



**TRACK 4**

# How can you improve your organisation's internal processes towards building an open, creative and connected team?

As a startup, you know that your team is the foundation of your company. You are growing and in order to reach that next level you need to ensure your team is motivated, connected and strong. Startups thrive from a collaborative attitude at work. But team members are not always meaningfully engaged, willing to share their ideas or propose changes. And even when they do, there is not always a clear decision making process to implement new ideas. This can lead to teams feeling under-valued and to businesses that do not fully take advantage of the strengths of their team members.

Giving more space to your team to contribute and share feedback will support you in developing new and bold ideas and to gain from different perspectives. This will result in a collective vision for your startup that includes the ideas and strengths of the entire team.



**Collaborative Team**

## How can you improve the collaboration and motivation of your team?

The answer is: **by involving your team more in decision making and feedback processes!**

In this track, we will dive deeper into the Design Thinking steps that we are calling Setting the Scene, Ideation and Handover.



Setting the Scene



Research



Ideation



Create and Test



Implement

### By following this track...

**You will gain** knowledge on design thinking processes and tools that focus on understanding your team's needs, improving their involvement in ideation processes and increasing knowledge-sharing.

**You will learn** practical tools for every step. For example, how to create a feedback culture, how to enable spaces for sharing and trust, and how to brainstorm and co-create with your team.

**You will practice** a participatory mindset - where you will be working towards building the confidence of your team and trusting the process where, together, you will come to an ideal product or service.

### What can you expect?

Within this track you will be guided through a learning journey that provides you with steps, tips and practical tools you can apply yourself. The journey steps can be adapted and integrated to your own planning and milestones.

#### This track contains:

- A video tutorial
- Suggested mindset exercise to help you adopt the right mindset for this track
- An introduction to Tao, an entrepreneur and design thinker who will take you through this track
- A step-by-step learning journey, including ready-to-use tools and practical guidance