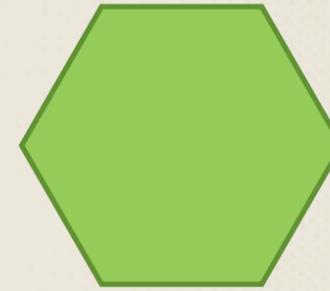
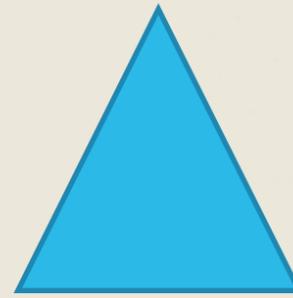
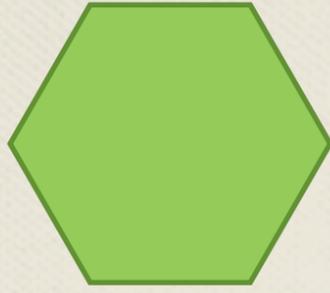
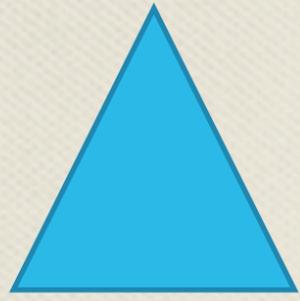
**They don't see design and development as separate phases.**

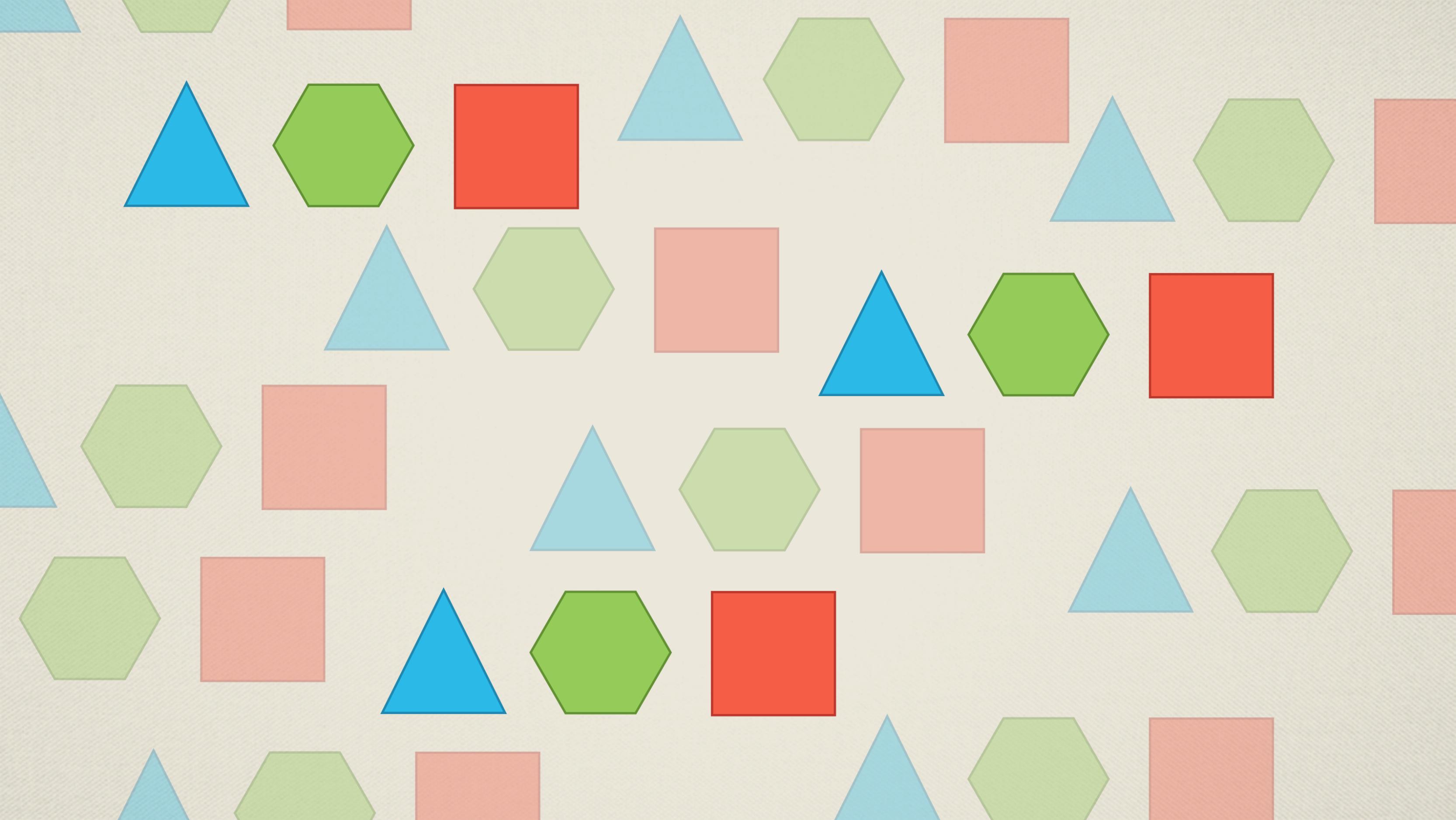
There is a continuum of fidelity that begins with high-level representative elements and progresses to the final, real solution. Designers and developers work in tandem to visualize and explore ideas as they move along it.







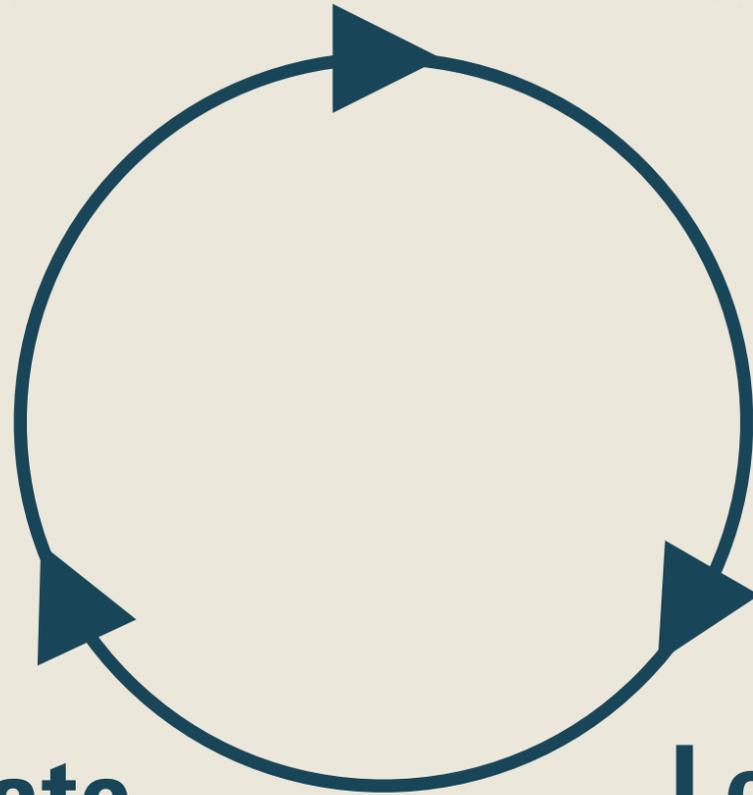


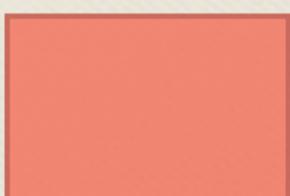
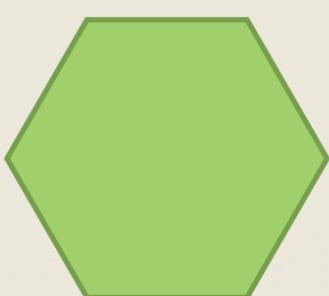
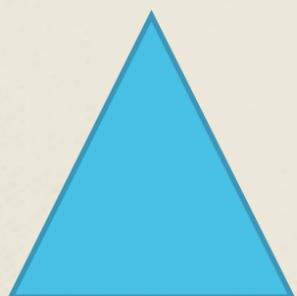
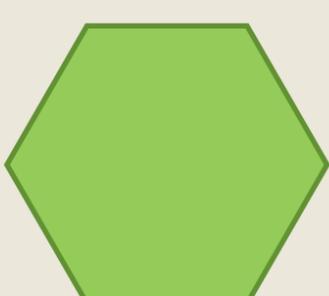
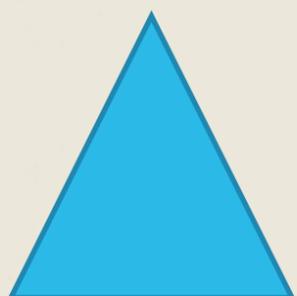
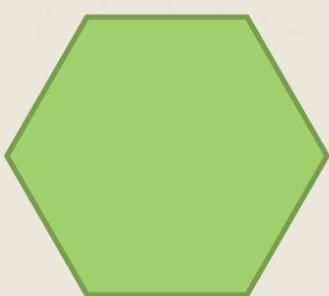
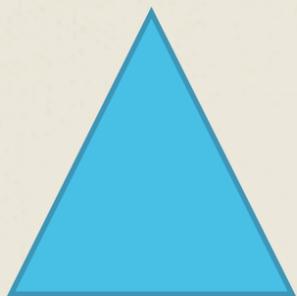


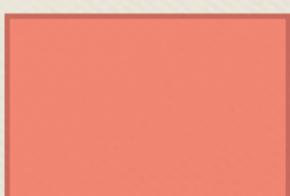
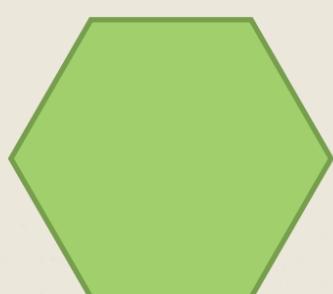
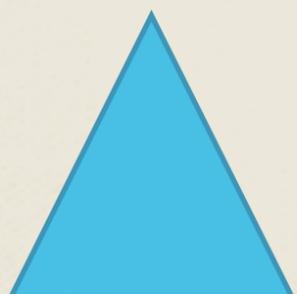
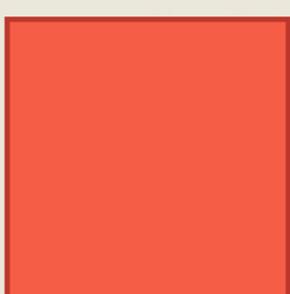
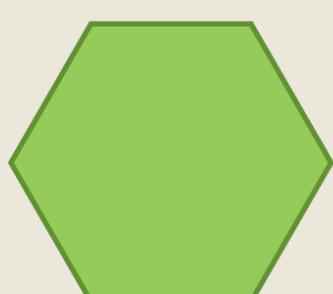
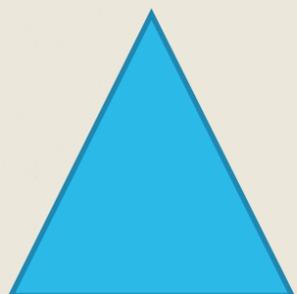
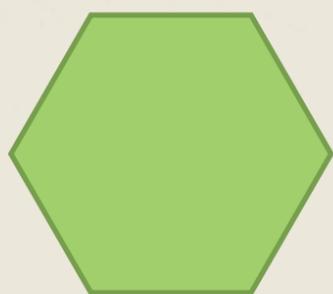
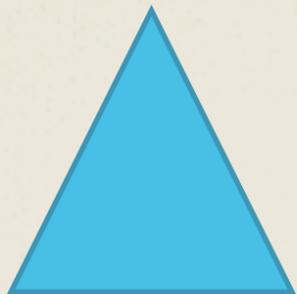
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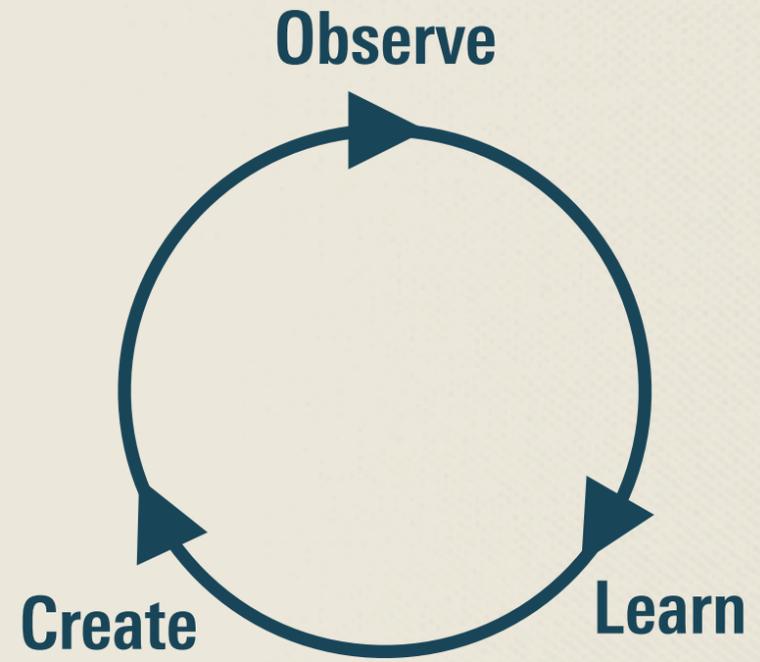
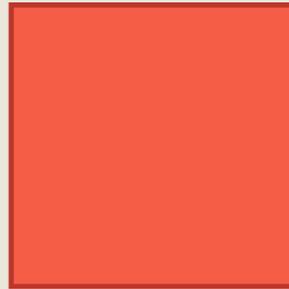
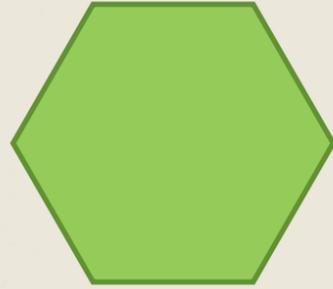
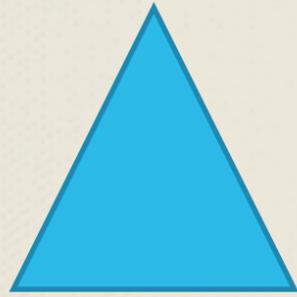
**Create**

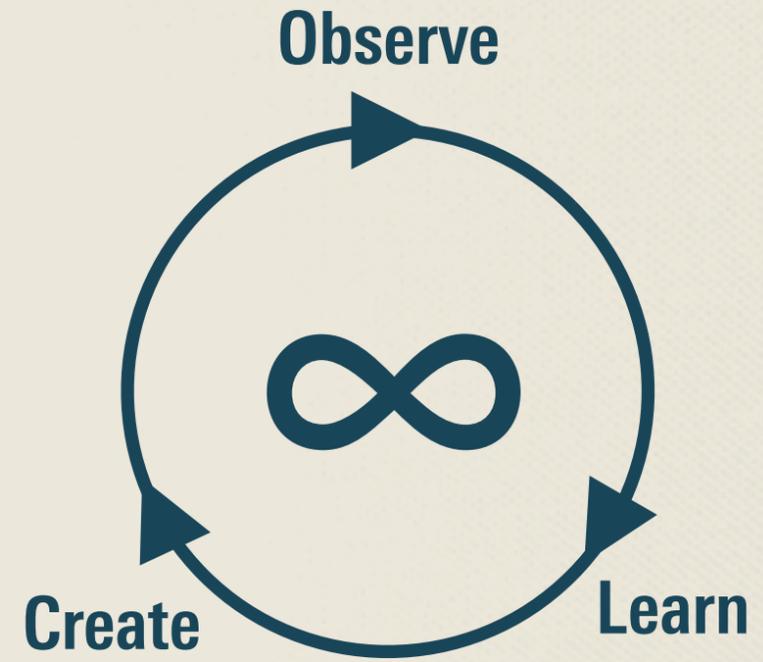
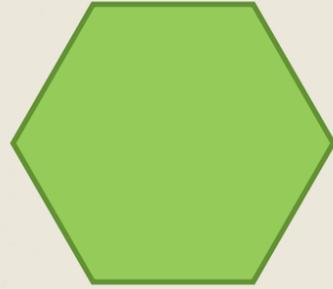
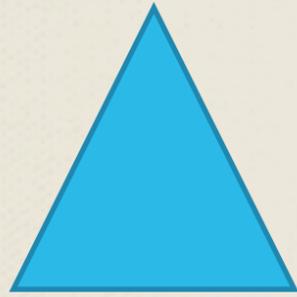
**Learn**





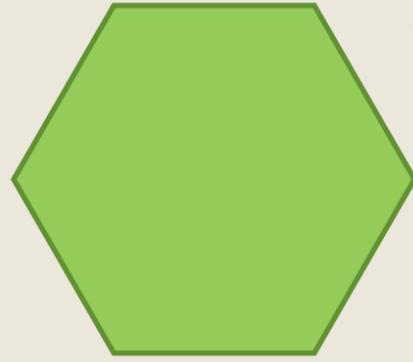
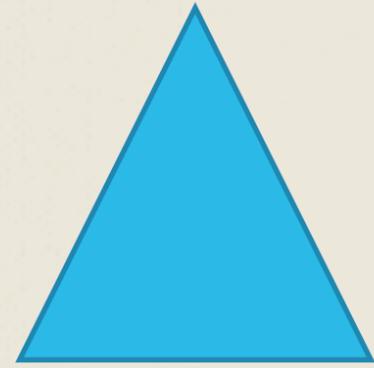


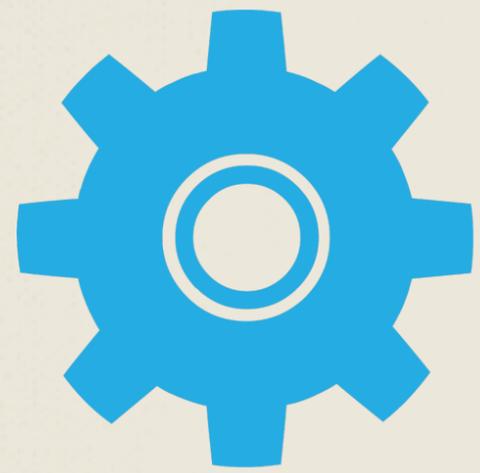


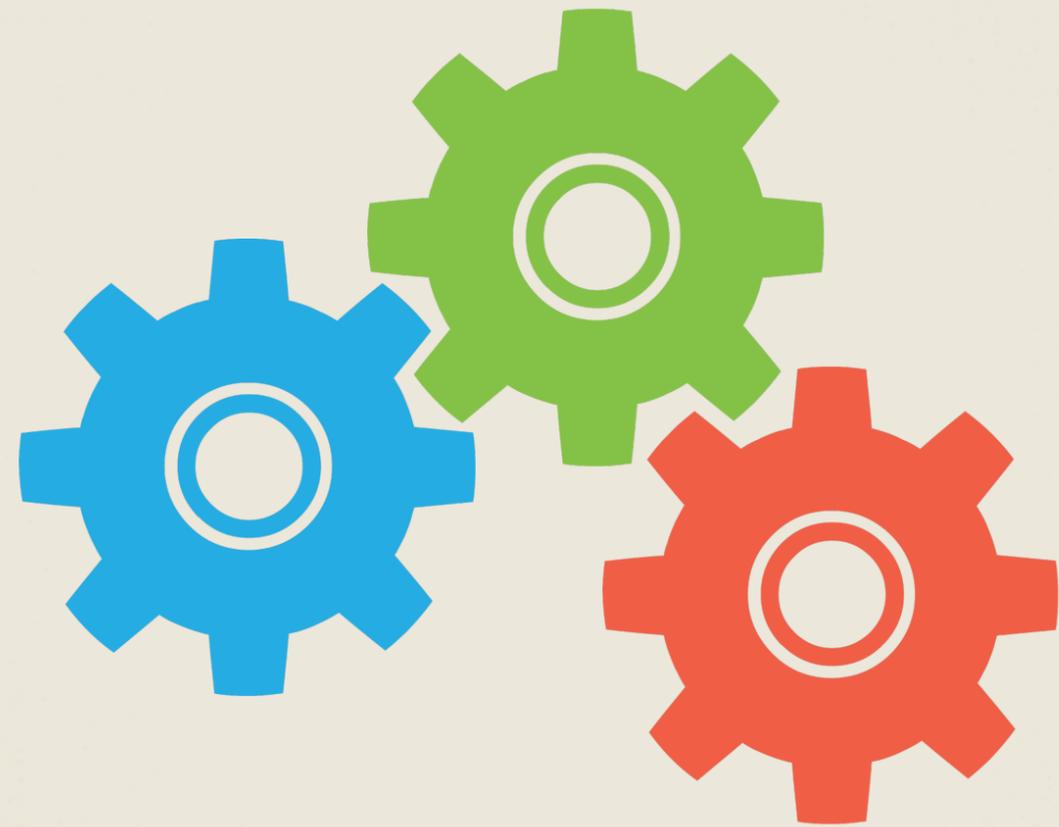


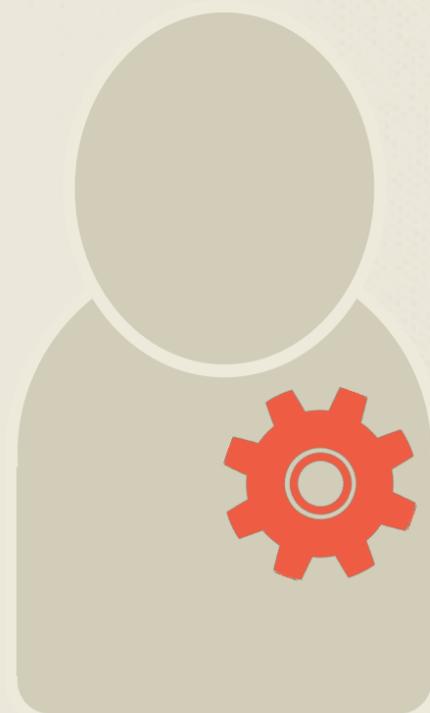
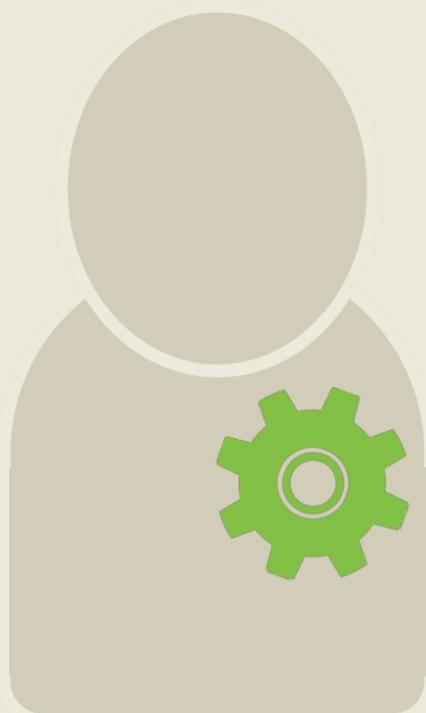
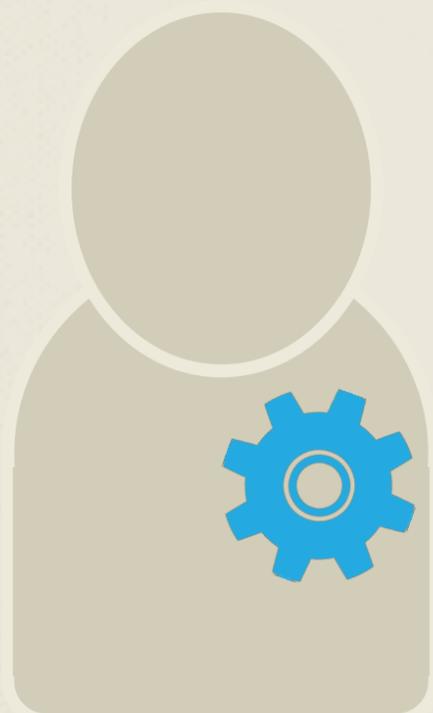
## **They budget and staff for products, not projects.**

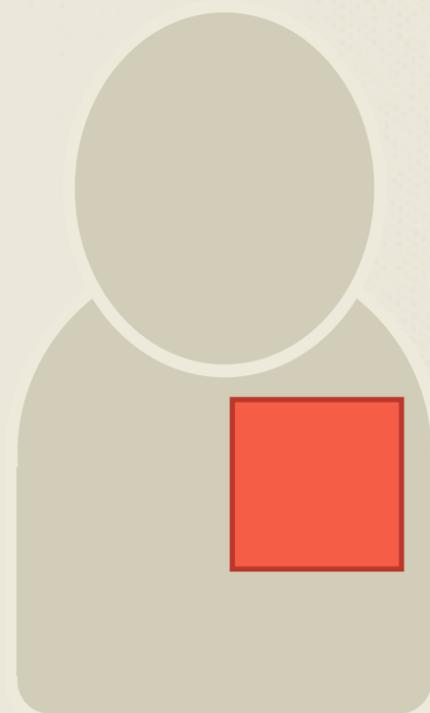
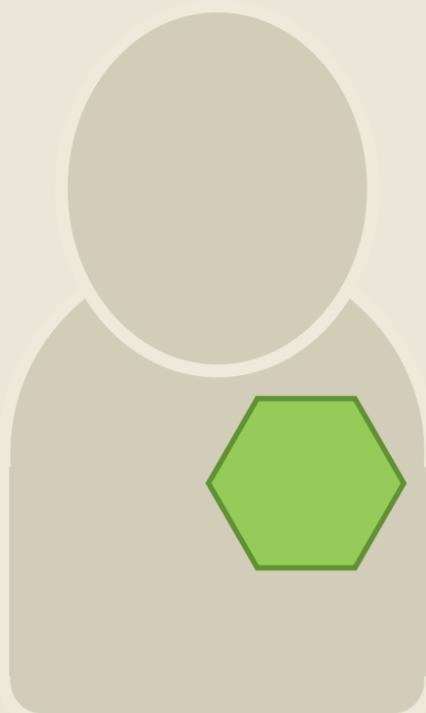
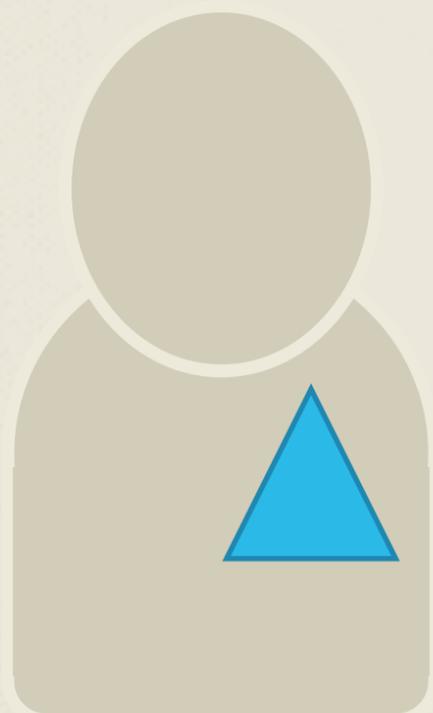
They understand the iterative nature of design and product evolution and so teams are established around products and services to continuously observe, learn and refine solutions over the long-term.

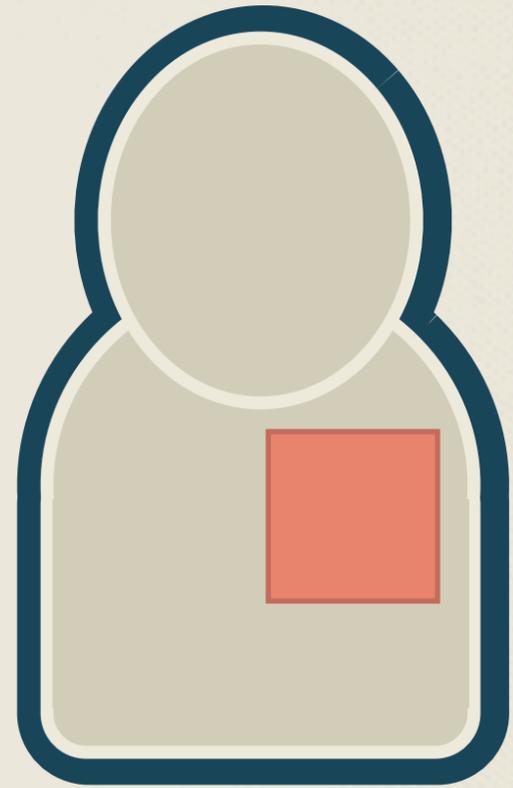
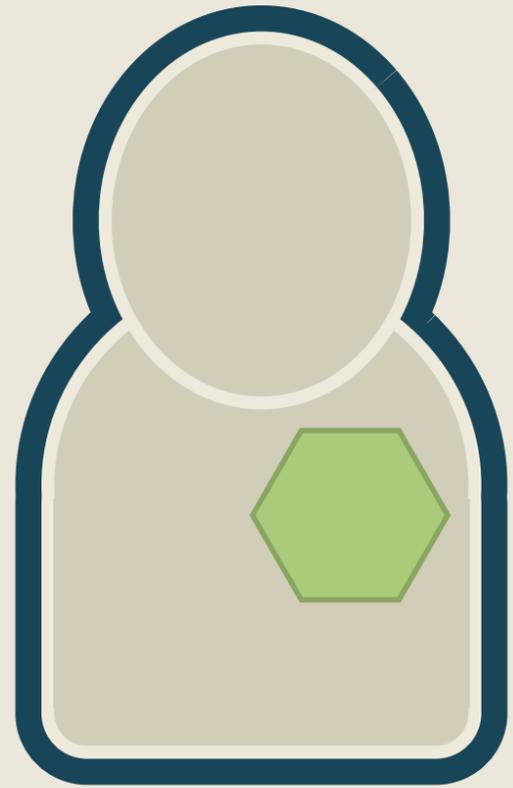
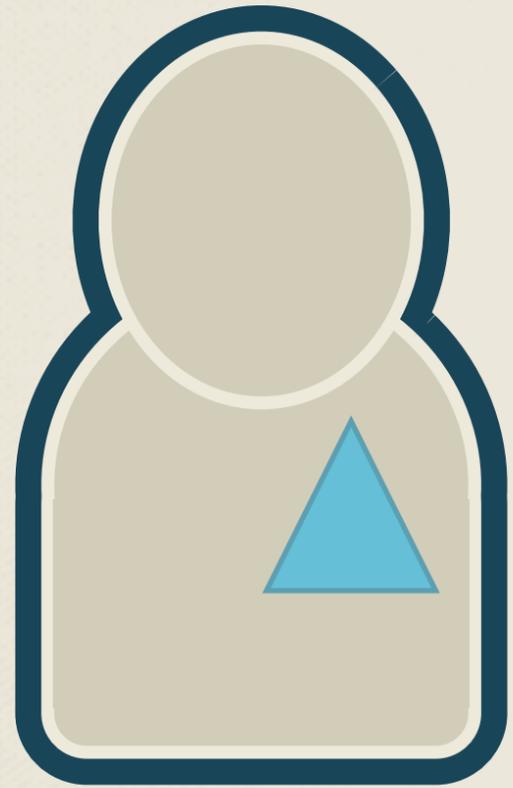












## **They build teams based on individuals, not just skills.**

The ability to collaborate and coordinate work resides in the relationships of the people involved. Selecting individuals to be on a team has as much to do with their habits, attitudes and behaviors as it does their skills and knowledge.

## **Changing culture is HARD, but not IMPOSSIBLE!**

Your position in your organization has a direct impact on your ability to influence culture change. But no matter what that position is, you can still try.

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## **Look for, and build TRUST.**

It is the vehicle that allows creativity to happen.



# Thanks!

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