

Depth Perception

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Problem solving: the work of a designer

This week finds me in the middle of my fourth round of CyberKnife treatments as I deal with my thirteenth occurrence of cancer. Twice this week I spent almost three hours on my back, perfectly still with a lot of time to reflect (CyberKnife is much more preferable than the four lung-resections I've endured. At least I get to be conscious). During these reflections I decided an apt analogy for our work with organizational development is that of a physicians' practice. Design Group International™ represents a number of specific disciplines gathered together in a common practice of organizational development, much as physicians bring their specializations together under the broader arena of medicine. And whether one is an expert in medicine or organizational development, the person or organization paying for services is best cared for when the expert is able to design a course of treatment that best fits the unique scenario that must be addressed.

My oncologist would fit this definition of a designer. My cancer treatment is way outside the box for uterine leiomyosarcoma metastases. My original oncologist pursued a cookie cutter approach with my case, treating me as if I was the average patient with a rare diagnosis, when in fact if anyone precisely fit the average description they would be unique indeed. Many sarcoma specialists won't even go down the road of considering that the treatment I have undergone and ultimately survived has any merit for other sarcoma patients because it doesn't fit the medicine as a product approach they choose to practice. The oncologist with whom I've worked for the last nine years has a vision far beyond what was tried and true and cookie cutter. He used his education and best experiences coupled with practical wisdom and intuition and continues to design cutting edge therapies that allows me to continue to live a productive life that contributes to the life of others.

Our long practice of organizational problem-solving is committed to this same designing path.

-Lorie Vincent

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