Scaling a Culture of Innovation

Microsoft Design Sprint: A Case Study
Design-led methods are used to solve important problems, so we encouraged them to pick a big fight. "

They did!
• Client: Microsoft India
• Location: Delhi NCR
• Event: Annual Strategy Retreat
• Participants: Pan India Microsoft employees, 800 in total. From President to Assistant Managers, all collocated and sprinted together.
• Problem areas: From 10 Priority areas/ Focus areas for the year as agreed by the Management.
The Scope of the Sprint

631 Microsoft India Employees in 65 teams came with 60 Problem Statements/ challenges from various SBU’s and functions, assisted by 50 facilitators from Microsoft and 20 coaches from QGLUE.
The largest experiment till date, on applying Design Thinking to move the brightest to solve the toughest problems in shortest possible time.
And Looks like, we just conducted the world’s largest Design Sprint
## The Design Sprint Outcome in Numbers!

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
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<tbody>
<tr>
<td>Total number of teams</td>
<td>64</td>
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<tr>
<td>Insights in the specific problem area selected, averaging</td>
<td>2.2 insights per team</td>
</tr>
<tr>
<td>More than 1500 probable ideas using Idea sprints and Innovation probes</td>
<td></td>
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<tr>
<td>Shortlisted ideas, averaging</td>
<td>3.4 shortlisted ideas per team</td>
</tr>
<tr>
<td>Working prototypes and concept sketches</td>
<td>64</td>
</tr>
<tr>
<td>Specific insights gathered during the Discover phase</td>
<td>69%</td>
</tr>
<tr>
<td>HMW statement framed using the insights</td>
<td>91%</td>
</tr>
<tr>
<td>HMW statements framed from the stakeholders' perspective and used the</td>
<td>80%</td>
</tr>
<tr>
<td>Specific actions they would take to analyze further and implement the</td>
<td>47%</td>
</tr>
<tr>
<td>Satisfaction levels</td>
<td>99%</td>
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With over 800 people under a single roof with a very clear mandate—solve problems creatively in the shortest possible time.
Participants Speak: The Feedback in words!


"This was a great way to ideate together, bring the brightest ideas out and co-create."

"A great exercise to unlock new opportunities!"

"Insightful/Learnt to visualize the problems and solutions. Creative thinking/ Inclusive/ Empathetic."

"The discovery and ideation phase clearly helped in better understanding and articulation of pain points."


"Collaboration, team-spirit, deep thinking, sharing of experiences and wisdom, and meeting challenges as a team were the important takeaways. Great experience!"

"Creative and fun. Should do this more often. Kudos to the team involved in creating this."

"I enjoyed the entire journey and the way a focused approach is used to reach to an ultimate goal."
20 QGLUE Coaches from around the country gathered to make the Design Sprint successful.
The Sprint had three stages—Discovery, Ideation, and Co-creation. The teams would start with a problem statement, around a priority area, then go through the techniques of discovery to redefine the problem before generating a few ideas, where the most promising ones would be displayed as models, storyboards, and a two-minutes pitch.

The Sprint Flow

**PHASE I DISCOVER**
- Introduction to problem statement and some initial views
- Provocation to the future state
**SELECTION OF ONE TOP PRIORITY PROVOCATIVE HMW AND GATHERING INSIGHTS**

**PHASE II IDEATE**
- Idea Generation
- Concept Development
**STORY BOARD CONCEPTS ARE DELIVERED**

**PHASE III CO-CREATE**
- Improve story board and create prototypes
- Present, Iterate and Priority Owner Selects Team for Day 2
**FINAL SOLUTIONS ARE RECORDED AND SHARED**

**PRESENTATION**
**FINAL PRESENTATIONS BY THE TOP 10 TEAMS!**
The Leadership team was right there to support and mentor the teams during their journey.
### Artefacts Created for the Sprint

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
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</thead>
<tbody>
<tr>
<td><strong>HOW TO FRAME A CHALLENGE?</strong></td>
<td><strong>A TEMPLATE FOR WRITING CHALLENGES</strong></td>
</tr>
<tr>
<td>The initial challenge sets the scope, direction, effort and more importantly determines the potential for innovation.</td>
<td>Teams frame problem statements based on the framework created by team QGLUE.</td>
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</tbody>
</table>

<table>
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<tr>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HOW TO ASSEMBLE YOUR DESIGN SPRINT TEAM?</strong></td>
<td><strong>SCALING A CULTURE OF INNOVATION</strong></td>
</tr>
<tr>
<td>A Design Sprint team should ideally be a cross/multi-disciplinary team consisting of a mix of specializations.</td>
<td>A framework of thinking and acting, in groups. A DIY workbook, participants follow during the sprint to come up with innovative ideas.</td>
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Contact us to help you solve a business problem using Design Sprint!

Team QGLUE
THANK YOU

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