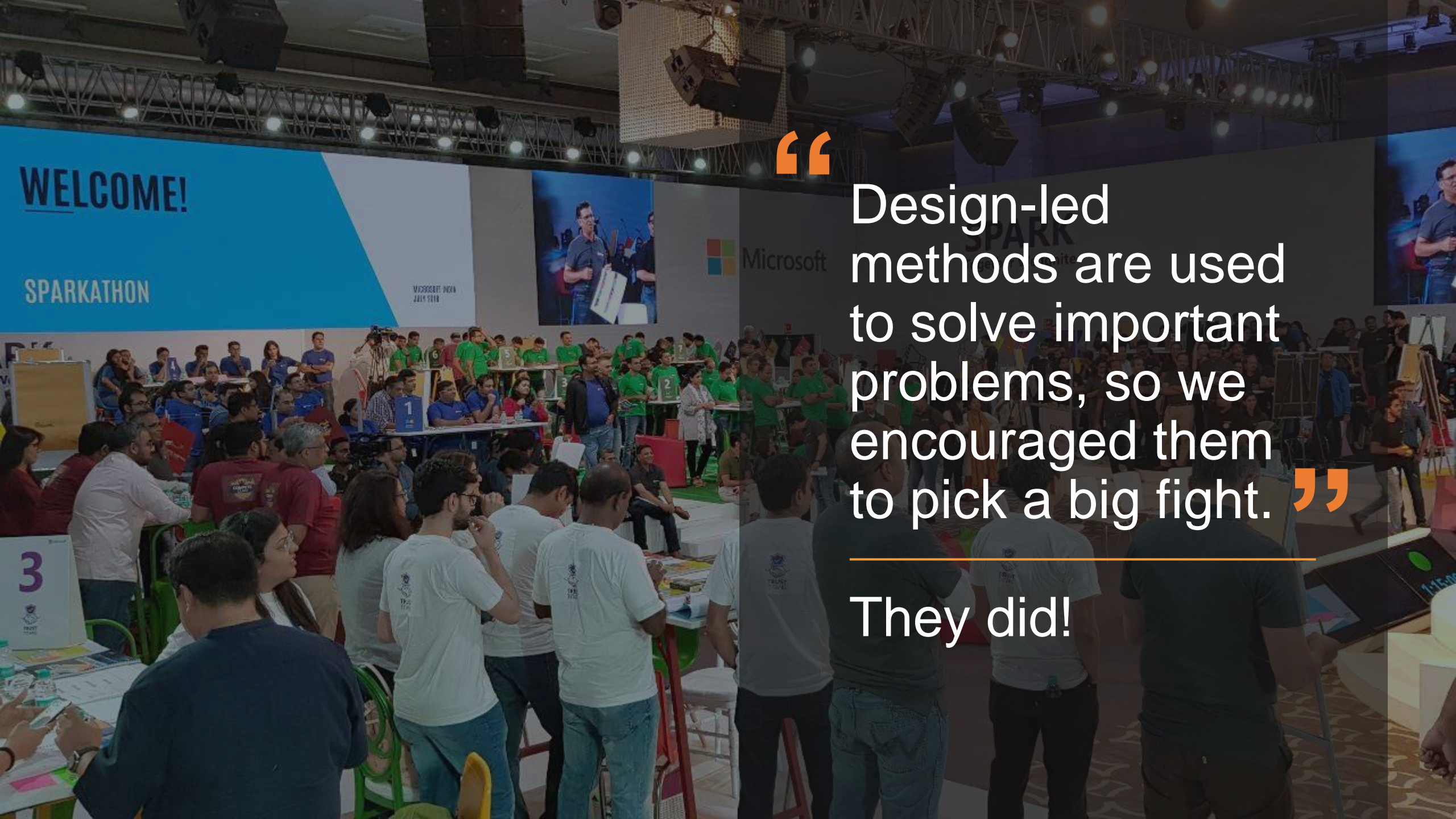


Scaling a Culture of Innovation

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!

The Context

- 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

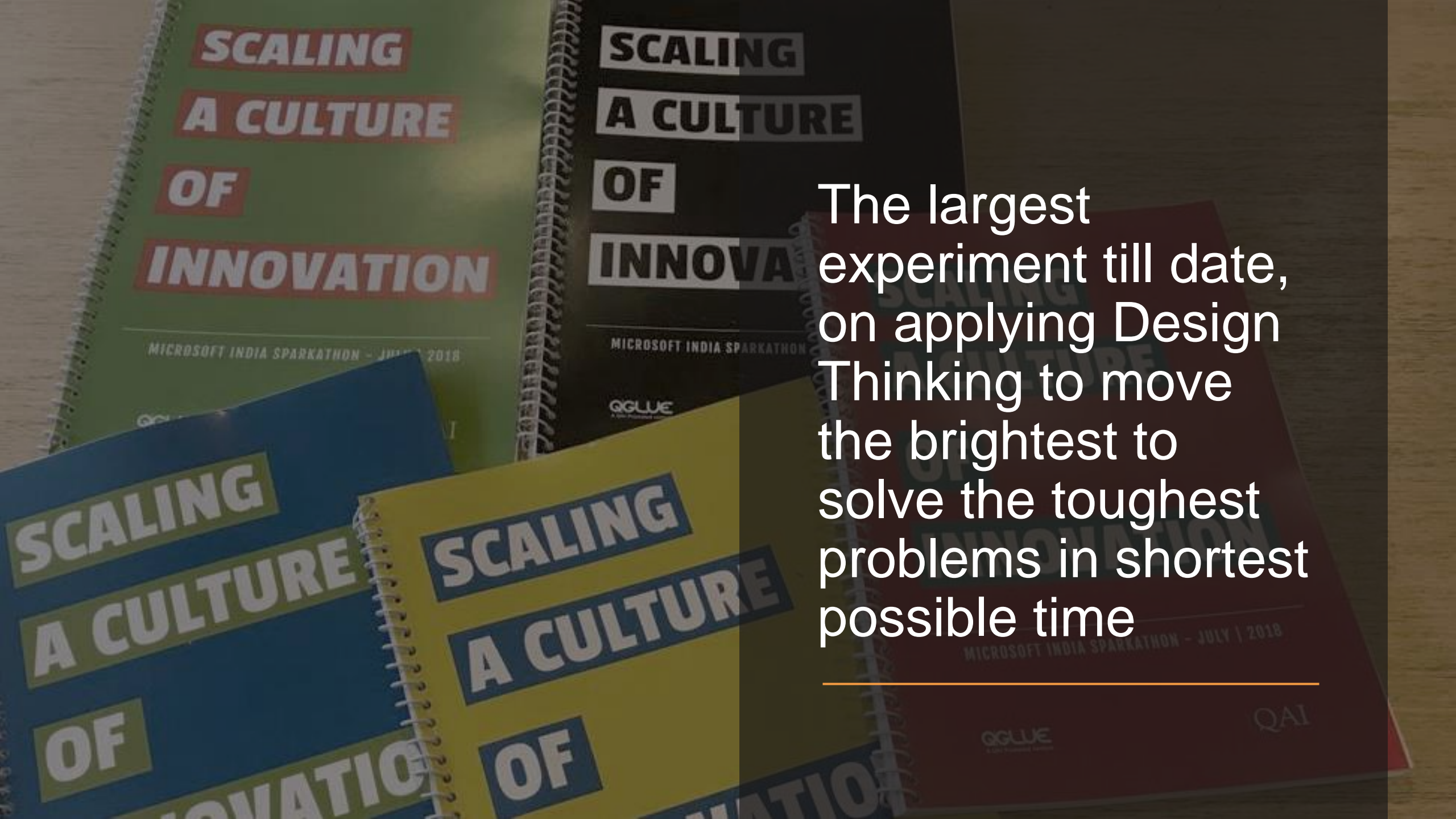
65 teams came with

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!

Total number of teams **64**

97 insights in the specific problem area selected, averaging **2.2** insights per team

More than **1500** probable ideas using Idea sprints and Innovation probes

21 shortlisted ideas, averaging **3.4** shortlisted ideas per team

64 working prototypes and concept sketches

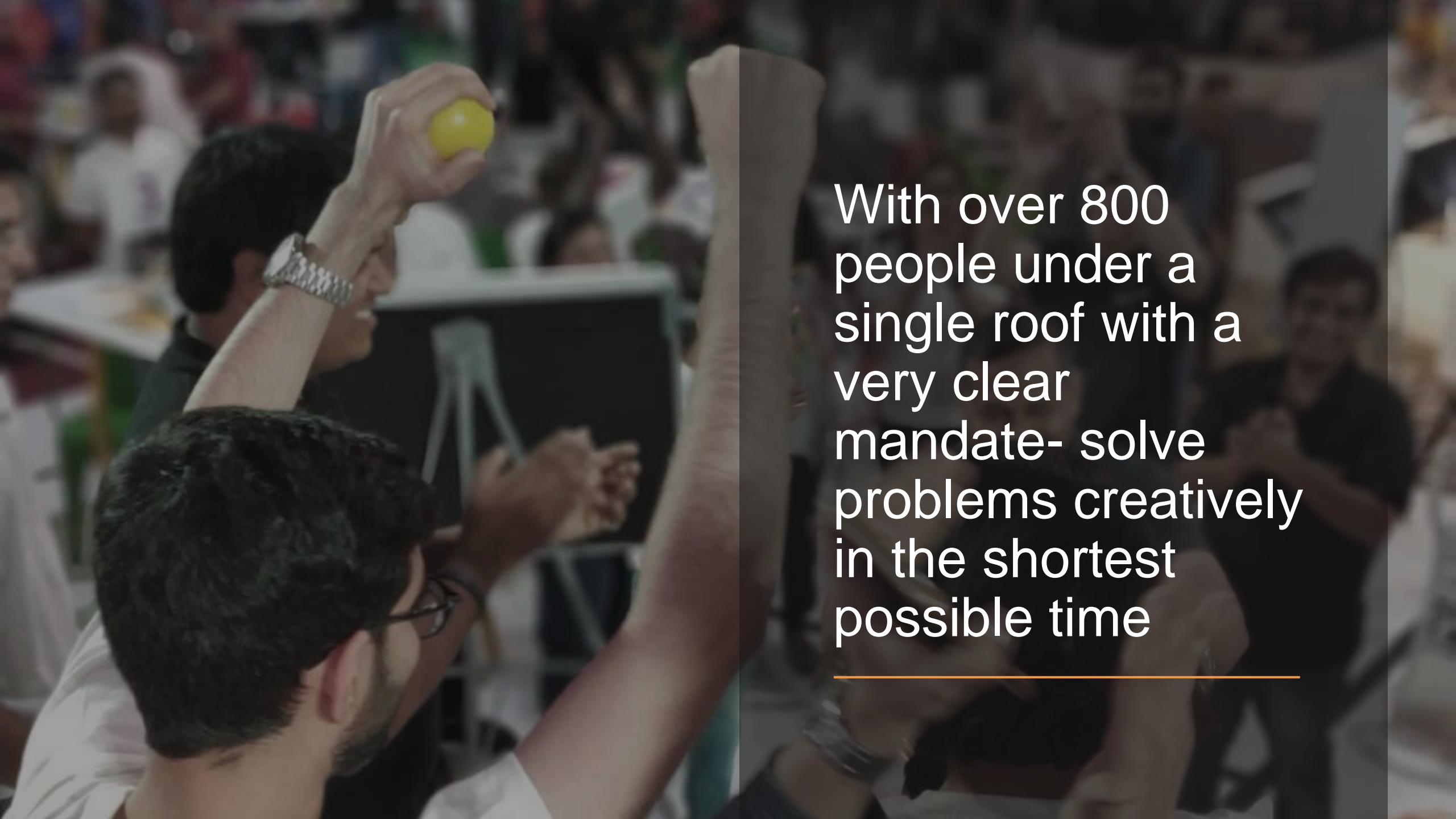
69% of the teams have mentioned specific insights gathered during the Discover phase

91% of the teams have effectively used HMW statement to frame the problem statement using the insights.

80% of the teams have framed the HMW statements from the stakeholders' perspective and used the insights gathered during the Discover phase.

47% of the teams have articulated the specific actions they would take to analyze further and implement the prototype.

99% satisfaction levels

A large crowd of people is gathered under a single roof. In the foreground, a man with dark hair and glasses is seen from the side, wearing a white shirt and a silver watch. He is holding a bright yellow ball in his right hand, which is raised. The background is filled with many other people, some of whom are also raising their hands. The overall atmosphere appears to be one of excitement or participation in a group activity.

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!

“ Super. Feel energized. Positive/ Transformational/ Ignited. Diverse Ideas/ solve complex problems through cross functional teams. ”

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

“ Awesome exercise. Ideation explosion. Interesting concept. Exceeded expectations. Good team building exercise. ”

“ 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. ”

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

“ A great exercise to unlock new opportunities! ”

“ 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! ”



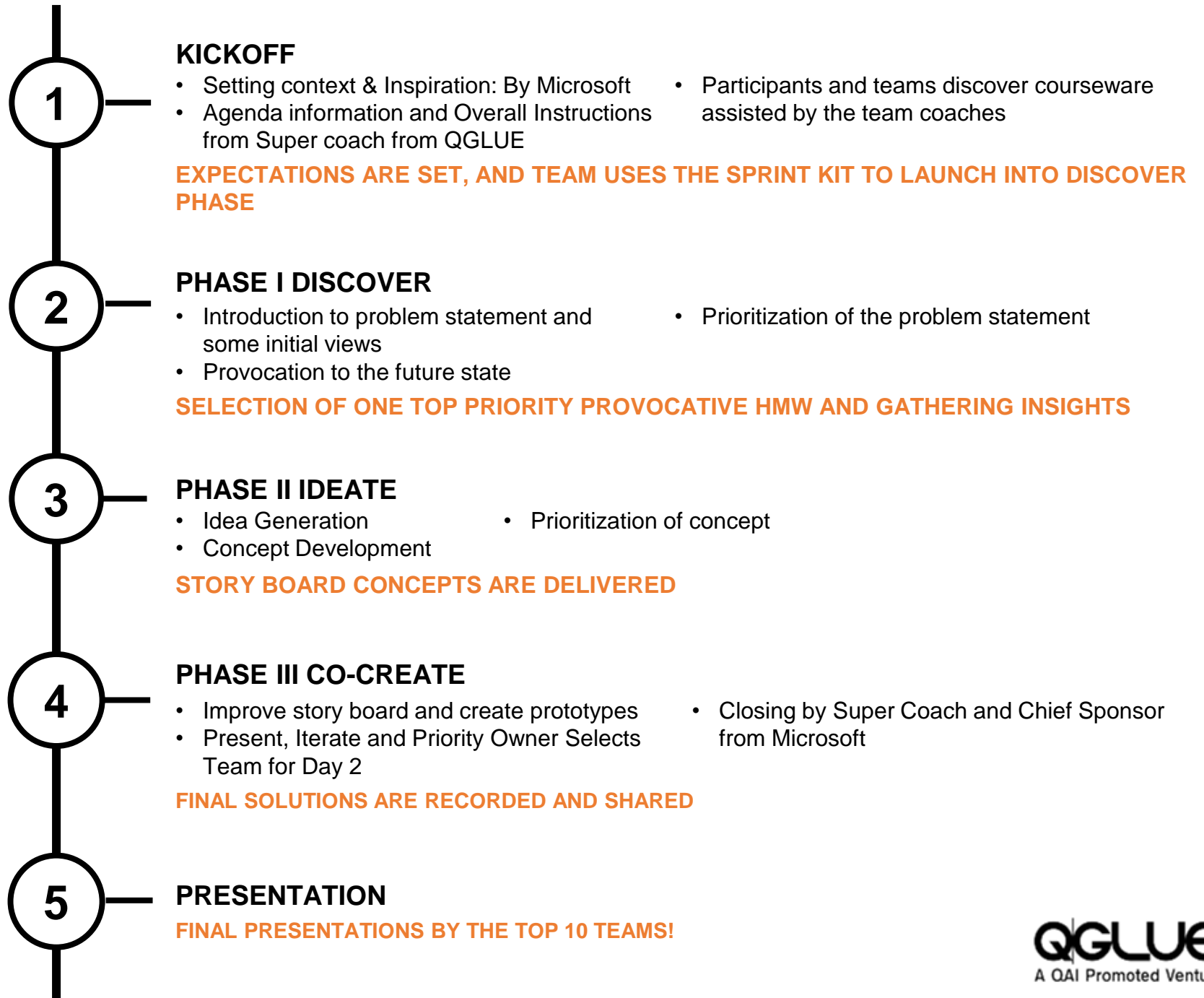
Microsoft

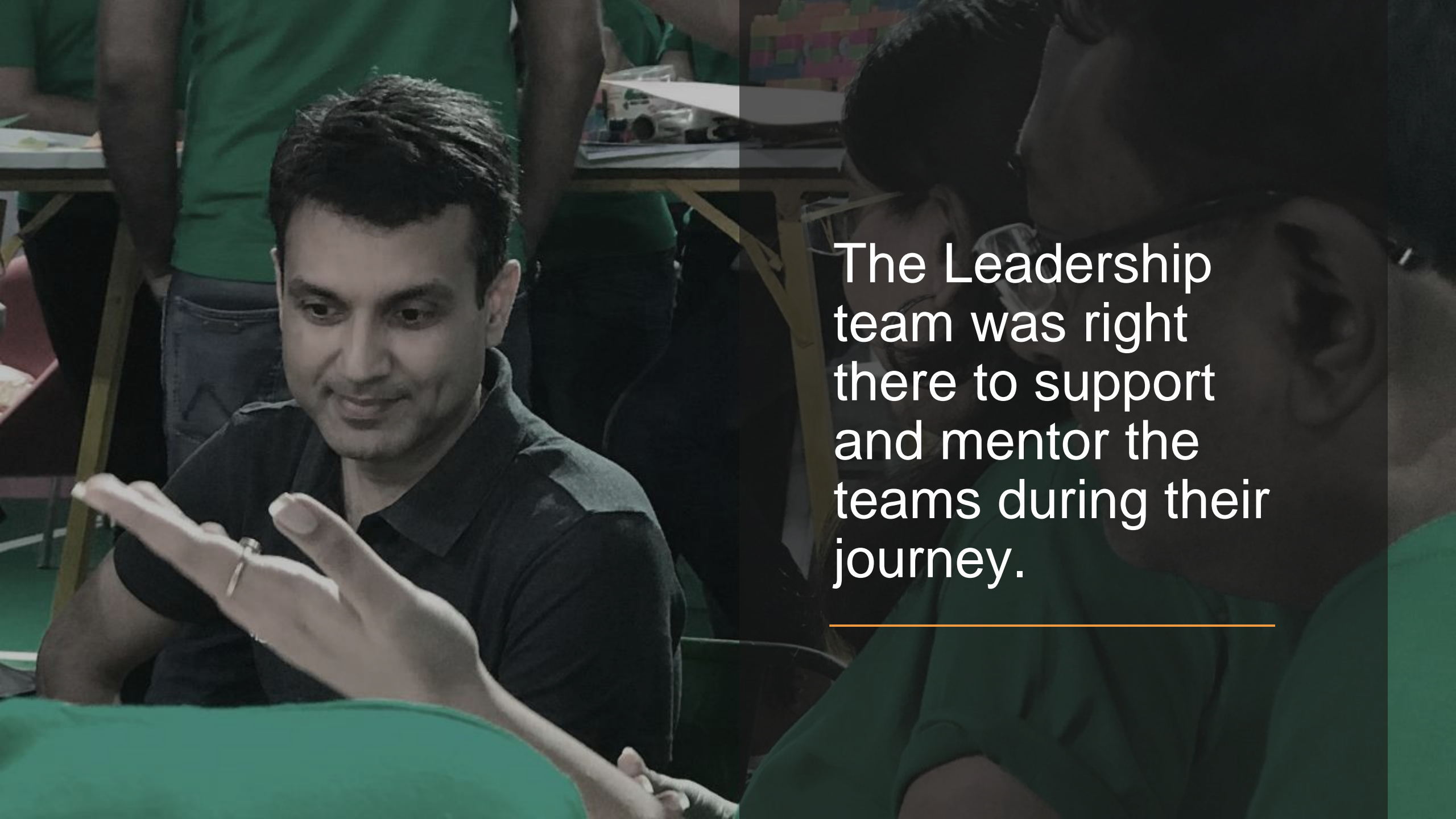
20 QGLUE
Coaches from
around the country
gathered to make
the Design Sprint
successful.

QGLUE

The Sprint Flow

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.



A man in a dark polo shirt is gesturing with his hands while talking to a group of people in green shirts. The background shows a workshop or meeting setting with tables and chairs. The text is overlaid on the right side of the image.

The Leadership team was right there to support and mentor the teams during their journey.

Artefacts Created for the Sprint

1

HOW TO FRAME A CHALLENGE?

The initial challenge sets the scope, direction, effort and more importantly determines the potential for innovation.



2

A TEMPLATE FOR WRITING CHALLENGES

Teams frame problem statements based on the framework created by team QGLUE.



3

HOW TO ASSEMBLE YOUR DESIGN SPRINT TEAM?

A Design Sprint team should ideally be a cross/multi-disciplinary team consisting of a mix of specializations.



4

SCALING A CULTURE OF INNOVATION

A framework of thinking and acting, in groups. A DIY workbook, participants follow during the sprint to come up with innovative ideas.





Contact us to help
you solve a business
problem using
Design Sprint !

Team QGLUE

THANK YOU

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