

The Design Thinking Mindset

What do American Family Insurance, Umpqua Bank, Bank of America, Intercontinental Hotels, Bayer, GE Healthcare, Steelcase, Verizon, Ford, Kaiser Permanente, Jet Blue, Procter & Gamble, and the Mayo Clinic have in common? They all use *design thinking* as a methodology for creating organic growth and a culture of innovation.

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WHAT IS DESIGN THINKING?

“Design thinking is a way of finding human needs and creating new solutions using the tools and mindsets of design practitioners.”

David Kelley- Founder of IDEO and Professor of Mechanical Engineering, Stanford University

Design thinking *‘is about building a culture of quick, cheap, scientific experimentation where new ideas are allowed to prove themselves.’*

Scott Cook- Former CEO and Chairman at Intuit Software.

Similar to agile and lean software development, DT is a user-centered, iterative, and data-driven approach to finding opportunities for innovation. It prioritizes the point of view of users, and can be applied to developing new solutions for customers as well as to improving internal processes and experiences for employees.

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DEVELOPING A DESIGN THINKING MINDSET

What does this mean in practice? In a scale-intensive and commoditizing economy, where real differentiation is at a premium, imbuing an organization with an innovation mindset can provide a sustainable competitive advantage. How long will our current advantage last? What are we missing in plain sight? Where will our next source of organic innovation come from? DT helps move companies from ‘best practices’ to ‘next practices.’

DT is used to address a wide range of organizational challenges:

- » How can we develop new products/ services while mitigating risk?
- » How can we apply *service* design to enhance customer experience?
- » How can we improve internal activities (such as meetings and performance reviews)?
- » How can we maintain a cohesive culture in a largely remote working company?

