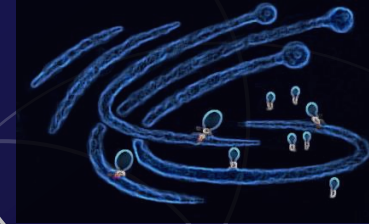


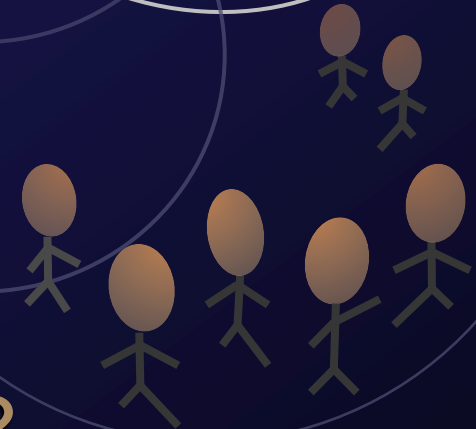
ODF / EODF



Good Outcomes?

What Real Purposes

Must Our Design Serve?



Bruce Mabee

Milestone Partners, LLC

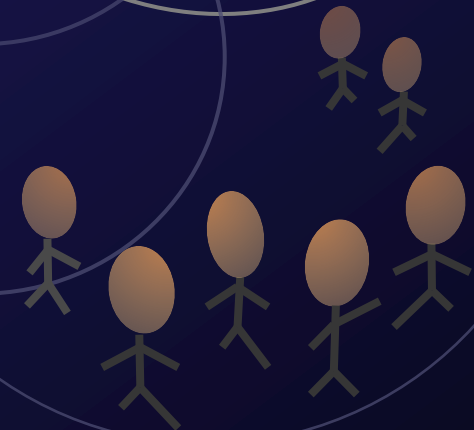
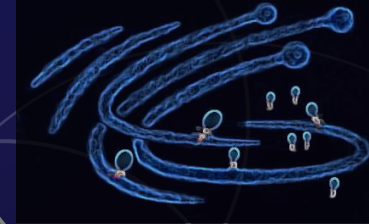
Good Outcomes?

*What Real Purposes
Must Our Design Serve?*

1. Good & Bad Outcomes

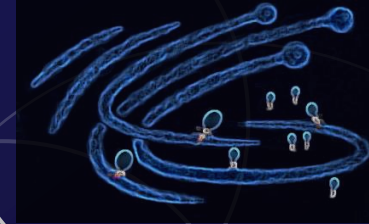
2. Breakouts

3. Sharing the Range



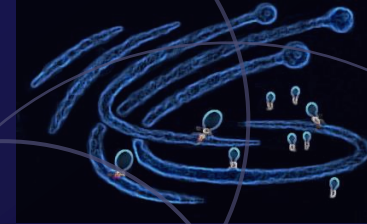
- *“Good”?*
- *Who Says?*
- *How?*

“Performance”



What Matters?

“Performance”



***What outcomes
are we
fostering?***

Customer Satisfaction?

Stockholder ROI?

Executive's Promotability?

User Experience?

Quality of Life?

Survival of Earth?

Thriving Communities?

**Galbraith . Drucker .
Wilbur . Pinker . Rosling**

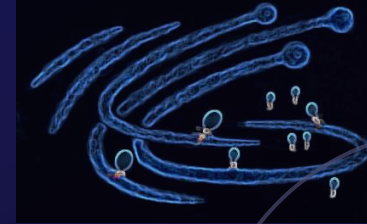
_____ ?

What Matters?

Who Matters?

P-P-P?

“ROI”?



Networks across Boundaries

Bikes for Africa

Teamwork for Revenue

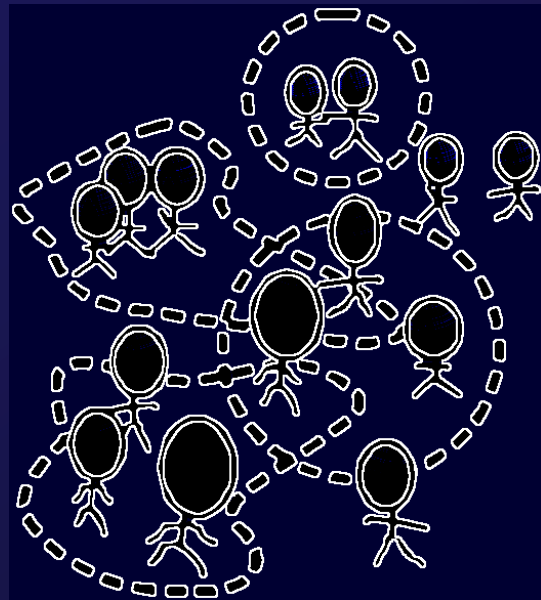
Teams Prevent Mass Killings

Respect across Religions

From Bison to Billions

Agility at Scale

...



ESG?

*Quality
of Life?*

Outcome Evaluation - Kirkpatrick - PLUS

Kirkpatrick Measures
– ATD, 2023

Mabee Framework
– 2012

Level 1: Did they like it?

Level 2: Learned what?

➤ *Level 3: **Actions & Culture Changed?***

Level 4: Business results?

➤ *Level 5: **ROI: Worth the costs?***

... Can we expand what we seek?

➤ *Level 6: **ROI in Stakeholder Values?***

➤ *Level 7: **Synergy: Trends Reinforce?***

*What if we
highlight
these four
outcomes?*

"Modern" Design Processes



Socio-Technical Systems

1 Diverge
Possibilities

here

2 Transform
Alternatives

3 Converge
Prototypes

better

McKinsey 7S

J. Christopher Jones

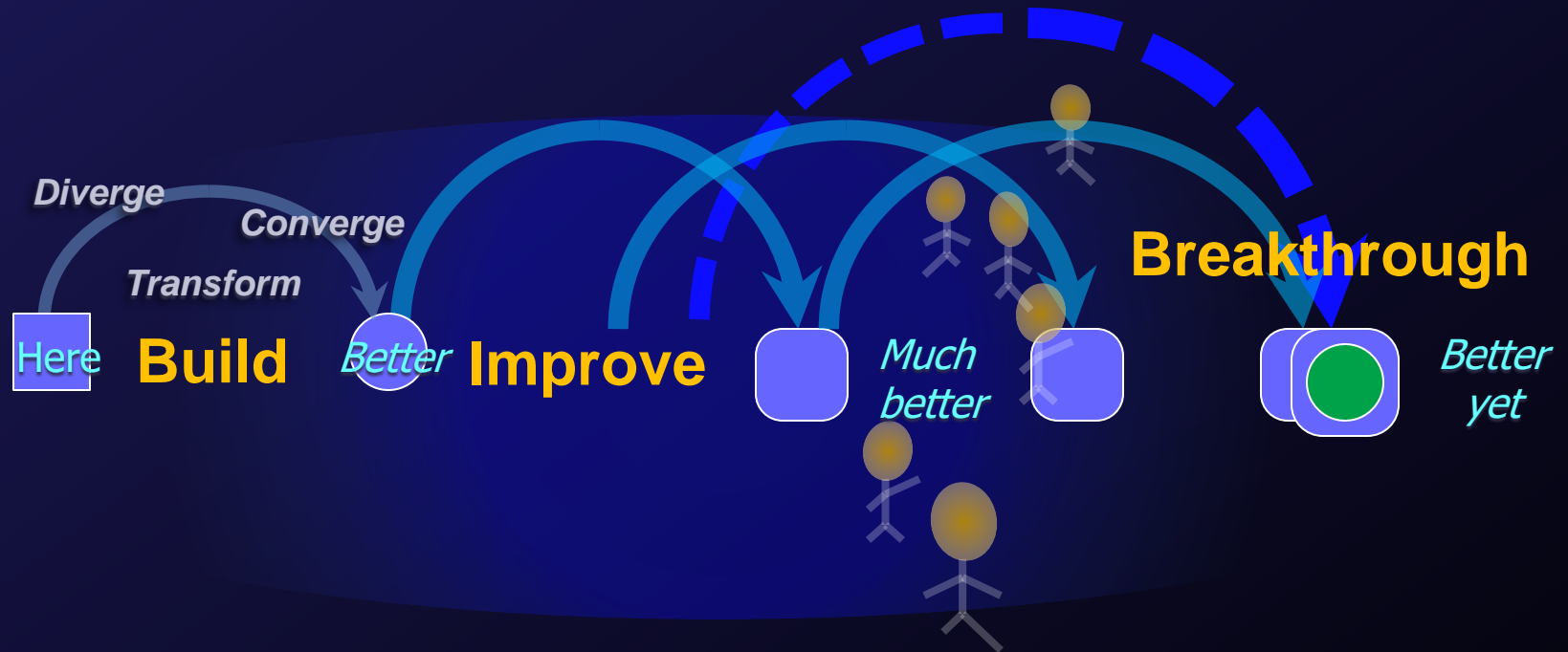
Nadler-Tushman
Congruence

Weisbord 6 Box

BCG Smart Design

Post-Modern: “Agile” Learning Loops

Whitewater (Vail) & Rapid Iteration



*Two Weeks? ... One Day? ... 30 Minutes?
... Simultaneous?*