Design Thinking

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# Developing Management Skills

▶ Personal skills

  ▶ Developing self-awareness

  ▶ Managing personal stress

  ▶ Time management

▶ Communication skills

  ▶ Interpersonal skills

  ▶ Group skills

▶ Critical thinking skills

7 strategies to develop management skills in HBR

1. Strengthen Your **Decision-Making**
2. Cultivate **Self-Awareness**
3. Build **Trust**
4. Be a Better **Communicator**
5. Establish Regular Check-ins
6. Carve Out Time for **Reflection**
7. Complete Management Training

Management in the 21st century
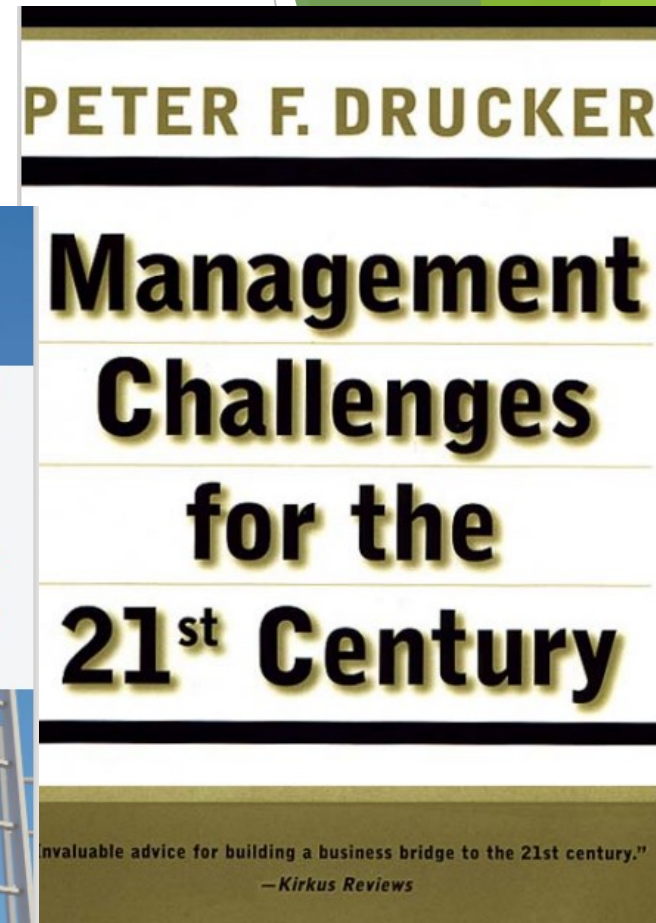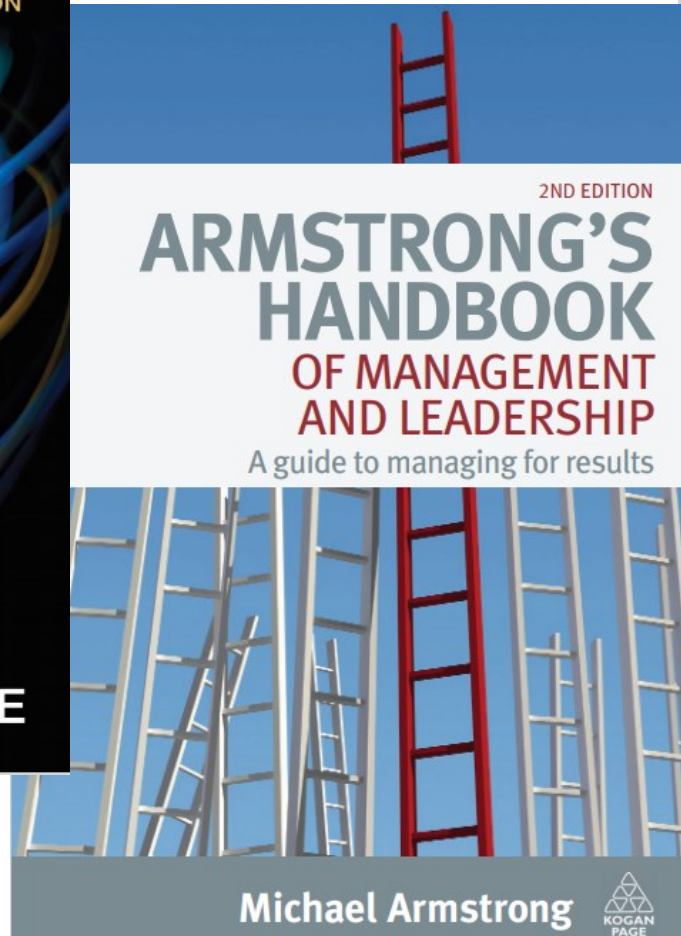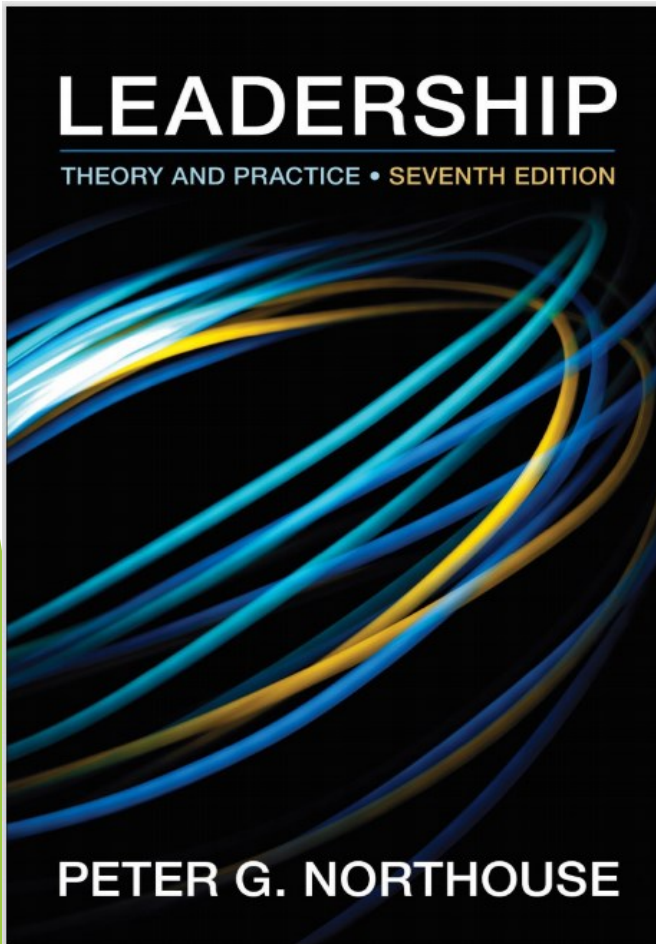
What is Design Thinking?

Design Thinking is…...

A creative problem-solving approach where we design solutions starting with people's needs and desires

from IDEO

The need for 21st century mindsets and protocols has sparked interest in design thinking. That is a human-centered, prototype-driven process for the exploration of new ideas that can be applied to operations, products, services, strategies, and even management

from ADB

Thinking like a designer can transform the way you develop products, services, processes—and even strategy.
(Source: Harvard Business Review)

DESIGN → design thinking

individuals

teams

products

experiences

eng | art

tech | biz
human

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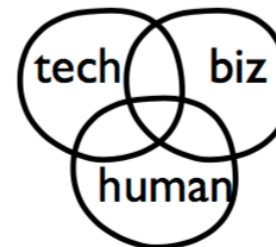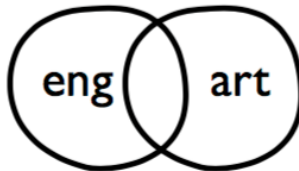
The cycle of design thinking

Figure 1: The Cycle of Design Thinking
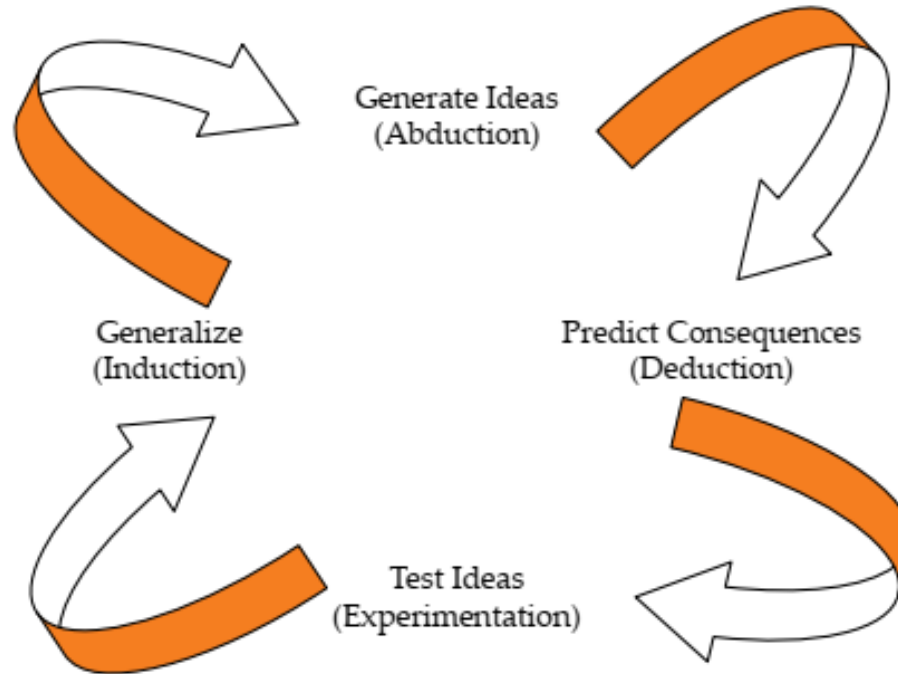
Generate Ideas (Abduction)

Predict Consequences (Deduction)

Test Ideas (Experimentation)

Generalize (Induction)

Steps in Design Thinking
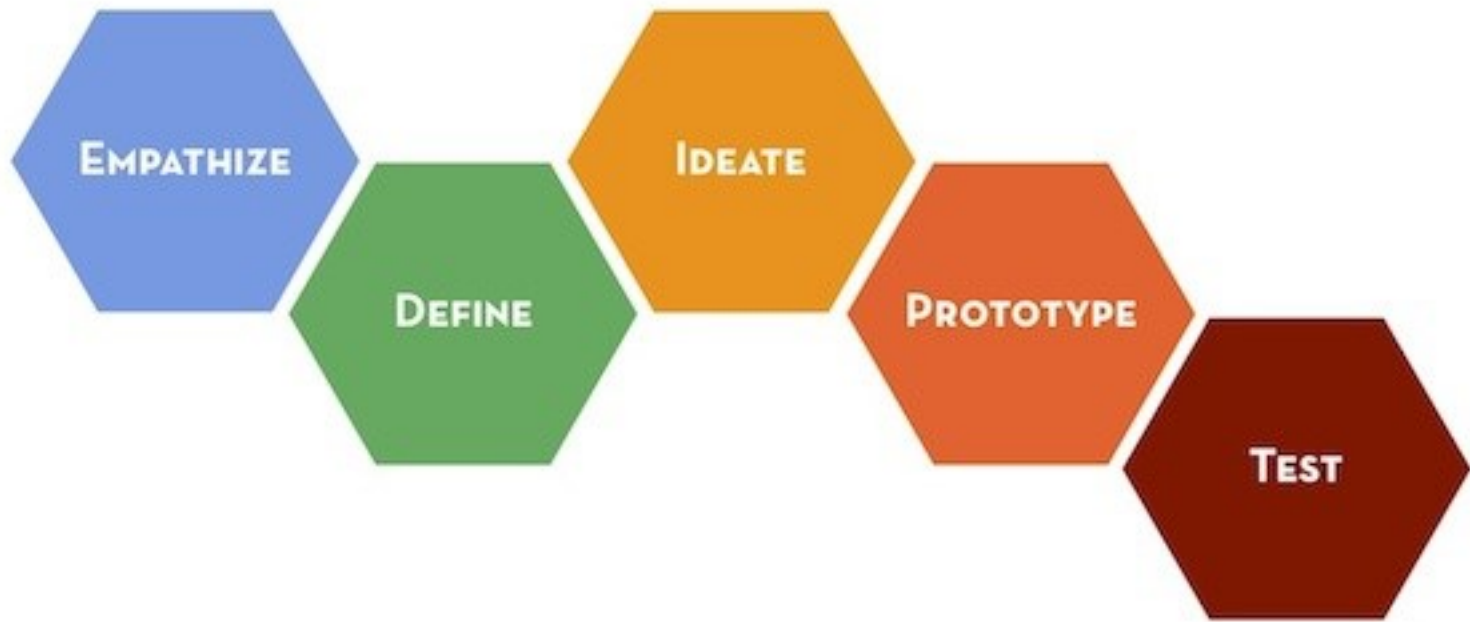
WHO✔
you're solving for

WHAT✔
their needs are

HOW✔
you'll solve them

WHY✔
your work matters

EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST

STORYTELLING

d.

Designing of business

Figure 3: The Gears of Business Design
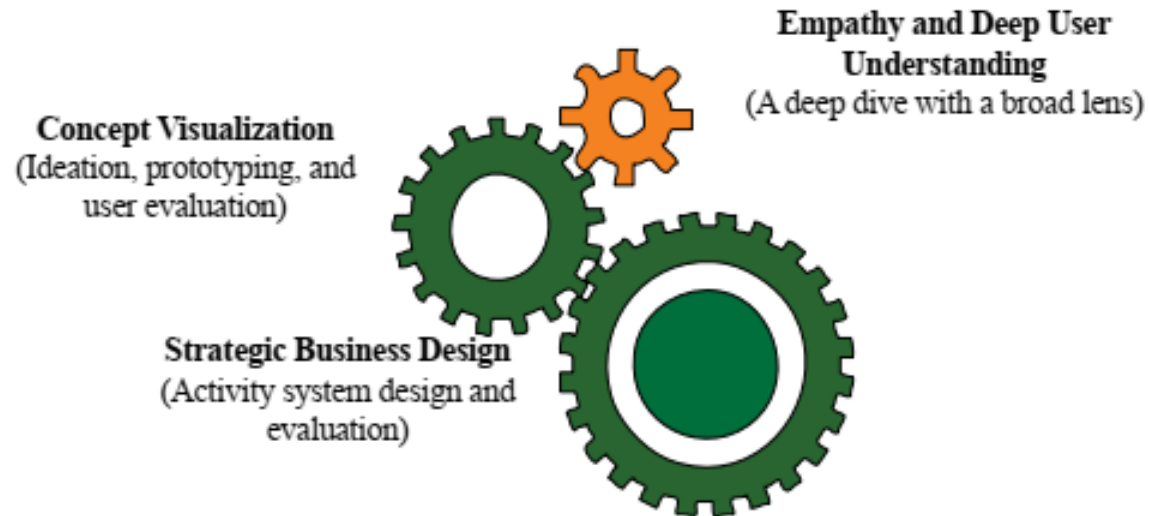
Source: Heather Fraser. 2009. Designing Business: New Models for Success. *Design Management Review*. Vol. 20, No. 2, pp. 55–65.

Learning about the audience for whom you are designing

brainstorming and coming up with creative solutions.

Returning to your original user group and testing your ideas for feedback.

EMPATHY

DEFINE

IDEATE

PROTOTYPE

TEST

Redefining and focusing your question based on your insights from the empathy stage.

Building a representation of one or more of your ideas to show to others

Power of Design Thinking

Make others successful

Embrace ambiguity

Talk less, do more

Learn from failure

Take ownership

Collaborate

Be optimistic

Source:IDEO

Empathy

Walk a Mile in Their Shoes

Personally experience the customer's perspective

Seeing what people really do, not just what they say

Understanding why people say what they say

Empathy

Empathy Using The Five Why's

WHY?
↳ WHY?
↳ WHY?
↳ WHY?
↳ WHY?
↳ WHY?
Real solution is found here

Applying The 5 Why's

Goal: I want to own my own business

Why Do I Want to Do This? → It will allow me to have greater control over how I spend my time.

Why Do I Want to Do This? → I can have more flexibility in my life.

Why Do I Want to Do This? → I will be able to work from home.

Why Do I Want to Do This? → I will be able to spend more time with my son or daughter.

Why Do I Want to Do This? → **Supporting my family is the most important thing to me.**

↑

Root Cause of Motivation

Define-State Your Users' Needs and Problems

▶ It's time to accumulate the information gathered during the Empathize stage.

▶ You then analyze your observations and synthesize them to define the core problems you and your team have identified. These definitions are called problem statements.

▶ You can create personas to help keep your efforts human-centered before proceeding to ideation.

Ideation with brainstorming

▶ **Defer judgment** – separating idea generation from idea selection strengthens both activities. For now, suspend critique. Know that you'll have plenty of time to evaluate the ideas after the brainstorm.

▶ **Encourage wild ideas** – breakout ideas are right next to the absurd ones

▶ **Build on the ideas of others** – listen and add to the flow if ideas. This will springboard your group to places no individual can get to on their own

▶ **Go for volume** – best way to have a good idea is to have lots of ideas

▶ **One conversation at a time** – maintain momentum as a group. Save the side conversations for later.

▶ **Headline** – capture the essence quickly and move on. Don't stall the group by going into a long-winded idea.
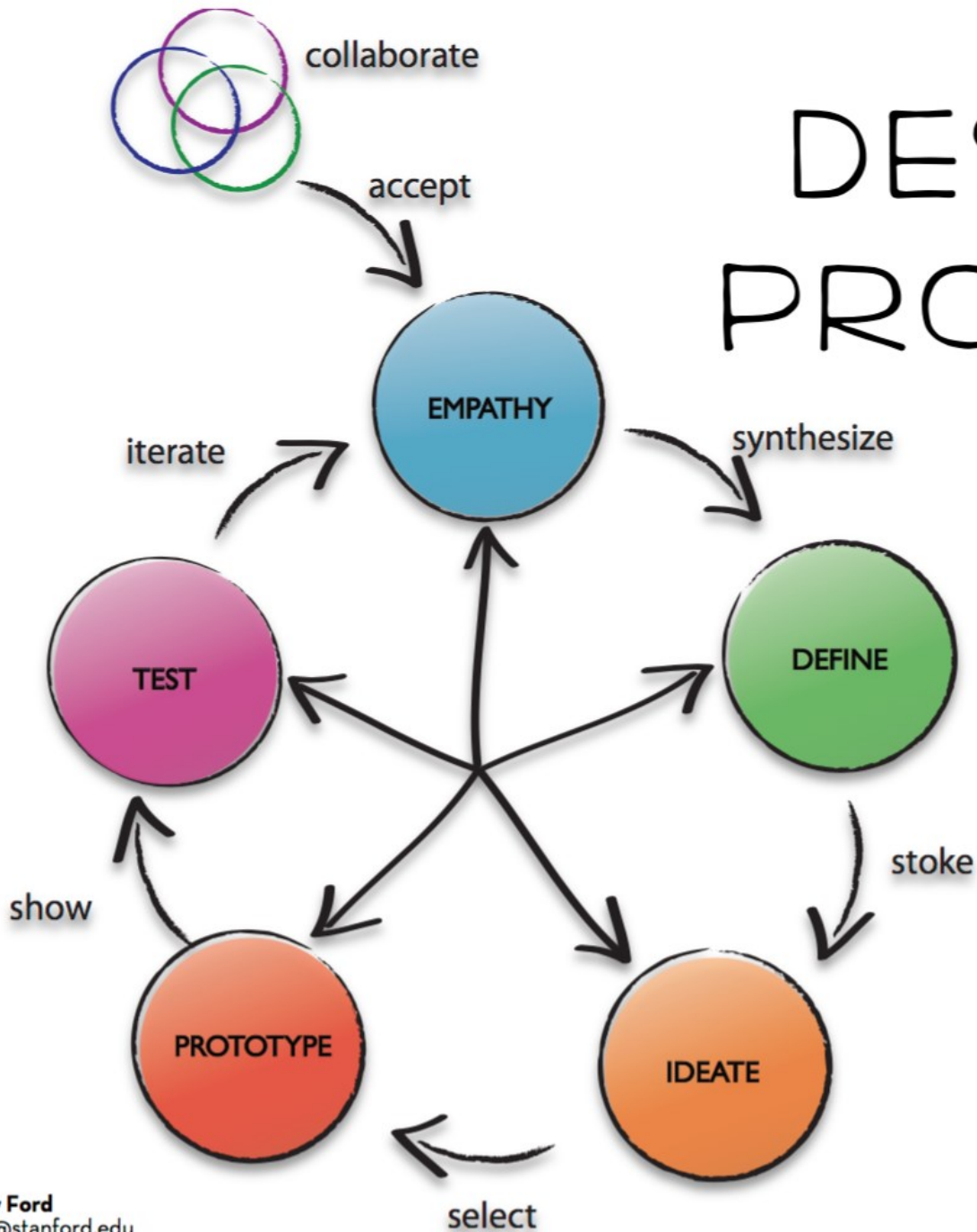
Prototyping

▶ This is an experimental phase. The aim is to identify the best possible solution for each problem found.

▶ Ways for prototyping: create a story-board, a diagram, a story, a mockup, a model, a role play...

DIAGRAM

MOCK-UP

MODEL

ROLE PLAY

INTERACTION
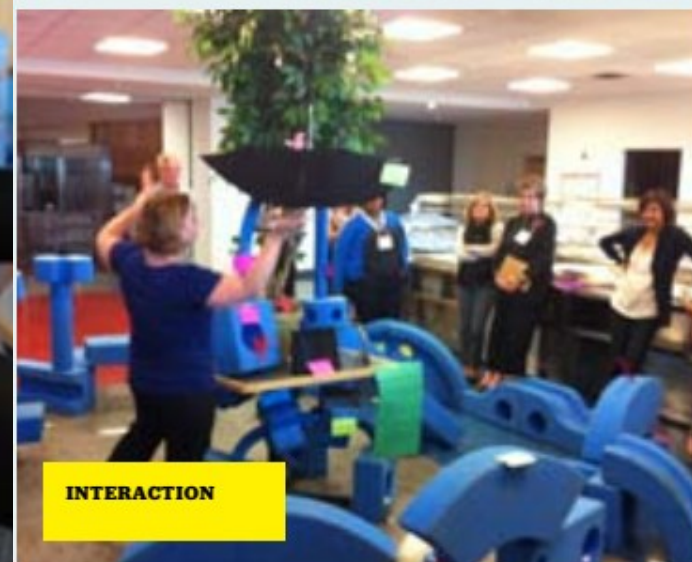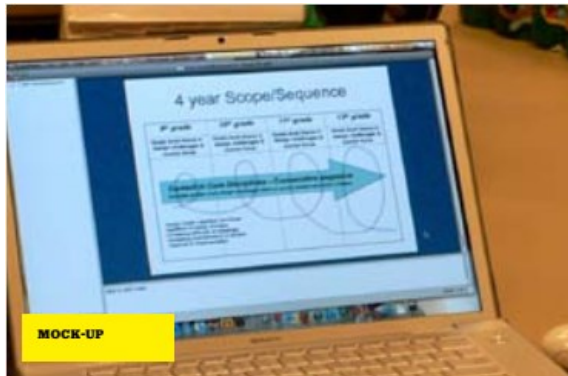
Testing

▶ Test—*Try your solutions out & get the feedback*

▶ Evaluators rigorously test the prototypes.

▶ Although this is the final phase, design thinking is iterative: **Teams often use the results to *redefine* one or more further problems**.

collaborate

accept

DESIGN PROCESS

EMPATHY

synthesize

iterate

TEST

DEFINE

stoke

show

PROTOTYPE

IDEATE

select

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d.

Core values of design thinking

- **Human-centered** design: Empathy for the person or people you are designing for, and feedback from users, is fundamental to good design.

- Experimentation and **prototyping**: Prototyping is not simply a way to validate your idea; it is an integral part of your innovation process. We build to think and learn.

- A bias towards **action**: Design thinking is a misnomer; it is more about doing than thinking. Bias toward doing and making over thinking and meeting.

- **Show** don't tell: Creating experiences, using illustrative visuals, and telling good stories communicate your vision in an impactful and meaningful way.

- Power of **iteration**: interview twice, sketch twice, and test with your partner twice. Additionally, iterating solutions many times within a project is key to successful outcomes

Thanks for listening!

- Questions & Answers