

# do tank

do business design, redesigned

A black and white photograph of the Chicago skyline, featuring prominent skyscrapers like the Willis Tower, reflected in the calm waters of a lake. The word "WELCOME" is superimposed in large, white, sans-serif capital letters across the bottom half of the image.

# WELCOME

# do tank

do business design, redesigned

## do tank what

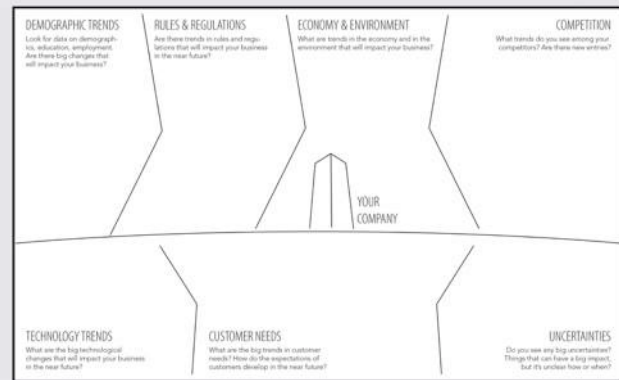
strategic thinking & doing  
insight selling  
war gaming  
culture mapping



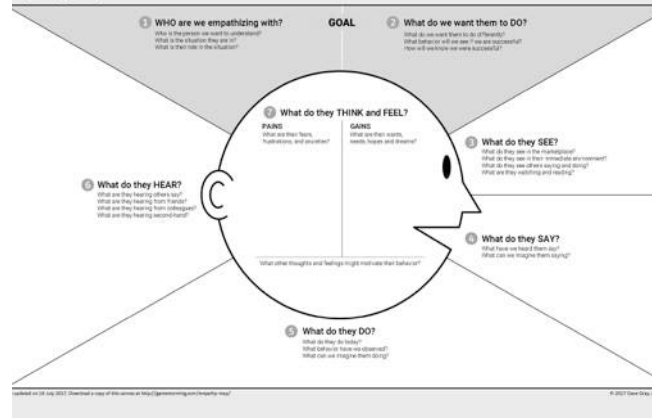
## do tank how

business modelling  
sprinting  
design thinking  
visual thinking  
prototyping

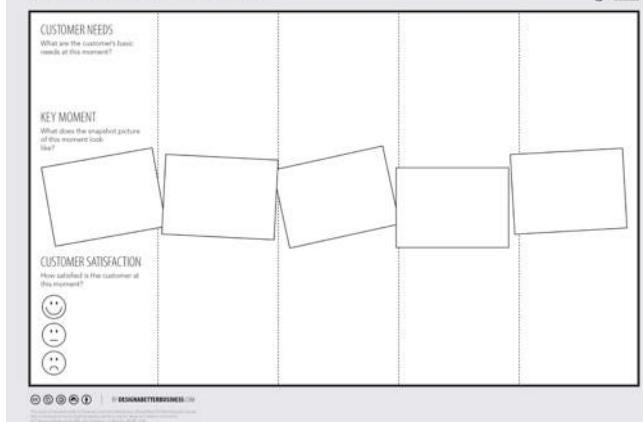
## CONTEXT MAP® CANVAS



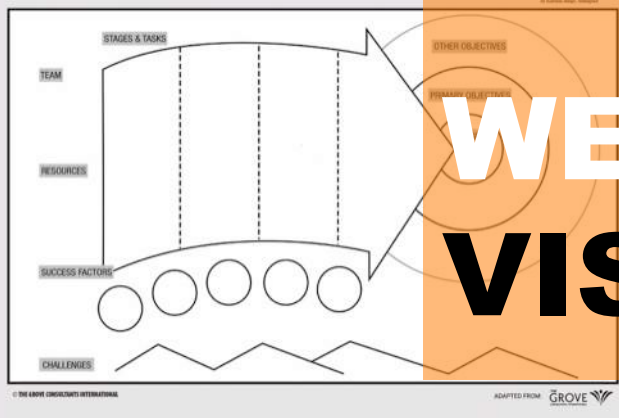
## Empathy Map Canvas



## CUSTOMER JOURNEY CANVAS



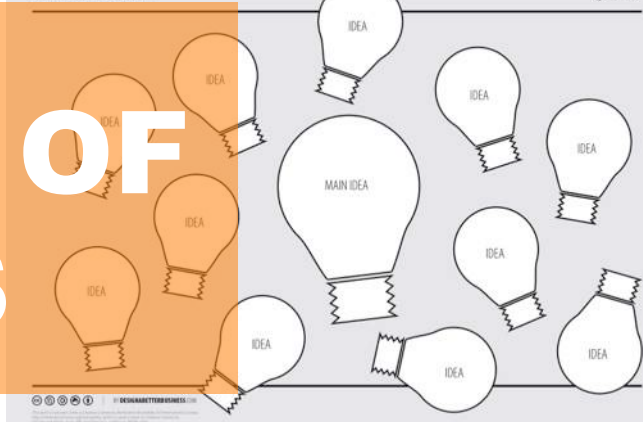
## GRAPHIC GAMEPLAN



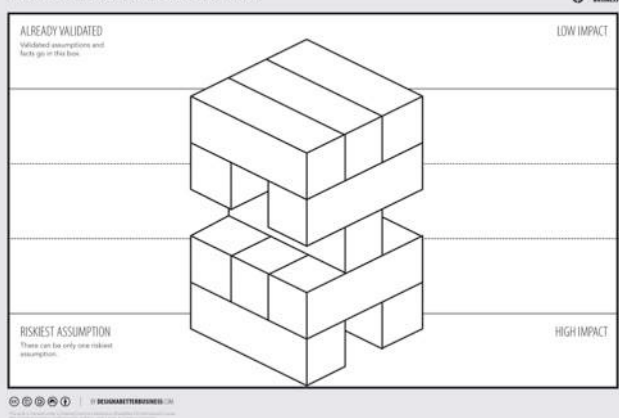
## TEAM CHARTER CANVAS



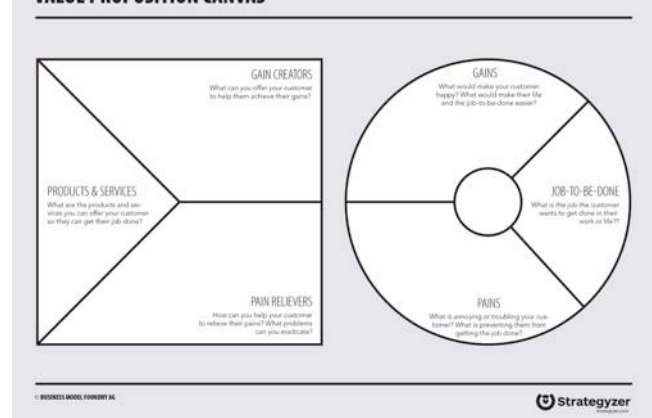
## WALL OF IDEAS



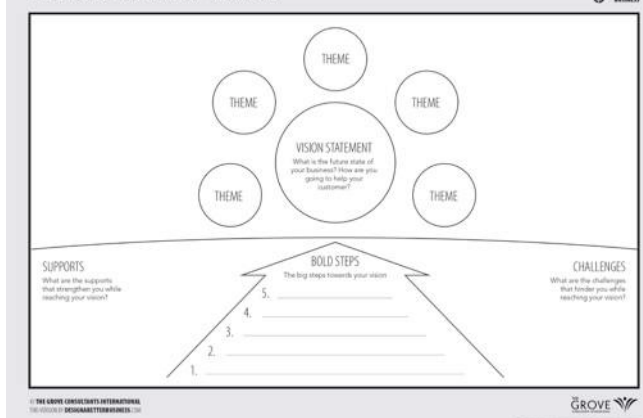
## RISKIEST ASSUMPTION FINDER



## VALUE PROPOSITION CANVAS



## 5 BOLD STEPS VISION® CANVAS



WE MAKE USE OF VISUAL TOOLS

**RULES AND ROLES**  
**FOR TODAY.**



**WE WILL**

**BE MOVING AT PACE**





**REMEMBER, WE  
ARE IN IT TOGETHER**



**LET'S HAVE  
RICH CONVERSATIONS**





**AMPLIFY PERSPECTIVES**





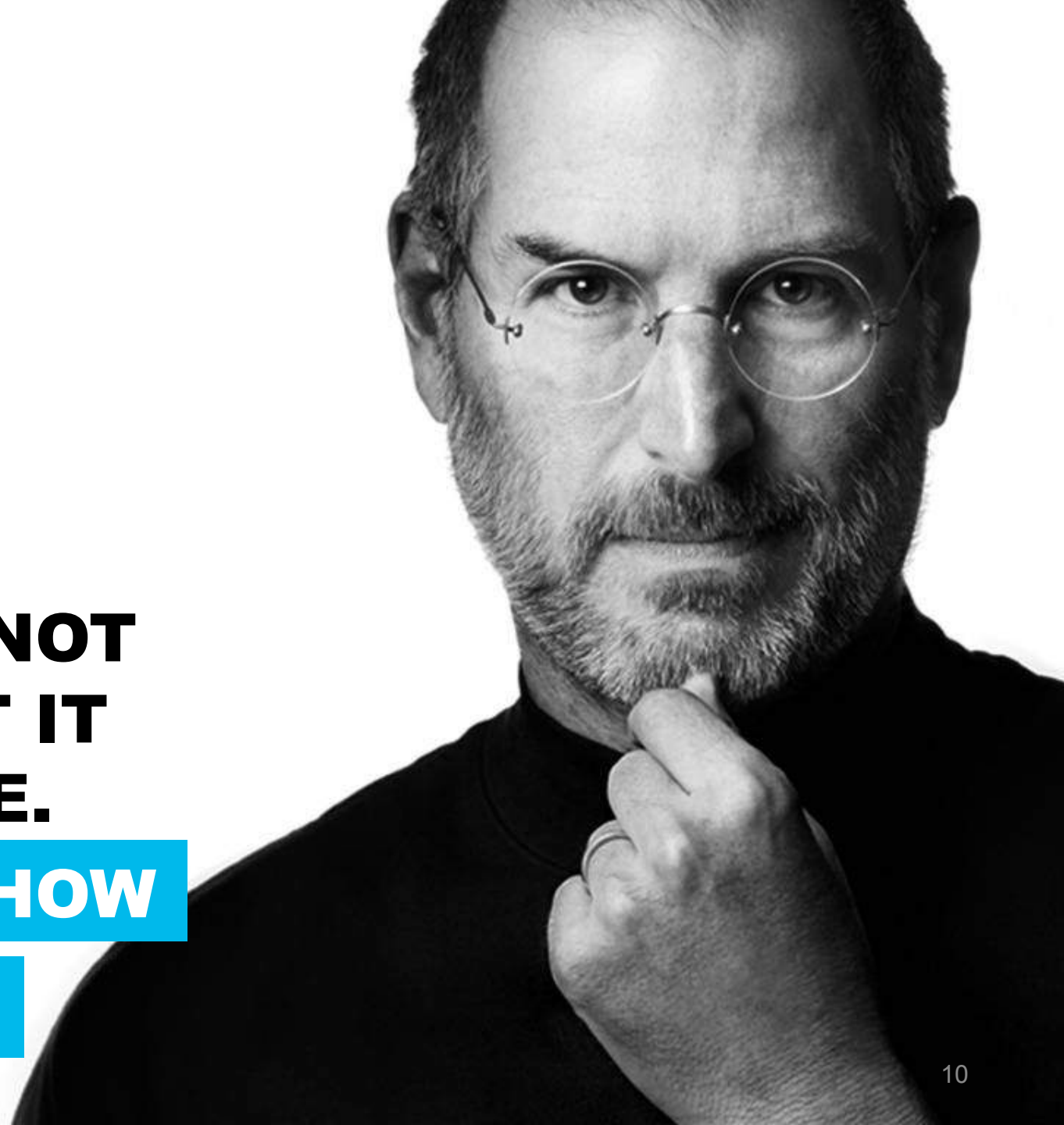
**THINK LIKE DESIGNERS**

*Steve Jobs*

**DESIGN IS NOT  
JUST WHAT IT  
LOOKS LIKE.**

**DESIGN IS HOW**

**IT WORKS.**





**NO LAPTOPS,**

**MINIMIZE PHONES, BE PRESENT**



**BE COMFORTABLE  
WITH BEING INCOMPLETE**





**WRITE CLEARLY**

**USING THE SHARPIE**

**AND WRITE IN CAPS**

**THREE MESSAGES**  
**FOR YOU**

**NEW TOOLS**

**NEW SKILLS**

**NEW MINDSET**

# **BENEFITS OF USING DESIGN TOOLS FOR STRATEGY**



# ORGANIZE COMPLEXITY

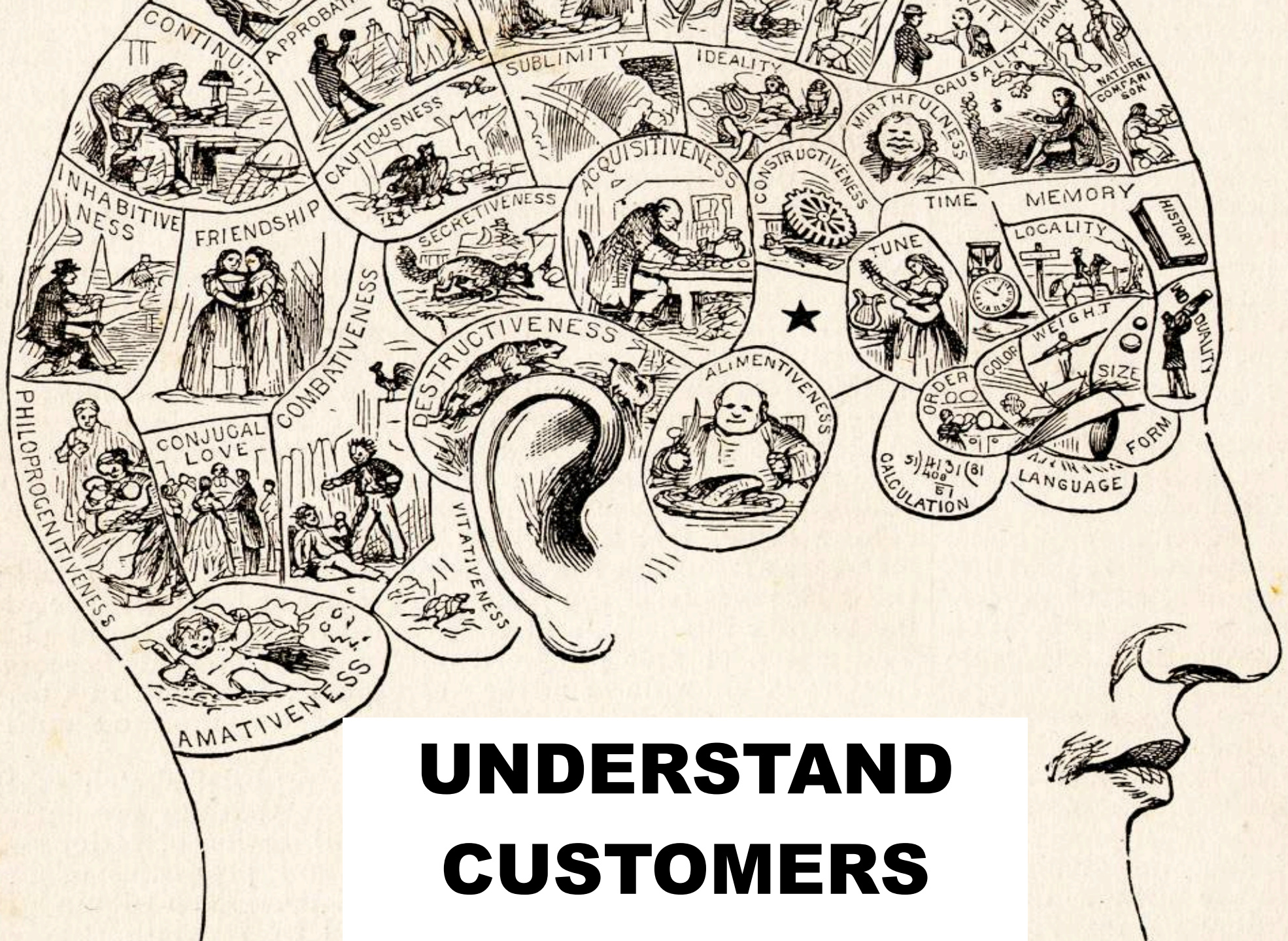






**ALIGN AS A TEAM**





**UNDERSTAND  
CUSTOMERS**



**EXERCISE:**  
**DRAW**  
**YOURSELF**



# **DRAW YOURSELF**

**What do  
you dream  
about?**

**Who are  
you?**

**What are  
your  
favorite  
things to  
do?**



**What  
would help  
you out?**

**What  
stresses  
you out?**

**3  
MINUTES**

**WHY DID WE DO THAT?**



**WE HAVE BEEN VISUALIZING  
FOR A WHILE**



**1**

**VALUE**

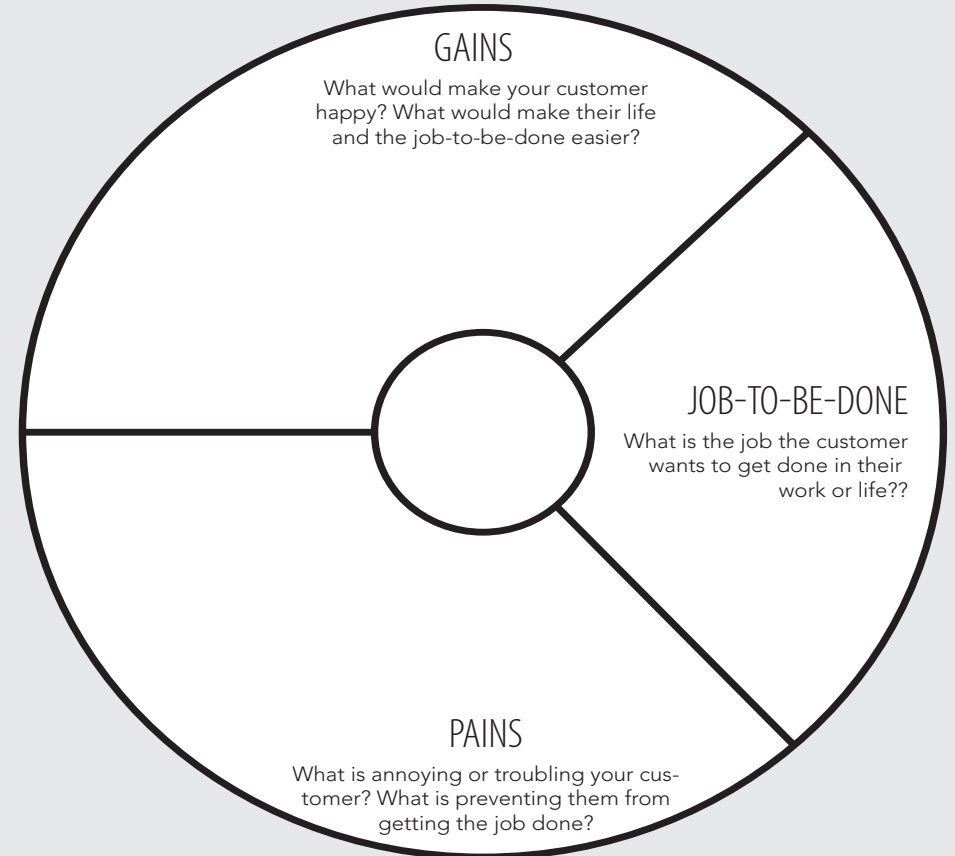
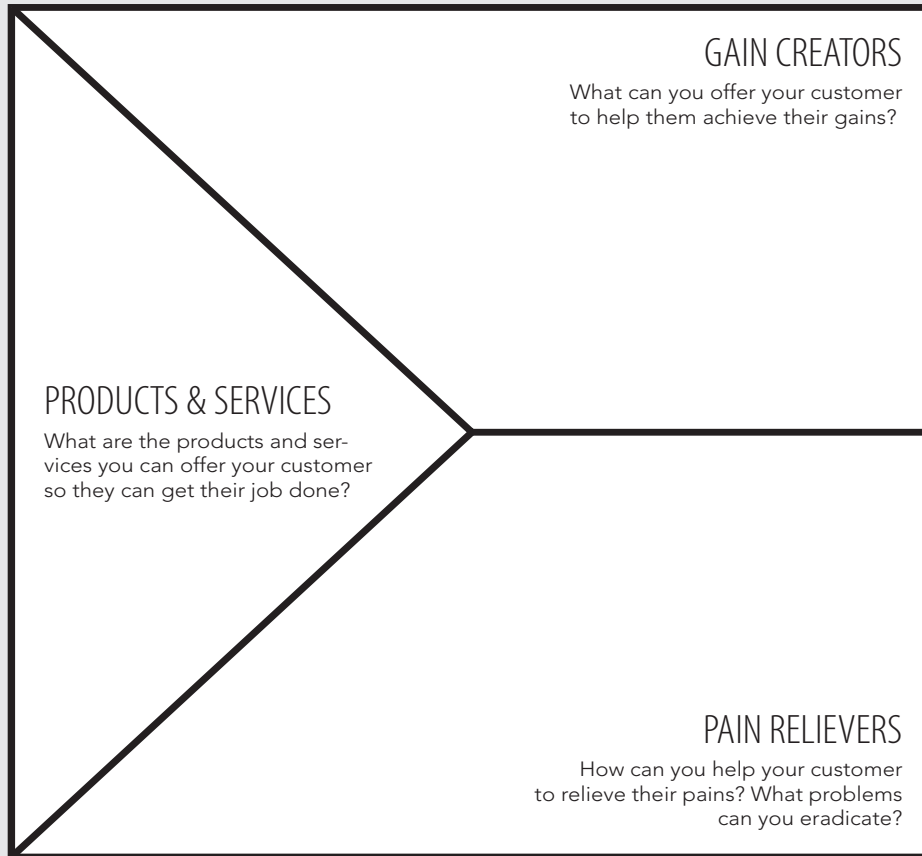
**PROPOSITION**

**DESIGN**



# VALUE PROPOSITION DESIGNER

# VALUE PROPOSITION CANVAS



**DON'T BE  
PRODUCT  
CENTRIC...BE  
CUSTOMER  
CENTRIC!!**

**START WITH THE  
RIGHT SIDE OF  
THE CANVAS**

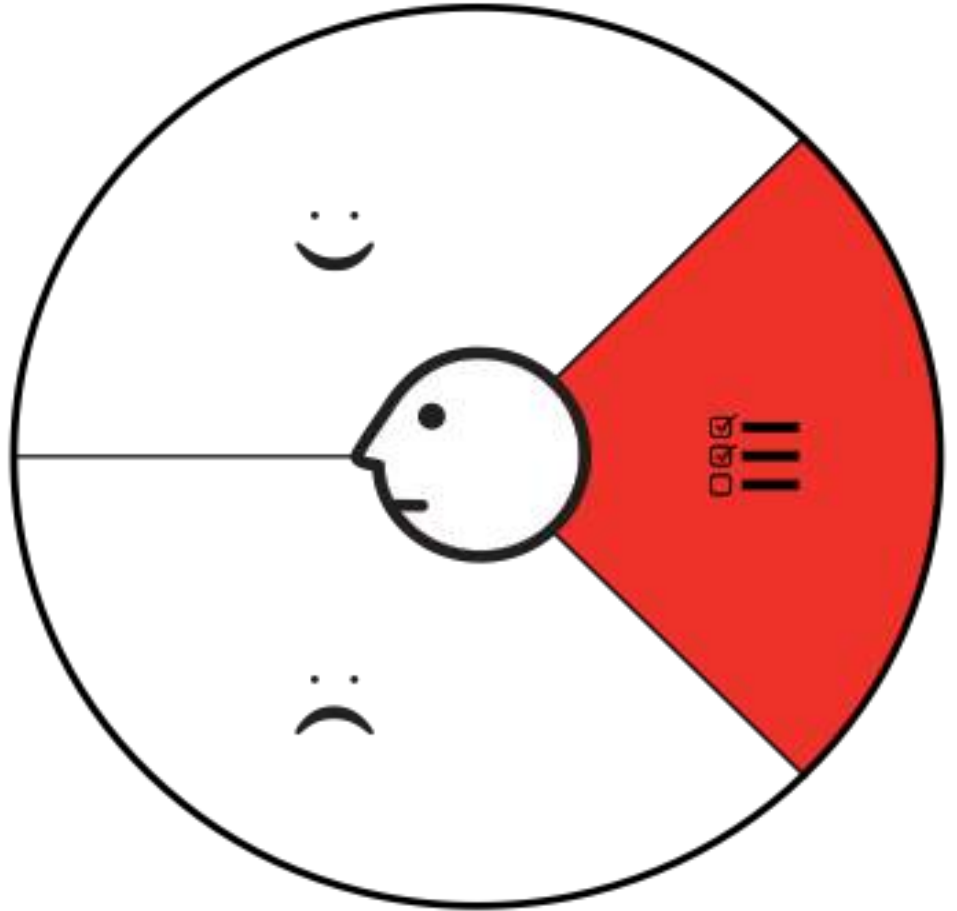
put yourself in the  
customers' shoes





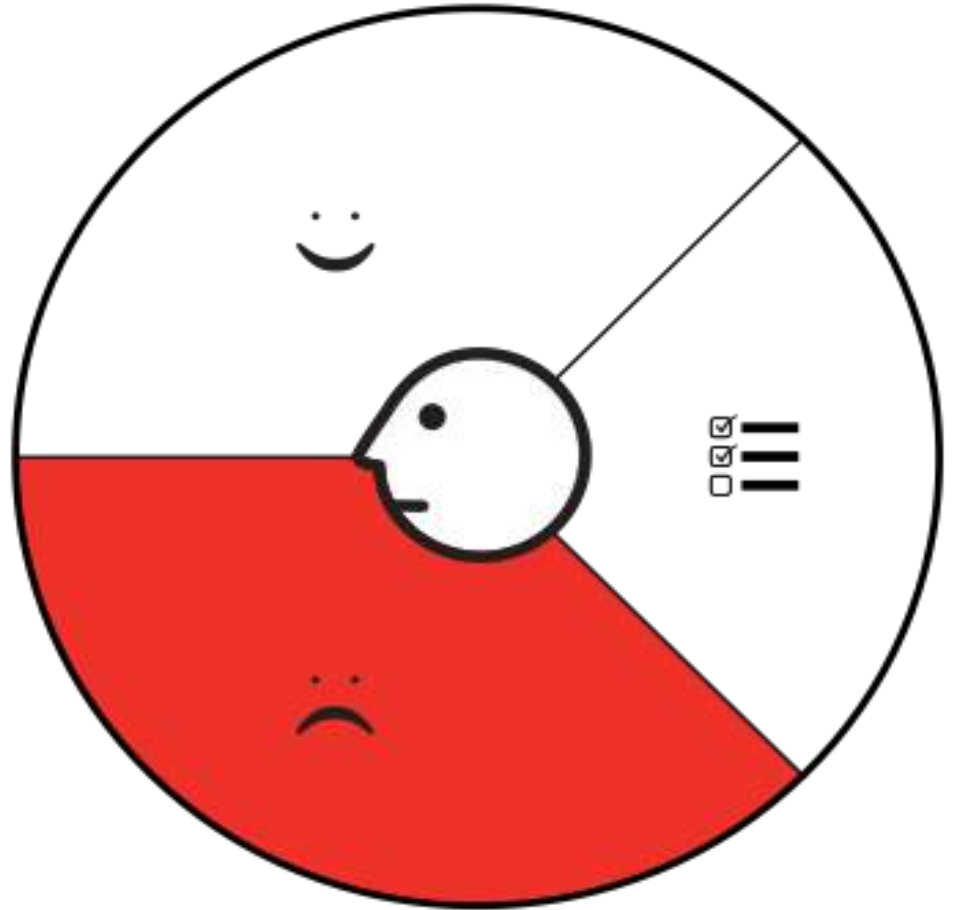
# customer jobs

It could be the *task* they are trying to perform and complete, the *problems* they are trying to solve, or the *needs* they are trying to satisfy



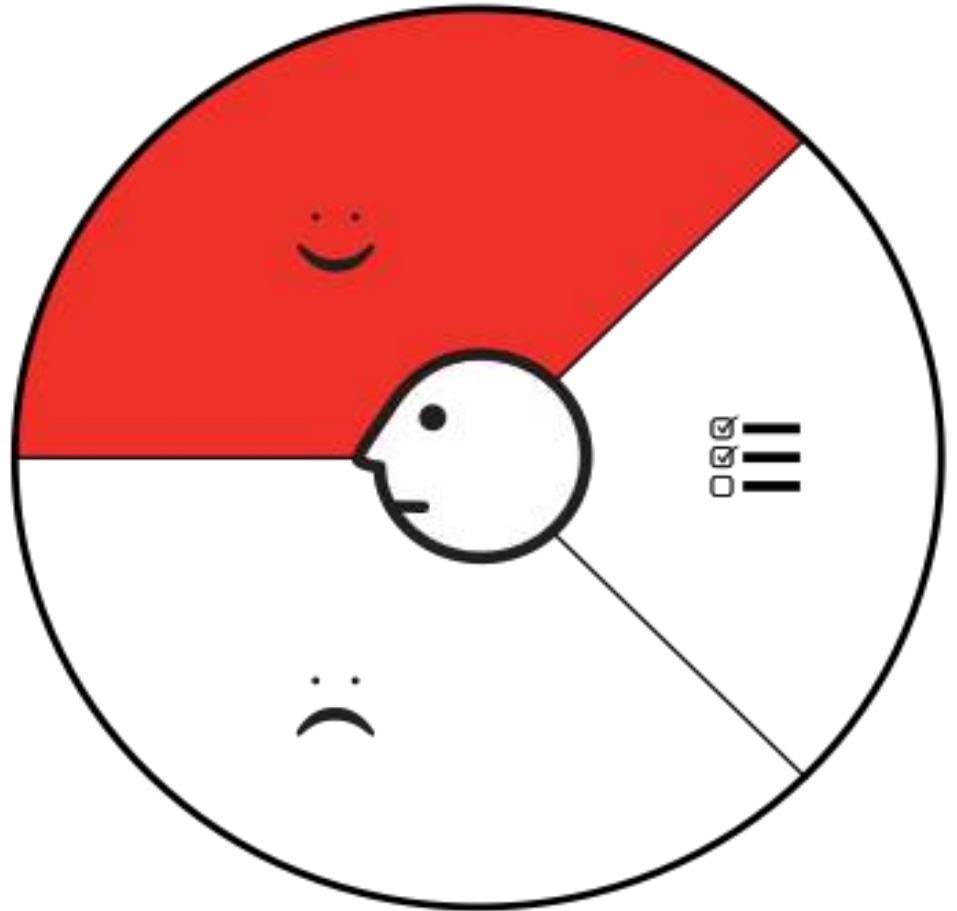
# customer pains ☹️

describe bad  
outcomes, risks,  
and obstacles  
related to  
customer jobs

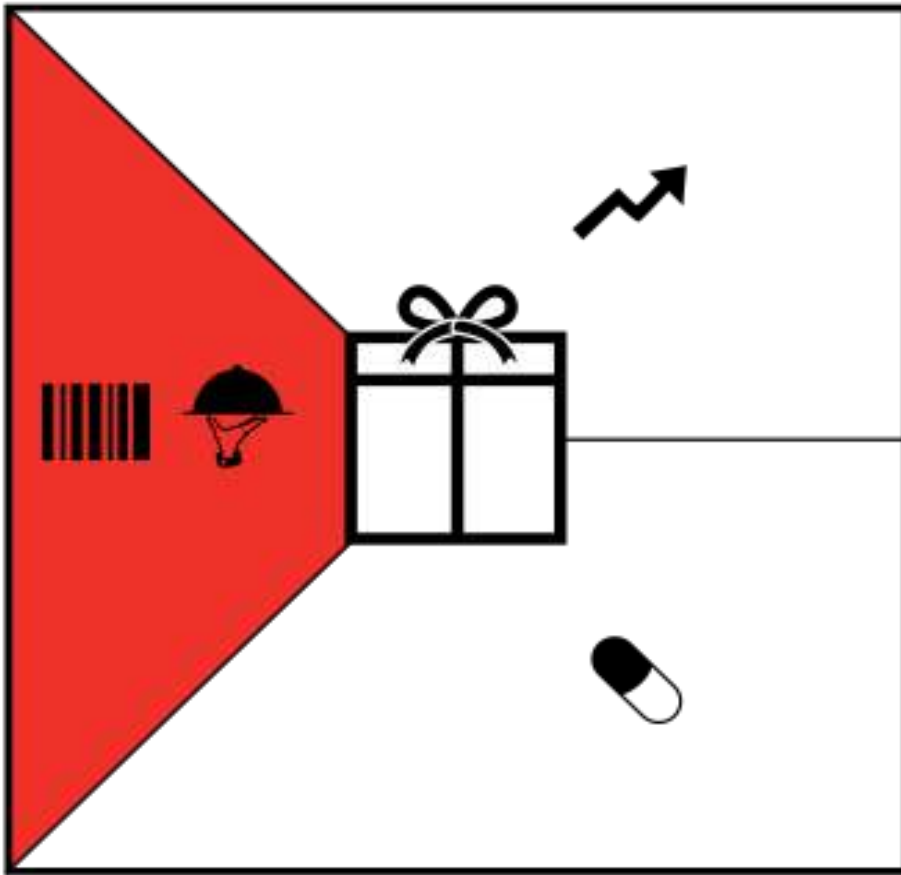


customer gains 😊

describe the more  
or less expected  
benefits the  
customers are  
seeking

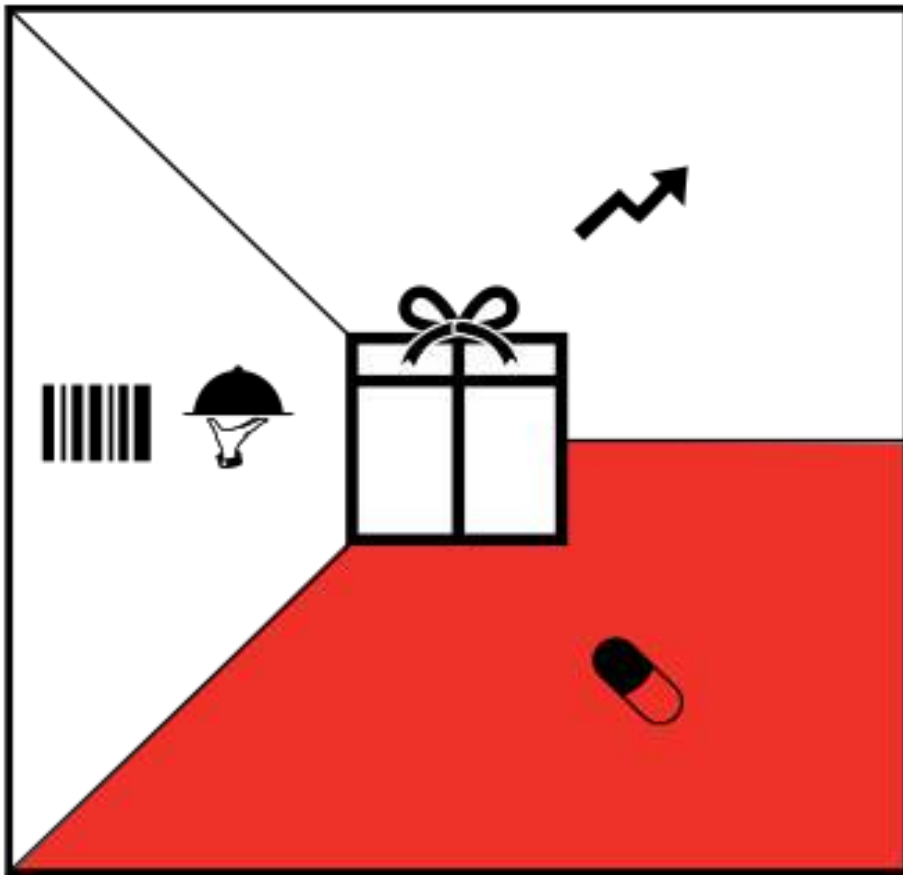


# products & services



A list of all the products and services a value proposition is built around

# pain relievers

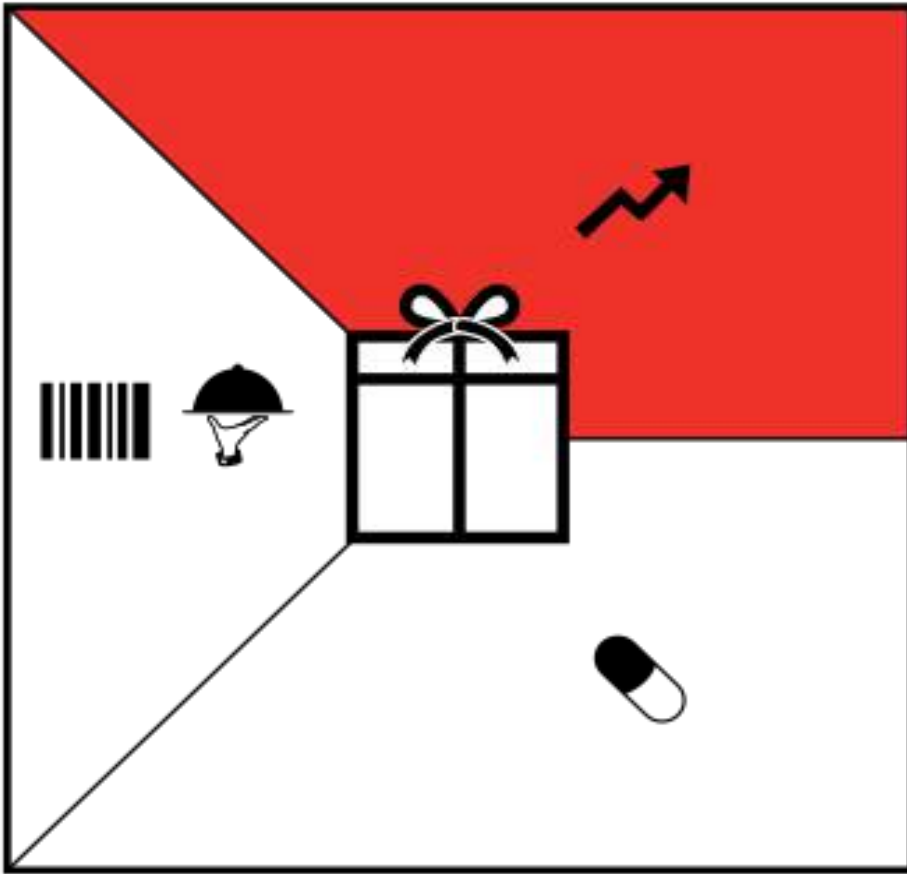


describe how your  
products and  
services alleviate  
customer pains



# gain creators

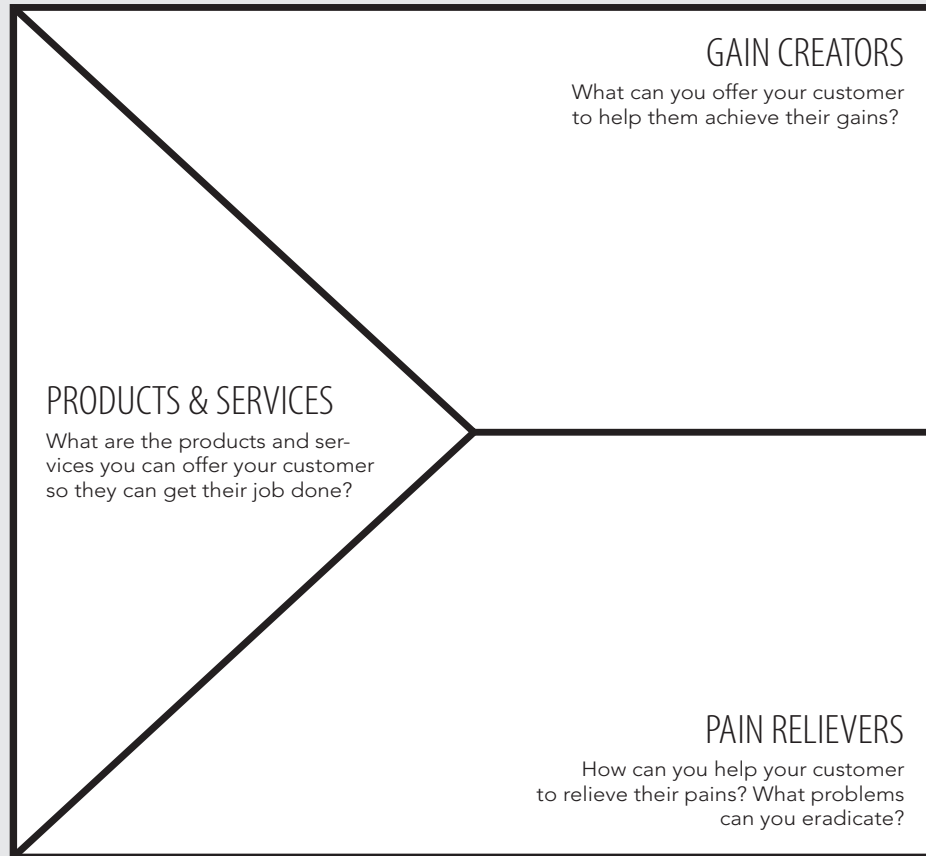
describe how  
your products  
and services  
create customer  
gains



**WHAT DOES  
YOUR VERSION  
LOOK LIKE?**

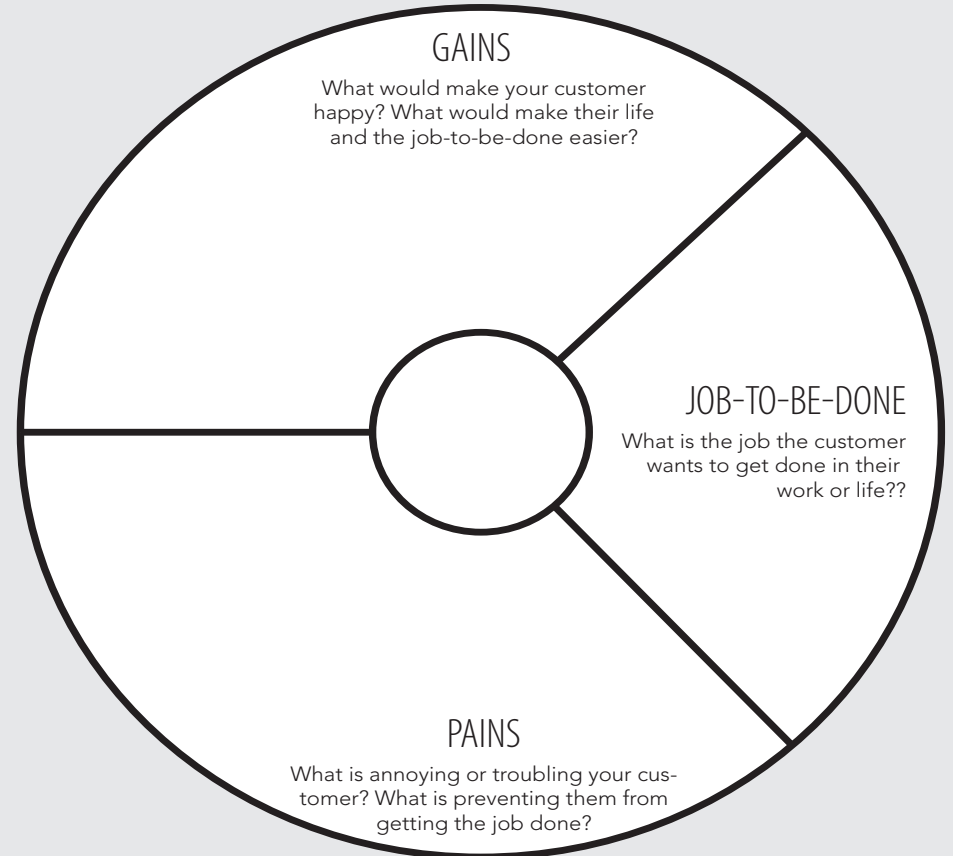
# VALUE PROPOSITION CANVAS

**WHO IS THE PERSONA?**



# VALUE PROPOSITION CANVAS

**HOW DO YOU  
CREATE  
VALUE?**





2

**THE VP  
AD-LIB**

Our (product / service)  
helps (customer segment)  
who want to (customer jobs to be done)  
by (insert your verb about customer pains)  
and (insert your verb about customer gains)



**3**

**BRINGING IT  
TOGETHER**



# **SOME APPLICATIONS** **FOR DESIGN** **THINKING**

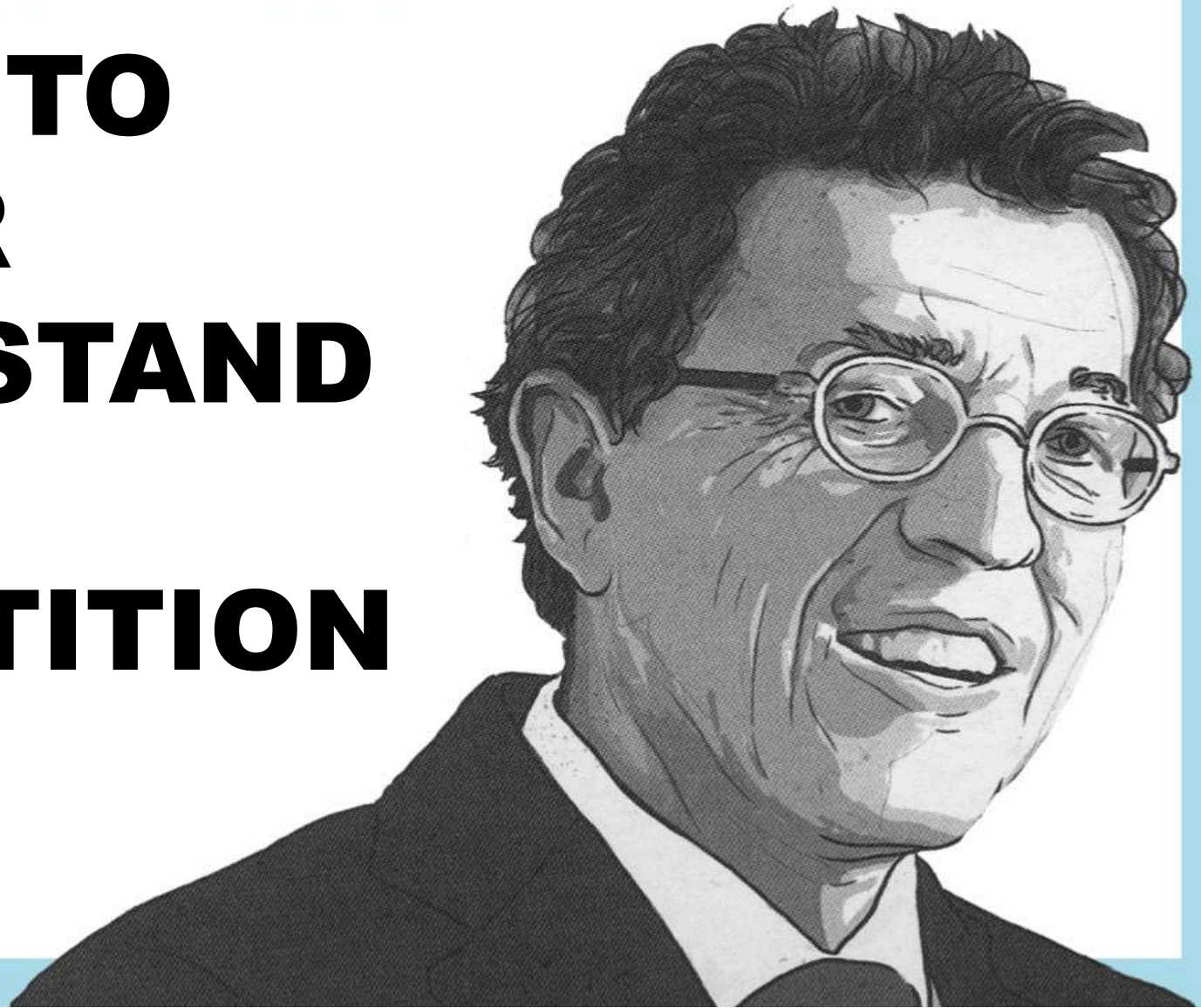
**I WANT TO  
GROW A  
CLIENT  
ACCOUNT**



**I WANT TO  
REDESIGN OUR  
CONVERSATION  
WITH OUR  
CUSTOMERS**



**I WANT TO  
BETTER  
UNDERSTAND  
MY  
COMPETITION**





**YOUR JOURNEY AHEAD**



**THREE MESSAGES**  
**FOR YOU**

**NEW TOOLS**

**NEW SKILLS**

**NEW MINDSET**

GO DO

The word "DO" is underlined with three thick, yellow, hand-drawn brush strokes. The strokes are slightly wavy and overlap, giving a sense of movement or emphasis.

# **do tank**

do business design, redesigned

## **NEW TOOLS & SKILLS FOR STRATEGY**



# THANK YOU