



## Delivering Freedom from Project Surprises

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### THE DISCOVERY & SOLUTION PROCESS

This process should mark the beginning of any renewal activity. At the completion of this activity you will have a thorough understanding of where the challenges and solutions exist for your organizations design team execution. From here there are typically multiple fronts that can be undertaken for specific solution implementations, depending of the overall design revitalization goals.

#### Discovery

If we were to go into any product design organization and ask what their execution challenges are, they would likely have several items to share. That does not indicate that they are executing poorly, only that there is room for improvement. This is a continuous improvement world and everyone should always have a few items in their hip pocket that they would like to see done better. A larger concern should exist about items that are not obvious issues, they are not in anyone's hip pocket, and they are stealing away precious development time without any fanfare. Finding these buried sources of execution roadblocks is done through the "Discovery Process."

The discovery course of action is a series of one on one interviews and group brainstorming sessions targeted at uncovering areas that prevent crispness of expectations out of each step in the design sequence. Discovery must concentrate on finding the subtle, behind the scenes disconnects, allowing the team to solution them.

When we embark on a discovery process with our clients we keep the focus broad, cover multiple areas and multiple engineering disciplines. When trying to uncover development execution challenges we move beyond the designer's domain. Our process will probe around in test, product engineering, marketing, and applications. Many "unknown" issues have their roots in the exchange of information between design and their partner organizations. We are likely to find multiple cases where someone is not receiving information that would improve their contribution and efficiency back to the project.

Through a quality discovery process the list of "known" execution challenges will increase over time. We are creating awareness of issues that would not normally be identified, which is a necessary step towards improvement. The discovery process Jorvig Consulting offers has been designed to provide the depth required to uncover the issues that subtly erode your schedule, keeping businesses from meeting their market window. Knowing where to look, what questions to ask and having the ability to energize the team in discovering areas for improvement is the value adder we provide our customers.

*3165 S Alma School Rd. Suite 29-152*

*Chandler, AZ 85248*

*Office: 480-895-0478 Fax: 480-699-4960*

*Email: [jeff@jorvigconsulting.com](mailto:jeff@jorvigconsulting.com) [www.jorvigconsulting.com](http://www.jorvigconsulting.com)*

## **Solution**

Having completed a discovery process we have a list of execution challenges that are either real, perceived or somewhere in the middle. The initial step in solution is to decide which of the challenges should be addressed first. We handle this step by prioritizing the list of challenges in a large group setting, thereby ensuring we will not de-emphasized or eliminate an item that is important to the team in it's entirety.

With the list of prioritized challenges in hand we work with the design team to generate potential solutions. One on interviews between design team members and Jorvig Consulting is the kick-off of the solution generation process. Once we have interviewed a cross section of the design team we follow up with a formal brainstorming session with the entire design team. This session is an open forum for generating "potential" solutions. It is not the intention that we will be selecting any specific solutions during this particular discussion. Jorvig Consulting will also add potential solutions to the list during the brainstorm session, based on our experiences with other teams.

Once we have the potential solutions identified; a discussion session with design, product, test, applications and marketing representation is necessary to finalize solutions and create solution acceptance. We keep the team focused on solution finalization and off of fault finding. Our intention is that we leave the discussion with buy-in for the agreed solutions for each challenge; thereby ensuring the implementation for each item has the vital energy to materialize.

## **WHY OUTSIDE SUPPORT IS AN ESSENTIAL REQUIREMENT FOR SUCCESS**

By engaging our services, the product development team deals with an unbiased 3<sup>rd</sup> party. This aspect is the make or break difference between a mediocre outcome and one that fosters true renewal. It is essential that this process create an open forum for discussion of issues that generate frustration among team members. The success of this process rests solely on the ability to foster a non-threatening environment in which to uncover and resolve issues that keep teams from operating at optimal performance. Our team has the skills and the objectivity that will propel this process through to real, quantifiable improvements in design execution for your team.