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Strategic

Thinking

Framework

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~~Thinking Telling~~

~~Stories with~~

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~~(Quick Study)~~

Design Thinking

Series: Case

Study of Apple

Inc.

Harvard Business

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Review Manager's
Handbook The
Explainer:
Solving Problems
by Starting with
the Worst Idea
Possible Can
History's
Innovators Teach
Us How to
Survive 2020?

Create Slides
People Will
Remember

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*Thinking - Tim
Brown, CEO and
President of
IDEO What Is*

Design Thinking?

An Overview

(2020)

Design Thinking

In Business

*~~The~~
~~Explainer:~~*

~~Harvard Business~~

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Design Thinking

Process ~~Managing~~

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~~Oneself Harvard~~

~~Business Review~~

~~Summary Should~~

~~You Sell Your~~

~~Startup, or Find~~

~~a New CEO? (Case~~

~~Study) The~~

Explainer: Blue

Ocean Strategy

How and When to

Disrupt Your

Career, and

Yourself (Quick

Study) *Design*

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*Thinking Harvard
Business Review*
Design thinking
provides a
structured
process that
helps innovators
break free of co
unproductive
tendencies that
thwart
innovation. Like
TQM, it is a
social

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technology that
blends practical

Business

Why Design

*Thinking Works -
Harvard Business
Review*

A version of
this article
appeared in the
June 2008 issue
of Harvard
Business Review.

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Thinking
Harvard
Business
Review

Tim Brown is the
CEO and
president of the
international
design

consulting firm
IDEO and the
author of Change
...

*Design Thinking
- Harvard*

Business Review

Design thinking

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Thinking
Harvard
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is, at its core,
a strategy to
preserve and
defend the
status-quo - and
an old strategy
at that. Design
thinking
privileges the
designer above
the people she
serves, and in
doing ...

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*Thinking Thinking
Is Fundamentally
Conservative and
Business*

Review
These Harvard
Business Review
design thinking
articles cover
case studies of
innovation and
design thinking
processes at
work. Discover
how other

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Thinking
Harvard
Business
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organizations
and companies
have used these
frameworks to
improve their
business
practices and
generate more
leads or a
better customer
experience.

Fostering

Employee

Innovation at a

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150-Year Old
Company ; How
Design Thinking
is Improving
Patient ...

*Harvard Business
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Thinking
Articles ...*

Much has been
written, in HBR
and elsewhere,
about how

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organizations
can use design
thinking for
innovation (see

“Design
Thinking,” HBR,
June 2008, and
“Design Thinking
Comes of Age,”
HBR ...

*How to Lead
Design Thinking
When People*

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Aren't *Familiar*

Harvard

Design Thinking

Business
in Harvard

Business Review.

In an article

for Harvard

Business Review,

IDEO CEO Tim

Brown shows how

thinking like a

designer can

transform the

way we develop

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products,
services,
processes—and
even strategy.

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innovation as a
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differentiation
and ...

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in Harvard

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2008 page 2

science,

business savvy,

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Thinking
Harvard
Business
Review

and an astute
under-standing
of customers and
markets. Design
thinking is a
lineal
descendant of
that tradition.
Put simply, it
is a discipline
that uses the
designer's
sensibility and
methods to match

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people's needs
with what is
technologically
feasible and
what a viable
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strategy can
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*transform the
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ones to help you
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thinking to
produce
breakthrough
innovations and
transform your
organization.

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to lead
themselves and
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Olof

Schybergson, the
founder of
Fjord, views
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thinking's
empathetic

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fundamental to
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success. As he
told an
interviewer,
“Going direct to
consumers is a
big disruptor
...

*Design Thinking
Comes of Age -
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anagement, Intern
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told an
interviewer,

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“Going direct to
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big
disruptor...There
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gather data and
insights about
consumer
behavior, likes,

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dislikes...Those who have data and an appetite for innovation will prevail.”

These acquisitions suggest that ...

*Comes of Age -
Enterprisers
Project*

The authors studied almost

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two dozen major design-thinking projects within large private- and public-sector organizations in five countries and found that effective leadership is critical to their success. They focused not

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on how individual
design teams did
their work but
on how the
senior
executives who
commissioned the
work interacted
with and enabled
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because it
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inside the walls
of IDEO IDEO CEO
Tim Brown writes
that design
isn't just the
beautiful
wrapper that
holds an
idea—instead,
it's an
integrated
process that can
transform

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products,
services,
process, and
even strategy

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Tim Brown; "Why
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Proceed from
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at lightning
speed Iterate

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more effectively
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Most companies
today have
innovation envy.
They yearn to
come up with a
game-changing
innovation like

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Apple's iPod, or create an entirely new category like Facebook. Many make genuine efforts to be innovative—they spend on R&D, bring in creative designers, hire innovation consultants. But

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Thinking get disappointing results. Why? In The Design of Business, Roger Martin offers a compelling and provocative answer: we rely far too exclusively on analytical thinking, which merely refines

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current
knowledge,
producing small
improvements to
the status quo.
To innovate and
win, companies
need design
thinking. This
form of thinking
is rooted in how
knowledge
advances from
one stage to

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another—from
mystery
(something we
can't explain)
to heuristic (a
rule of thumb
that guides us
toward solution)
to algorithm (a
predictable
formula for
producing an
answer) to code
(when the

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formula becomes so predictable it can be fully automated). As knowledge advances across the stages, productivity grows and costs drop—creating massive value for companies. Martin shows how leading

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companies such as Procter & Gamble, Cirque du Soleil, RIM, and others use design thinking to push knowledge through the stages in ways that produce breakthrough innovations and competitive

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insights and
fresh

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The Design of

Business reveals

the true

foundation of

successful,

profitable

innovation.

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squash it? If

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your innate

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Expect It" by

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"The Business
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Elsbach, Brooke
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d.school creator
David Kelley and
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Kelley, IDEO
partner and the
author of the
bestselling *The*

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Art of
Innovation, have
written a
powerful and
compelling book
on unleashing
the creativity
that lies within
each and every
one of us. Too
often, companies
and individuals
assume that
creativity and

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entertaining and
inspiring
narrative that
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stories from
their work at
IDEO, the
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d.school, and
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In Change by Design, Tim Brown, CEO of IDEO, the celebrated innovation and

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shows how the
techniques and
strategies of
design belong at
every level of
business. Change
by Design is not
a book by
designers for
designers; this
is a book for
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who seek to

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thinking into
every level of
an organization,
product, or
service to drive
new alternatives
for business and
society.

Facing
especially
wicked problems,
social sector

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are searching
for powerful new
methods to

understand and
address them.

Design Thinking
for the Greater
Good goes in
depth on both
the how of using
new tools and
the why. As a
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Thinking, ideate solutions, and iterate toward better answers, design thinking is already well established in the commercial world. Through ten stories of struggles and successes in fields such as health care,

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education,
agriculture,
transportation,
social services,
and security,
the authors show
how
collaborative
creativity can
shake up even
the most
entrenched burea
uocracies—and
provide a

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practical
roadmap for
readers to
implement these
tools. The
design thinkers
Jeanne Liedtka,
Randy Salzman,
and Daisy Azer
explore how
major agencies
like the
Department of
Health and Human

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Thinking and the
Transportation
and Security
Administration
in the United
States, as well
as organizations
in Canada,
Australia, and
the United
Kingdom, have
instituted
principles of
design thinking.

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In each case, these groups have used the tools of design thinking to reduce risk, manage change, use resources more effectively, bridge the communication gap between parties, and

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manage the
competing
demands of
diverse
stakeholders.
Along the way,
they have
improved the
quality of their
products and
enhanced the
experiences of
those they
serve. These

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Strategies are accessible to analytical and creative types alike, and their benefits extend throughout an organization. This book will help today's leaders and thinkers implement these practices in

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their own
pursuit of
creative
solutions that
are both
innovative and
achievable.

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cited by leaders
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Will You Measure
Your Life?)

build on what we
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disruptive

innovation to

show how

individuals can

develop the

skills necessary

to move

progressively

from idea to

impact. By

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identifying
behaviors of the
world's best
innovators—from
leaders at
Amazon and Apple
to those at
Google, Skype,
and Virgin
Group—the
authors outline
five discovery
skills that
distinguish

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innovative
entrepreneurs
and executives
from ordinary
managers:

Associating,
Questioning,
Observing,
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Experimenting.

Once you master
these
competencies
(the authors

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Thinking a self-
assessment for
rating your own
innovator's

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authors explain
how to generate
ideas,
collaborate to
implement them,
and build
innovation
skills
throughout the

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result in a
competitive
edge. This
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advantage will
translate into a
premium in your
company's stock
price—an
innovation
premium—which is
possible only by
building the

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into your
organization's
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processes, and
guiding
philosophies.
Practical and
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Innovator's DNA*
is an essential
resource for
individuals and

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teams who want to strengthen their innovative prowess.

Review

This thought-provoking and inspirational book covers such topics as:
developing a solid creative process through
“Visual

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Reflection
Notebooks” and
“Bring Play to
Work”;

understanding
the artist’s
unique identity
in relation to
the larger
culture;

building systems
of support and
collaboration;
explaining how

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an artist's
needs and
passions can
lead to
innovation and
authenticity;
using language
to inspire
visual
creativity;
responding to
the Internet and
changing
concepts of what

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Thinking and
private; and
accepting
digression as a
creative
necessity.

Through the
exercises and
techniques
outlined in Art
Without
Compromise*, the
reader will
develop new

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confidence to
pursue
individual goals
and inspiration
to explore new
paths, along
with motivation
to overcome
creative blocks.
With a revised
understanding of
the relevance in
their own work
within the

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sphere of
contemporary
culture, the
artist will come
away with a
clearer
perspective on
his or her past
and future work
and a critical
eye for personal
authenticity.

From Design

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Thinking to
Design Doing
Harvard
Innovators today
Business
are told to run
Review
loose and think
lean in order to
fail fast and
succeed sooner.
But in a world
obsessed with
the new, where
cool added
features often
trump actual

Bookmark File

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Thinking
Harvard
Business
Review

customer needs,
it's the
consumer who
suffers. In our
quest to be more
agile, we end up
creating
products that
underwhelm. So
how does a
company like
Nest, creator of
the mundane
thermostat, earn

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accolades like
“beautiful” and
“revolutionary”
and a \$3.2

billion Google
buyout? What did
Nest do
differently to
create a
household
product that
people speak of
with love? Nest,
and companies

Bookmark File

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Thinking
like it,
understand that
emotional
Business
connection is
Review
critical to
product
development. And
they use a
clear,
repeatable
design process
that focuses
squarely on
consumer

Bookmark File

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engagement
rather than
piling on
features for
features' sake.

In this
refreshingly
jargon-free and
practical book,
product design
expert Jon Kolko
maps out this
process,
demonstrating

Bookmark File

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Thinking
Harvard
Business
Review

how it will help
you and your
team conceive
and build
successful,
emotionally
resonant
products again
and again. The
key, says Kolko,
is empathy. You
need to deeply
understand
customer needs

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Thinking
Harvard
Business
Review

and feelings,
and this
understanding
must be

reflected in the
product. In
successive
chapters of the
book, we see how
leading
companies use a
design process
of storytelling
and iteration

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that evokes

positive
emotions,
changes

behavior, and

creates deep
engagement. Here
are the four key
steps: 1.

Determine a
product-market
fit by seeking
signals from
communities of

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users. 2.

Identify
behavioral
insights by

conducting
ethnographic
research. 3.

Sketch a product
strategy by
synthesizing
complex research
data into simple
insights. 4.

Polish the

Bookmark File

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Thinking details
using visual
representations
to simplify
complex ideas.
Kolko walks the
reader through
each step,
sharing eye-
opening insights
from his fifteen-
year career in
product design
along the way.

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Whether you're a designer, a product developer, or a marketer thinking about your company's next offering, this book will forever change the way you think about—and create—successful products.

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Thinking

Harvard

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