

Designing for Experimentation @ TDC Business

Jesper Grønbæk

Personal introduction

- **Jesper Grønbæk**
- **VP, Startup Factory, TDC Business**
- **Entrepreneur with own startup**
- **Intraprenuer within TDC & Microsoft**
- **Believer in experimentation**



Agenda

- 1. TDC's design history**
- 2. Design in TDC today**
- 3. Challenges**
- 4. Our Dream**

Our Design History







Design in TDC today

Our Focus Now

Organizational Design

Design for experimentation...

We are creating an organization with an ability to create experiments monthly, weekly and daily.

Design for experimentation...

Creating the right culture

A photograph of a workshop or office environment. In the foreground, a silver lampshade hangs from a cord, with a white sign attached to it. The sign contains the text: 'SORRY FOR THE INCONVENIENCE, BUT WE ARE TRYING TO CHANGE THE WORLD'. In the background, two people are working at tables. One person on the left is wearing a dark blue shirt and is looking down at a table with various items. Another person on the right is wearing a light-colored shirt and is also looking down. The walls are covered with numerous small, colorful sticky notes or papers. The lighting is warm, with the lamp in the foreground being a prominent light source.

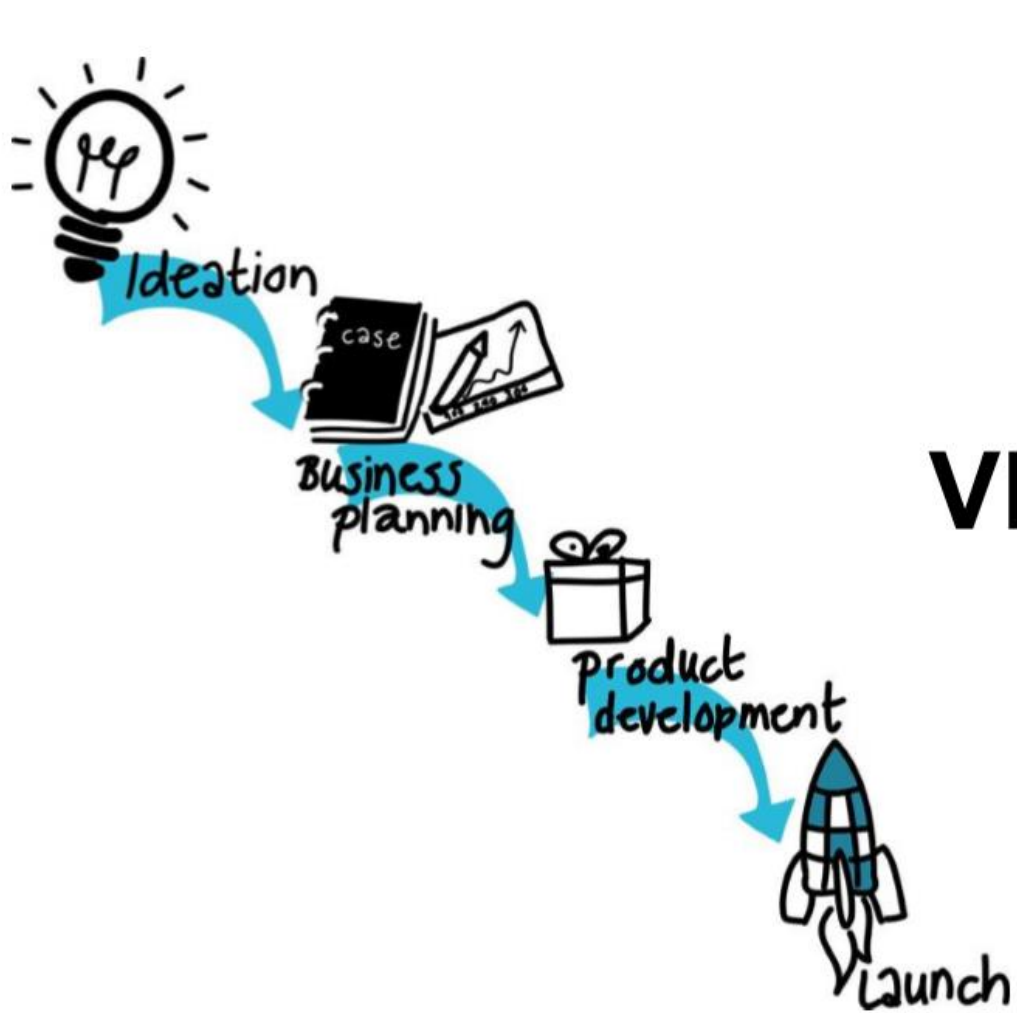
**'SORRY FOR THE
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Design for experimentation...

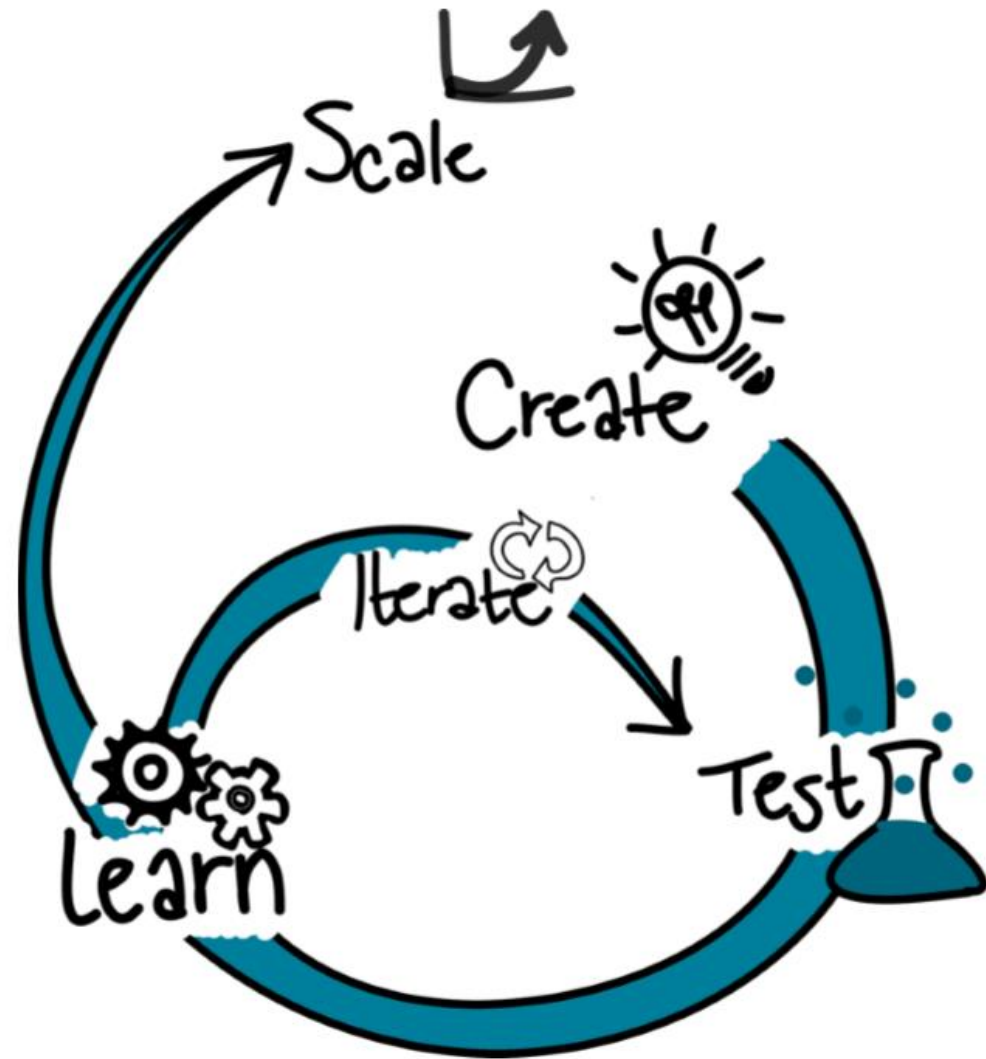
Setting the right teams

Design for experimentation...

Thinking as a start-up



VERSUS



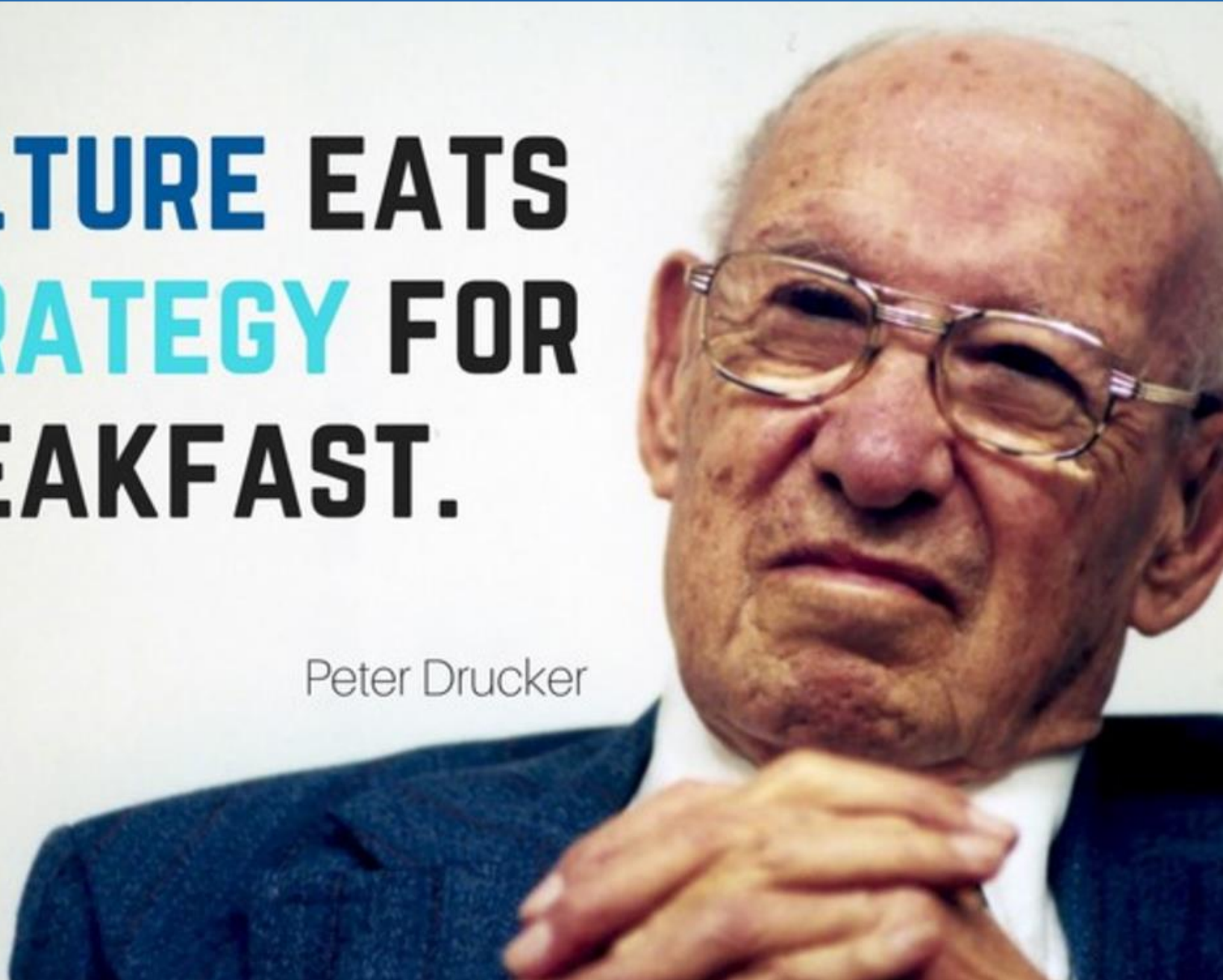
Design for experimentation...

Agile working

Challenges

**CULTURE EATS
STRATEGY FOR
BREAKFAST.**

Peter Drucker



Dream

Want to experiment with us?

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