Randy Simms

Speaker • Design Thinking & Culture Expert • SVP at Maddock Douglas

MEET RANDY

Randy believes that empathy leads to the best outcomes. He has 20 years of experience helping clients navigate complex challenges and realize organizational growth. Leveraging his roots in user experience and development, Randy takes a human-centered approach to exploring new ideas and creating compelling MVPs.

He specializes in helping leaders in large organizations create sustainable innovation programs that are infused with design thinking — by setting objectives, structure and processes up-front, through the long tail of culture change. Randy has led engagements across many industries, including health care, pharmaceutical, legal, insurance and financial services.

His seminars and workshops inspire teams to lead with empathy and gain the confidence to prototype new solutions to their challenges.

IN-DEMAND TOPICS

The Experimenter's Mindset

The willingness to build quickly, listen to users, fail and pivot — these skills are valuable for everyone, not just startups. Learn how to grow without over-investing by experimenting wisely.

KEY TAKEAWAYS

+ The experiment-worthy factors that could sink your idea
+ How to communicate the value of experimentation to leadership

Set it Up: Sustainable Innovation Programs

Is innovation doomed to be a "flavor of the month"? Learn the principles you can apply to your organization to create tangible results and truly change your culture.

KEY TAKEAWAYS

+ Framework for designing a well-rounded program
+ Ways to predict and overcome organizational resistance

Storytelling and Human-Centered Design

The right stories not only bring you along a journey, they can make you act. Discover the power of stories in effective design, not only to spark new ideas but to make them real.

KEY TAKEAWAYS

+ How leading companies use stories to spur innovation
+ Simple principles that will help you craft better stories