

Synergia Consulting Ltd CASE STUDY

“Sharing the knowledge with our employees about design thinking tools helped us in reshaping the company’s strategy and defining the main goals of our activities in the following period.” – said Maja Jurišić, project manager in Synergia Consulting Ltd.

Workplace Innovation practices implemented

After successfully passing the exam on MIT Design thinking course, managers of Synergia Consulting Ltd. organized internal DT workshops to share the knowledge and apply the tools directly into the company’s strategy. In the period from March to June, the Synergia team organized five workshops introducing the following tools: mapping and understanding the potential users/clients, defining the customer’s needs and needs statements, developing the business model, designing the services, and brainstorming the main company’s assets and short-term goals for expanding the market.

Introducing the new Design Thinking tools and adapting our working space resulted in the Synergia office became the workplace for innovation where all employees came together and created a strategy for developing new products and services which will directly answer the needs of our customers and clients. The objective of workplace innovation was to make ourselves more satisfied and productive and to find the best roles within the company according to our skills and experiences. One of our defined goals is to raise the number of



employees and partners with which we want to continue working on designing new services and products. Raising the productivity and strengthening the capacities of the team is directly influencing the quality of our services and the satisfaction of our clients.

Workshops boosted our creativity and cleared our vision of how we see our team and clients as well as how we should approach the new markets. It helped us building the workplace in which all team members come to work to undertake their functional tasks in the most effective way possible and to improve the organization. Design thinking for workplace innovation leads to significant and sustainable improvements in both organizational performance and employee engagement and well-being. This will definitely become a tool we will use in all our future processes with the specific aim of developing the empathy and designing the products around the main and latent needs of the team members and clients. Implementation and training in new technologies.

