

Company Overview

Logical Design Solutions (LDS) is a digital strategy and experience design consultancy. Founded in 1990, 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 & 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 the 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, judgment, 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 governments that 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



Achieving a Consumer-Grade Employee Experience on ServiceNow

LDS helps companies leverage the value of their investment in ServiceNow to:

- Create an Employee Experience Strategy, Roadmap, and Plan for sustainable change and ongoing governance that all stakeholders (business and IT alike) can support and embrace.
- Design a hyper-personalized, productive experience tailored to individual workers and their needs, while enabling the HR Operating Model.

Across the employee lifecycle, LDS-designed experiences engage new hires, support new digital ways of working, empower teams, and deliver critical insights for managers and leaders.

“ In today's world of competition for top talent, employee experience is everything. It's imperative to rely on experts when forming and designing your EX strategy in an increasingly complex enterprise ecosystem where people are the 'hub.' **Organizations that win the battle for talent and deliver a consumer-grade experience for workers partner with firms like LDS.** ”

Eric Hemmer, Principal Solutions Specialist **servicenow**

How a Bold Strategy Enabled Paramount's Transformative Employee Experience

Paramount chose LDS as its Employee Experience partner for global strategy, experience vision and design, program management and governance. The result – a powerful Employee Experience aligned to its global HR operating model and innovative, creative culture. Paramount's "Murray" - built on the ServiceNow platform – is a case study in how to achieve a consumer-grade outcome that delivers on employee productivity, manager enablement, and employee engagement goals.

Scan the QR code below to access the case study from our ServiceNow Partners resources site.



The Art of the Possible Employee Experience Workshop™

For ServiceNow clients that need help creating sustainable momentum with their Employee Experience—whether due to common challenges of project complexity, stakeholder consensus, or inability to achieve a consumer-grade design—LDS offers a 2-day workshop, facilitating a cross-functional team of business and IT stakeholders in an interactive exchange where we:

- Share ideas, prioritize outcomes, and align on approach before a client makes another major Employee Experience investment;
- Create a social contract on the Employee Experience charter and vision that all stakeholders agree to;
- Identify a strong, cross-functional core team and outline their operating model;
- Leave with agreement on the right next steps and guiding priorities.

Interested in this session for your client? Inquire with an LDS Engagement Leader to learn more (jfee@lds.com or kkuhl@lds.com) or send an email to info@lds.com.