



Perspectives 2018

INVEST IN LEADERSHIP

Closing Keynote

Design Thinking

What Is It and How Can It Be Used To Bring About Change



Change is inevitable, yet it's something many organizations and individuals struggle with. It can leave us feeling inspired, nervous, uneasy, or any combination of emotions. How we respond to change can propel us into a world where better is possible. Human-centred design offers a response to complex changes and challenges that starts with the people at the centre of the issues.

In this keynote presentation, Brock Hart, CEO of Overlap Associates, will define what design thinking is and how Overlap has used human-centred design as the foundation for their work to bring about social change. You'll discover how designing for change can work, why it's transformative, and how it's made an impact in notable Canadian organizations.

Brock Hart, CEO

As Co-Founder and CEO of Overlap since its inception in 2011, Brock is passionate about the power of human-centred design to make things better. Asking the question, "Why?" is always his starting point. He is a trusted advisor to organizations and leaders across sectors who are ready to radically change and achieve true transformation. Adept at bringing people together around big ideas, Brock is a visionary thinker and an extraordinary facilitator. Brock has led transformative sessions with notable leaders including Stephen Lewis, Justice Murray Sinclair, and the Governor General His Excellency the Right Honourable David Johnston.

Testimonials

“Overlap’s Design Thinking approach has had a profound effect on our understanding of those we serve and on our organizational culture. Design thinking as practiced by Overlap places the highest value on the needs and insights of the end user. This uncompromising focus on the person receiving service fuels the passion that staff and decision makers have for making a difference in the lives of people.” – Fred Wagner, Executive Director, Canadian Mental Health Association Waterloo Wellington

“The facilitation process used by Overlap was remarkably effective. Their creative approach was engaging and allowed for all members of our team to have a voice throughout the process. As many of the topics on the agenda had previously been discussed without resolution, we were pleased to find that we had genuinely moved forward in our conversations.” –Stephen Lewis, Co-Director, AIDS Free World