

# DESIGNING ORGANISATIONS USING HUMAN-CENTRED DESIGN, DATA AND INSIGHTS

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# JO BILLING



South African born | Australian  
Melbourne based | Seoul previously  
Two daughters | Curious



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BComm (Deakin University), Masters in Org Change (University of Melbourne),  
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A systematic, strategy-centric  
and data-driven approach  
used to define an  
organisational structure...





## DRIVERS OF ORGANISATIONAL DESIGN

**NEW STRATEGY**

**NEED TO DOWNSIZE**

**NEED TO REDUCE DUPLICATION WITHIN  
AND ACROSS JOBS/FUNCTIONS**

**NEW EXECUTIVES**

**NEW WAYS OF WORKING**

**CONFLICT BETWEEN  
EXECUTIVES**

**CHANGED NATURE  
OF BUSINESS**



# LEVERS FOR ORGANISATIONAL DESIGN





There's no integrated  
playbook for organisational  
change, so that's why it's  
important to have a structured,  
yet agile, approach...



# GOOD THINGS COME IN SMALL PACKAGES





# THE POWER OF DATA



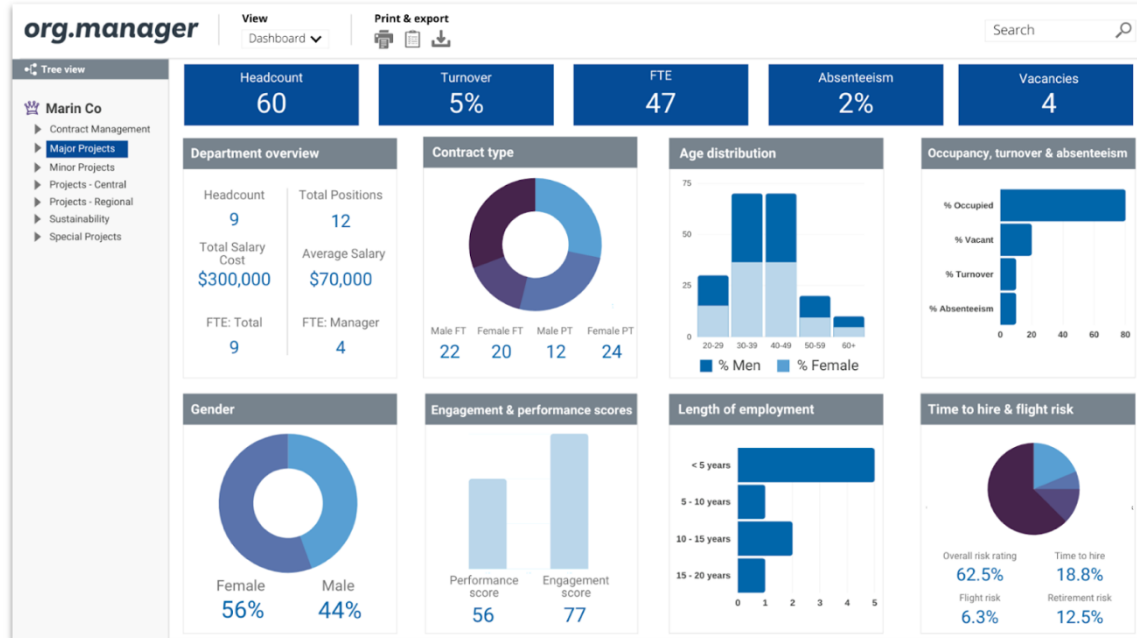


# THE POWER OF DATA

## Visualise: Workforce analytics



#MASTERINGSAP



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Case Study #1

# LOCAL COUNCIL LEADERSHIP REVIEW





# CASE STUDY 1 – LOCAL COUNCIL LEADERSHIP REVIEW



BLOCKING INFORMATION



NOT DELIVERING ON RESPONSIBILITIES

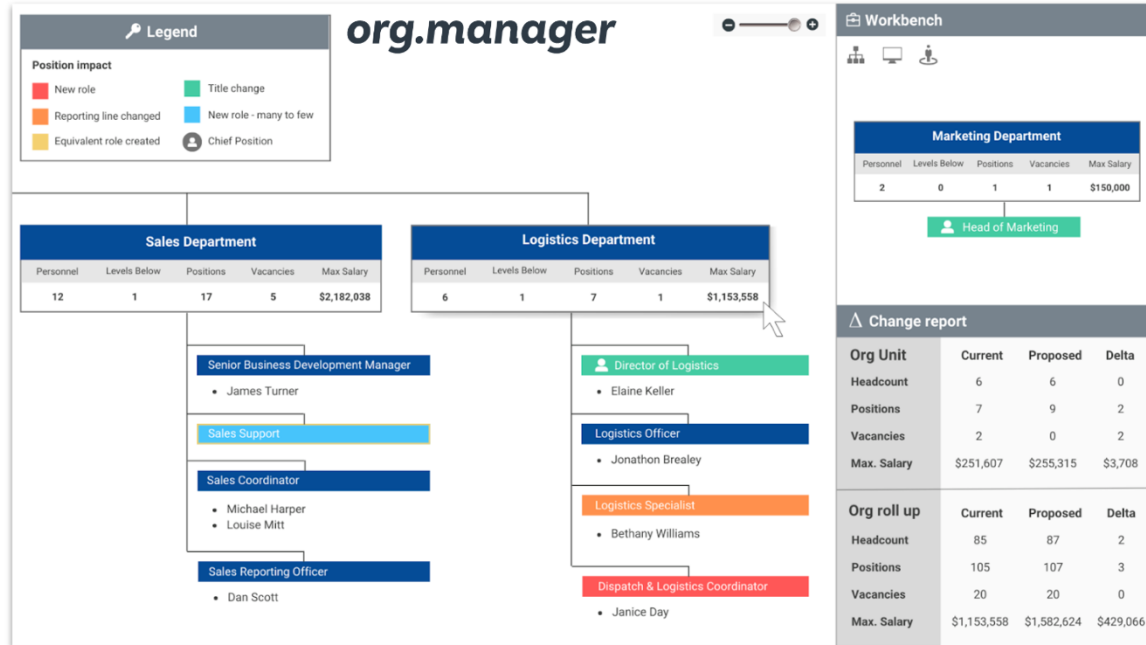


COSTING TOO MUCH



# THE POWER OF VISUALISATION

Visualise:  
Current vs  
proposed



Case Study #2

# VICTORIAN GOVERNMENT AGENCY DOWNSIZING PROJECT







# UNDERSTANDING IMPACTS

**Visualise:**  
Org design  
impacts



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# LEADING PRACTICES OF ORGANISATIONAL DESIGN

**1**

**UNDERSTANDING YOUR  
STARTING POSITION**

**2**

**MEASURING AND USING  
DATA MEANINGFULLY**

**3**

**ARTICULATING THE  
REASONS FOR CHANGE**

**4**

**GOING SMALL (EVEN IF  
IT IS ACTUALLY BIG)**

**5**

**ITERATING THE DESIGN  
AND SOCIALISING IT**

**6**

**TESTING  
INCREMENTALLY**

**7**

**VALIDATING THE  
OUTCOMES & ADAPTING**

**8**

**MONITORING AND  
EMBEDDING**





By designing organisations  
using human-centred design,  
data and insights you can  
achieve more planned and  
managed processes...



**QUESTIONS?**

# THANK YOU

# JOST & CO

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