# Using Design Thinking and Storytelling Mindsets to Create Viral Learning

## Nicole Wong & Debbie Au Yeung,

*PwC*

Session 801:

# Using Design Thinking and Storytelling Mindsets to Create Viral Learning

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# The challenge



*"What gets measured gets done."*

What would happen if we experimented with creating a learning solution using design-thinking and storytelling mindsets?
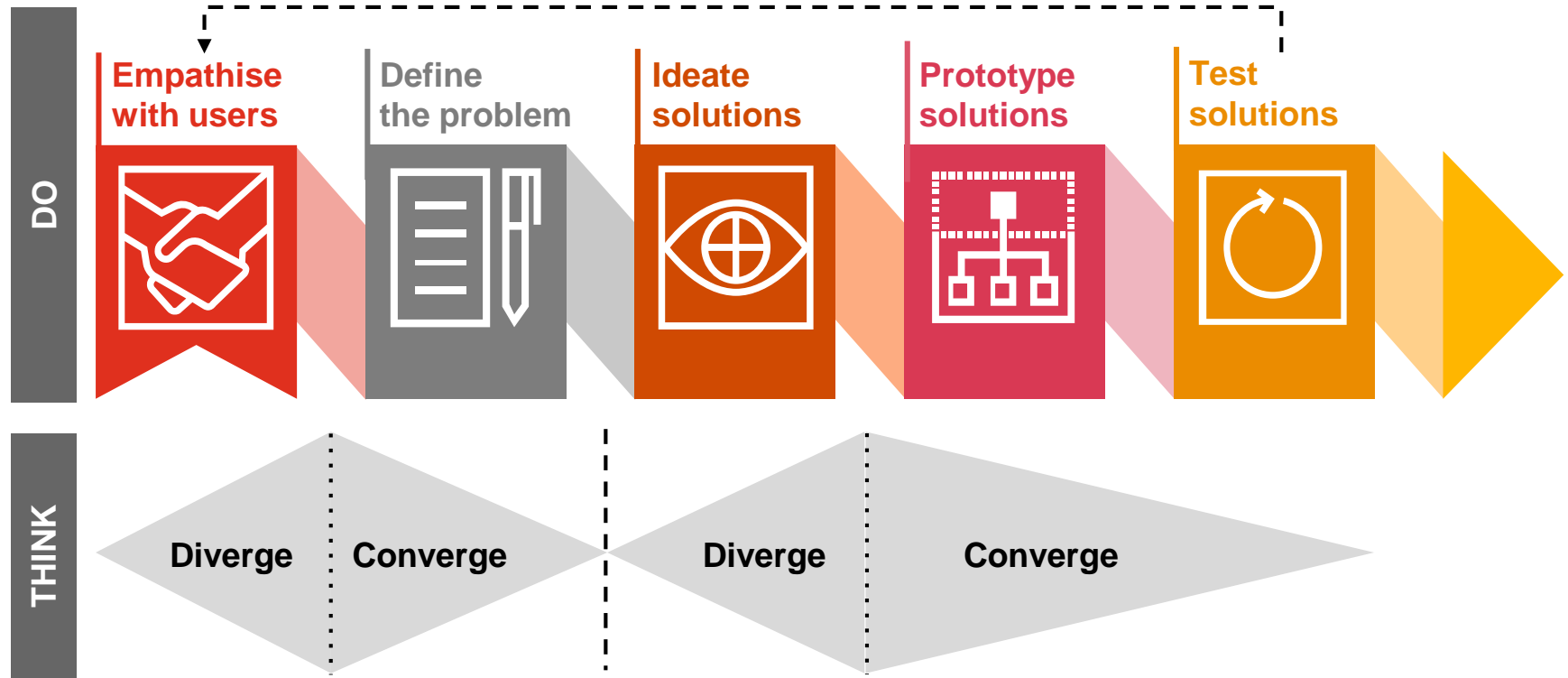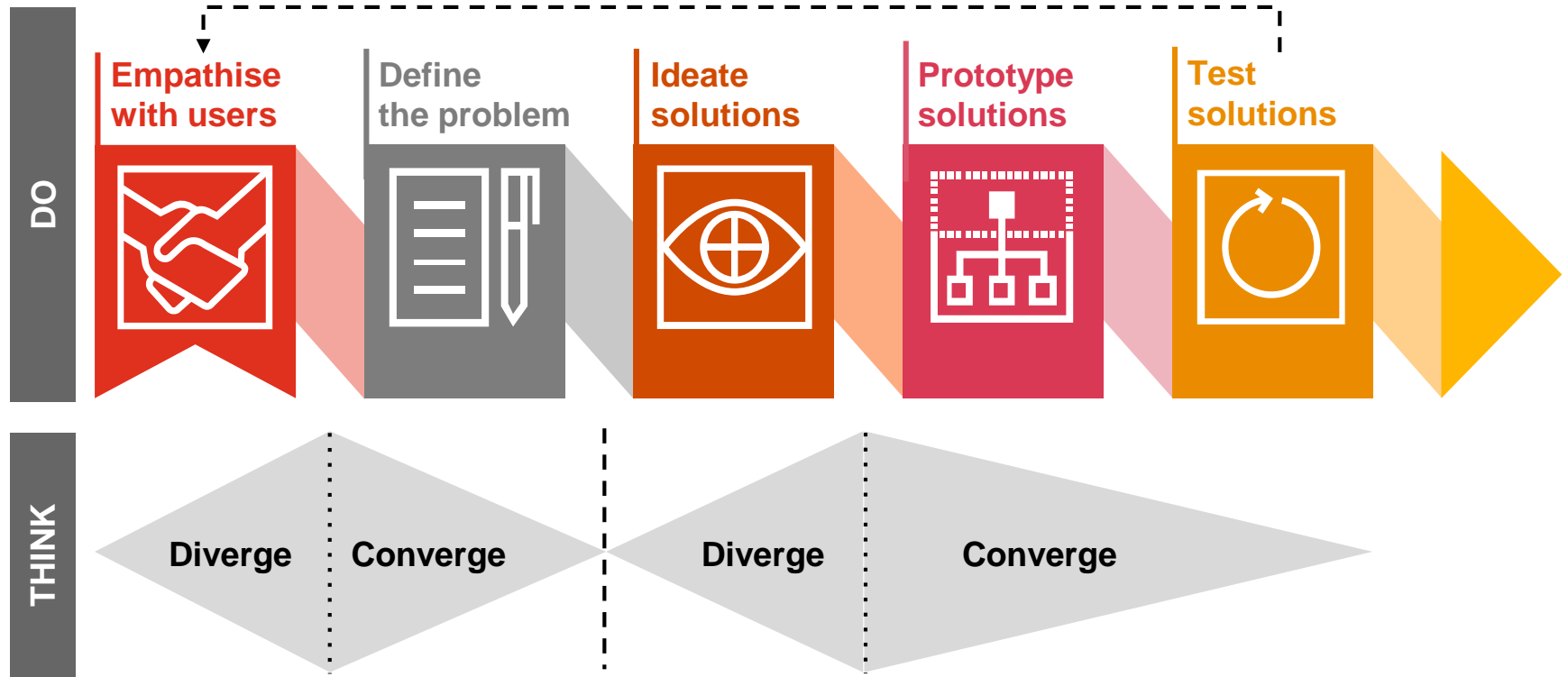
# Our learning experience today

1. What are design thinking and storytelling mindsets
2. How we applied them to our learning solution
3. What we learned
4. How you can apply these insights quickly

# Poll: Which phase of design thinking do you find most challenging to apply to learning solutions?



DO

Empathise with users

Define the problem

Ideate solutions

Prototype solutions

Test solutions

THINK

Diverge    Converge    Diverge    Converge
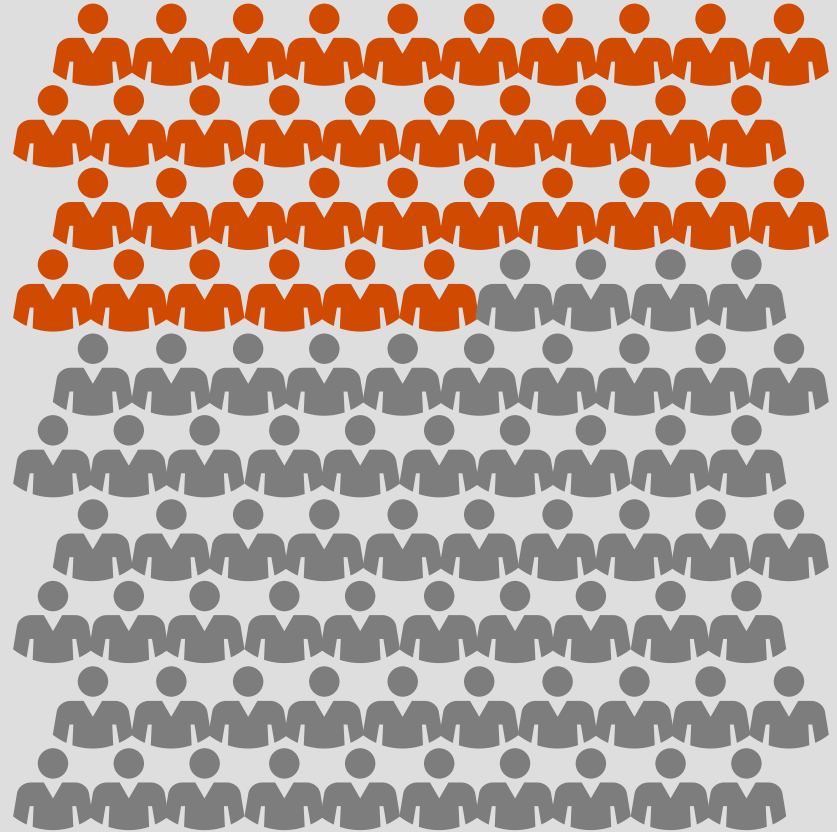
# Design-thinking mindset

# Storytelling mindset



Our brains:

⚙ Interpret information as stories

⚙ Remember stories over facts
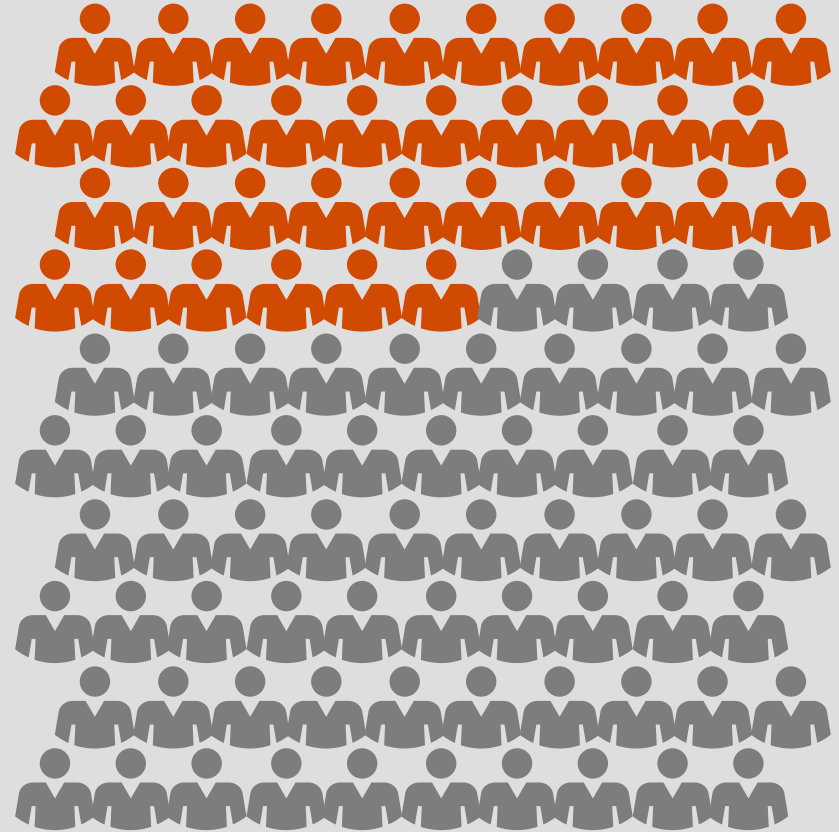
⚙ Connect with other people through stories

# Chat:

Which business metrics have you aligned your learning solutions with?

# 1

## Align your learning solution with a business challenge

# 2

## Innovate outside a vendor's traditional classroom-training business model
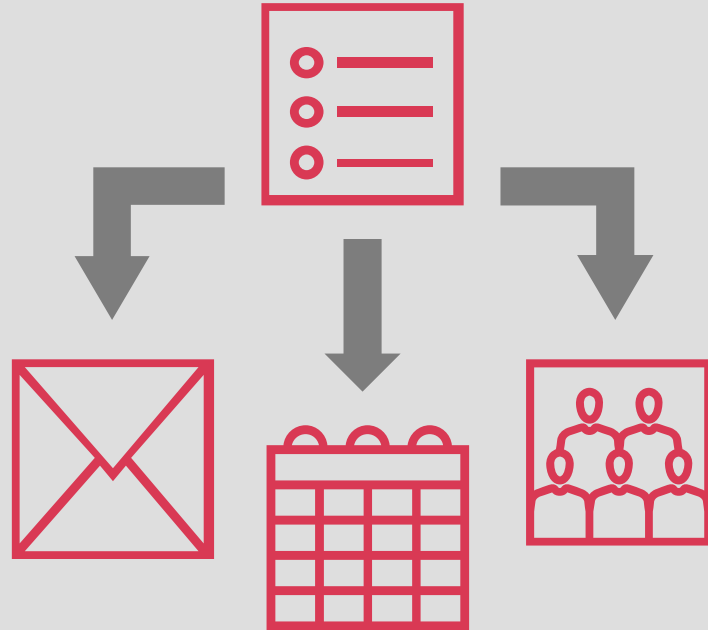
# 3

Use collaboration tools and platforms to rapidly prototype and iterate your learning materials

**4**

Ideate and deploy a portfolio of flexible, on-the-job-application tools

**Appreciation nudge**

# Chat:

What are your favorite examples of co-branded consumer products?

**Brand A**

**Brand B**

**5**

Collaborate cross-functionally and co-brand your learning solution

Brand A

Brand B

Reframe a business challenge to create a personal, emotional solution that gains grassroots momentum among your staff and leadership.

Give learners memorable, compelling stories that they will tell colleagues -- spurring viral word-of-mouth marketing of what they have learned.

When learning resonates with the depths of being human, workplace cultures drive business impact.

# Tips to apply our insights

1. What impact story will you be able to tell?
2. How might your learning solution change if you put your learners needs and wants at the heart of the issue?
3. What future-oriented outcome story can you tell a decision maker when you pitch experimenting with designing your learning solution differently?
4. How can you design the learning experience to encourage rapid prototyping, iteration, and user personalization?
5. How can you design an on-the-job application resource to flexibly deploy in at least two other ways?
6. To whom can you deliver value by co-branding your learning solution?
7. Where can you prompt someone to tell a story that will epitomize the learning?

# Poll: Which tips will you apply?

1. What impact story will you be able to tell?
2. How might your learning solution change if you put your learners needs and wants at the heart of the issue?
3. What future-oriented outcome story can you tell a decision maker when you pitch experimenting with designing your learning solution differently?
4. How can you design the learning experience to encourage rapid prototyping, iteration, and user personalization?
5. How can you design an on-the-job application resource to flexibly deploy in at least two other ways?
6. To whom can you deliver value by co-branding your learning solution?
7. Where can you prompt someone to tell a story that will epitomize the learning?

# We'd love to hear how you're applying these mindsets!



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# Thank you

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