

**Capgemini's Accelerated Solutions Environment**  
**ASE DesignSession™ Information**  
January 28<sup>th</sup>, 2016 – USDA BMI Project  
Domestic

**Purpose and Objectives**

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The purpose of the 1-Day DesignSession is to gain consensus among key stakeholders across the international food aid supply chain community about potential improvements identified through the BMI project. The work of this session will support the 'Validate Vision' phase of the BMI project. The main activities of the 'Validate Vision' phase are: kicking-off the project, obtaining a clear vision of the future, and defining a prioritized list of business processes based on customer needs.

The supporting objectives of the DesignSession are:

- ▶ Gain consensus on the future state vision for the BMI project for Domestic food aid
- ▶ Identify and prioritize processes across the supply chain that should be further analyzed and improved in future phases of the BMI project, and gain consensus on these prioritized processes

**What is a DesignSession?**

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A DesignSession is a process of "decision by design," a process that differs greatly from a typical planning meeting. During a DesignSession, participants are facilitated through rigorous exploration, co-design, assessment, and decision-making.

DesignSessions fuse planning and action, design and decision-making, long and short-range goals, to accomplish in a few days what usually takes weeks or months to accomplish in a business-as-usual manner.

The DesignSession is built around a model of creative problem solving called **Scan-Focus-Act**. This model is a key foundation of the DesignSession.

In the **Scan** phase, participants work well beyond their usual boundaries, uncover assumptions, and establish the context for the rest of the DesignSession.

In **Focus**, ideas are iterated as the group begins testing assumptions and strategically positioning the organization.

**Act** involves working the strategic view into tactical steps that can include work processes, projects, and timelines.

**Scan-Focus-Act** is a natural progressive way to solve problems. In an effort to reach quick conclusion, however, people often bypass one or more phases of the model, an omission that can lead to incomplete and unbalanced decisions.

Groups that immediately jump to conclusions about the nature of a problem often move directly into the act phase where they begin to implement a set of hastily drawn-up actions. Teams that operate this way are reactive teams.

Groups that can never fully define the problem and prefer to work in an endless loop of philosophizing get lost in the scan phase.

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Other groups love to plan. They skip over the information and assumption gathering that comprises a good scan and, instead, begin to build elaborate models of who will do what by when. Outlining strict policies to ensure that the plan is followed to the letter, these groups give up opportunities to act as they get caught in relentless focus.

Most frequently, groups neglect to conduct a proper scan. They may uncover a good idea or two and jump right into the focus phase or they may observe the symptoms of a challenge and assume the nature of the problem without proper investigation. The resulting solution only soothes the symptoms, leaving the true problem to rage away unaddressed.

Because the DesignSession process brings the scan, focus, and act phases together and works them iteratively, participants often feel they have completed in a few days what would normally take weeks—or even months—to accomplish.