Company Overview

Logical Design Solutions (LDS) is a digital strategy and experience design consultancy. Founded in 1990 by CEO Mimi Brooks, LDS has helped market leaders realize their most important business and people strategies through technological innovation.

At LDS, we focus on organizational transformation to help businesses negotiate the exponential change and disruption of the 4th Industrial Revolution and the acceleration of these factors as a result of COVID-19. We imagine the **organization of the future** in each client's dynamic marketplace and unique circumstances. We anticipate the emergence of fluid business ecologies and networked ecosystems where organizations are rebuilding their legacy structures to become resilient by design. We create innovative experiences where culture is a way of working, growth is a mindset, and new human work is emerging.

Employee Experiences fit for future

Employee Experiences are the "street-level" view of your business ecosystem, from the vantage point of the people who need to most believe in your strategy and purpose. With your new operating model as our line of sight, we imagine and design innovative and game-changing experiences that readily connect people to the myriad resources around the organization at the right time, encourage adoption of new work practices, inspire engagement, and create a smart and adaptive experience-for-one.

We create Employee Experiences for diverse, global organizations on their transformational journeys.

- Digital Strategy & Roadmaps
- Post M&A event, People & Culture Strategy
- Workforce Segmentation, Profiles & Personas
- Employee Experience Strategies & Design
- Design Systems & Frameworks
- Content & Knowledge Strategies
- Talent & Engagement Experiences
- Governance, Adoption & Change

Worker Experiences that future-proof people and the business

The future of work requires a perspective of the workforce in various stages of change. Redesigning work – the human tasks and roles in future, automated work – is an iterative process of deconstruction and reimagination based on new work models. At LDS, we anticipate the impact of emerging "work everywhere" models where work comes to people, and people operate outside of rigid job and organizational structures. With machines lifting more repetitive work and predicting operational performance and future work, worker experiences focus on augmenting people in their new, human work. Customer-centricity, judgement, risk mitigation and creativity become the experience focus in work environments where people engage in a wide range of projects that flow in fluid cycles as customer needs and operational priorities dictate.

We design Worker Experience for industries and government who are reimagining human work in new organizational models.

- Workforce Transformation & Roadmaps
- Solution & Business Requirements
- Worker Experience Strategies & Design
- Worker of the Future Profiles & Personas
- Worker Research & Analysis
- Partnering with AI/ML teams to define & design human work
- Technology architecture and solution design

Clients Include