
Three simple steps to

**RUIN A
DESIGN
SPRINT**



The design sprint framework developed by Google Ventures has been **changed** by facilitators to fit their style and needs.

But sometimes, too much change can lead to **poor decisions** ...





**Stop all
discussions.**

Talking is overrated anyway.

Teams can understand and align in silence and make risky decisions using “note & vote” method.



Remove the Decider.

Deciders have a personal agenda and they only care about imposing it to the team. They already know the solution and are quite opinionated. It kills the joyful design sprint spirit.



**Don't include
the customer.**

There's no point in bringing the customer perspective into a design sprint since we test at the end. Plus, there's no time to talk to a real customer anyway, our assumptions are enough.

These decisions can make the Facilitator job easier on the day, but they will **cost the success** of the sprint.

Here's what we **recommend** instead ...





**Encourage
healthy
debates.**

For the team members to shift their perspective, learn from each other and embrace change, they need to **hear, see, and understand** other people.



Collaborate with the 👑 Decider

For the team members to feel safe, trust each other and express their opinions freely, they need to know they have **strong leadership**. A Decider guides the team with vision and personal accountability. The Decider is the one to take the blame if everything fails.



Build empathy with the customer

For the teams to create human-centric solutions they will need to start with the “human”. When a team manages to build empathy with their customer, it becomes **united, aligned and driven.**

With Design Sprints here to stay, especially in a time of change and unpredictable future, it's important to make sure we don't customise the process for the sake of customising.

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