

# How Design Thinking Can Enable Organizational Transformation

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An **idea** is only as good as its **usefulness**!

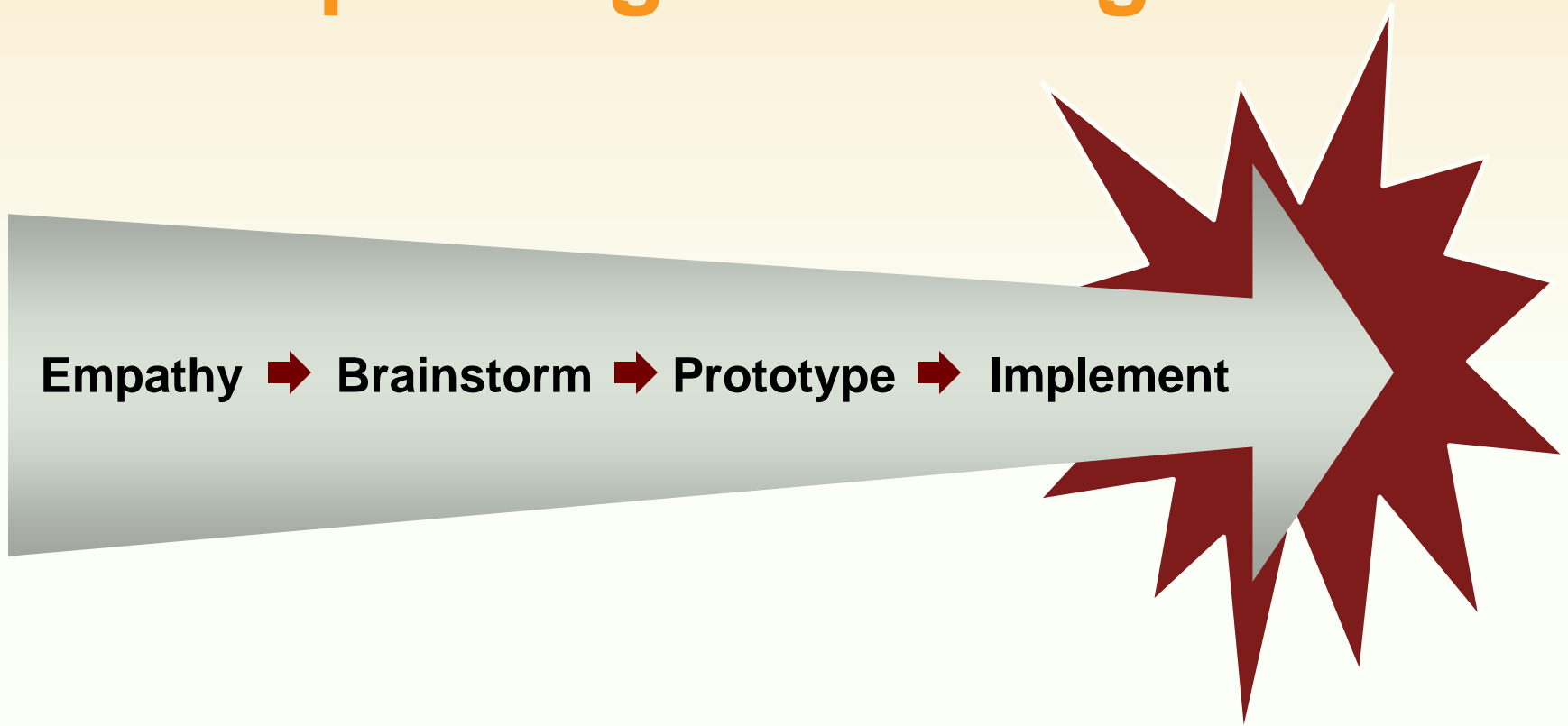
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# How do we optimally go from #idea-to-innovation?

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# *Breakthrough!*

## 4-Step Design Thinking Model



\*Model inspired from the Stanford School of Design's course "Design Thinking and the Art of Innovation"

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# Application

*Breakthrough!* model applies to a variety of problems

- Products
- Services
- Experiences

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# Step 1: Empathy

- Get a **visceral** understanding of your **Customer's** Experience
- Use **Journey Mapping** to understand each step of your “customer’s” experience
- Think of yourself as an **ethnographer**: Do interviews and observations



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# Step 2: Brainstorm

- Use **various** brainstorming methods in different group settings (1s, 2s, 3s, 6s)
- **More** (ideas) is better! Use **divergent** thinking to open up; **convergent** thinking to create themes



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“A drawing is worth a thousand words.”  
– Tim Brown (CEO, IDEO)



– Image/quote from *LinkedIn Influencers* 1/28/14

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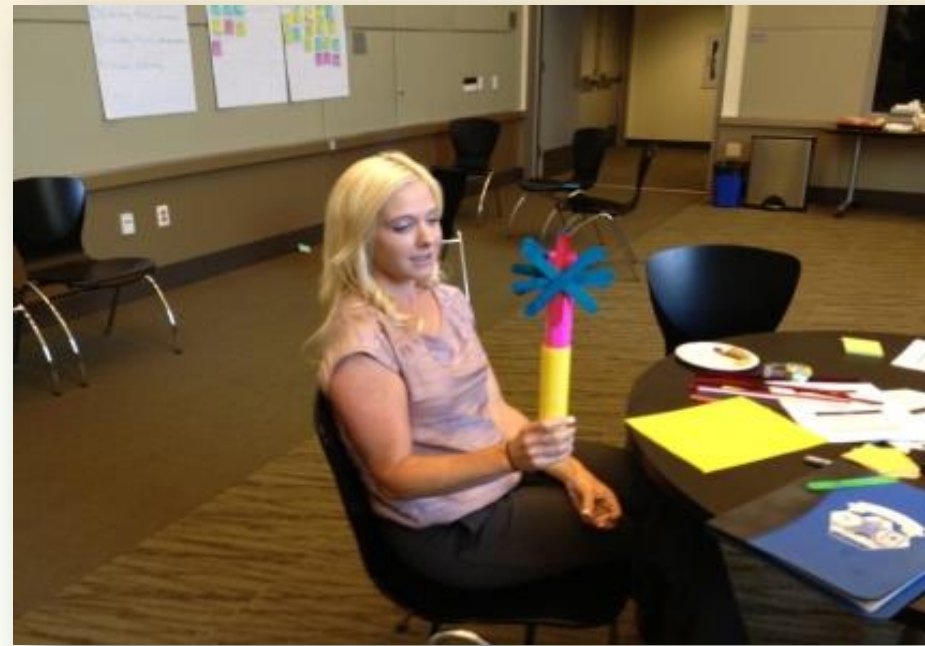
A 3-D prototype is worth a thousand drawings!



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# Step 3: Prototype

- Prototyping is **hands-on** and messy
- Better to get your idea out **quickly** and test it, then to make it look/feel pretty.....we are always prototyping



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# Step 3: Prototype

- Determine what **works** through refinement and **influence**.
- Go to **market!** Put in **use!**



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# Your Team

Think of a **team problem** you want to explore in the next **30 minutes**.

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# Stuck?

Try this one:

- How do I help my team stay **engaged** in their work?

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# Design Doing

- Interview the person sitting next to you. Ask him/her: What do you do to keep your team engaged?
- To yourself: Brainstorm more ideas here
- What is the best idea (your breakthrough)?

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# Your Prototype

- Think for a moment: What will you make that is a **metaphor**, a representation of your breakthrough idea?
- Make a quick **2-D drawing** on the back of your envelope
- Then, make a **3-D prototype** with your *Mariposa Design Doing Kit* in the next 15 minutes

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# Implement (Usefulness)

Turn to a conversation partner and ask him/her:

- Tell me about your prototype; how you plan to use it?
- How will you test out your prototype?
- Whom do you need to influence to get your prototype to be put in use?
- Switch roles

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# Take-Aways

- What are your next steps regarding your prototype?
- What is one concept you will apply with your team, in your work?

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# Info

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[www.mariposaleadership.com](http://www.mariposaleadership.com)

Download *Executive Guide to Design Thinking*

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