

Design Thinking

Overview

Advocate co-creative and iterative problem solving.

Design Thinking can help designers and non-designers solve ‘wicked problems’, but only when it is specific, applicable and measurable. Design leaders are well positioned to own and drive design thinking within their organisation, yet there are many ways to define and lead it depending on the context. In this module we make it work for your specific context, ‘situational design thinking’ is key. Some of the topics covered in this module include:

- ◆ Why is design thinking so over-hyped and misunderstood?
- ◆ What is the difference between design and Design Thinking?
- ◆ How does a design leader define his or her perspective on Design Thinking?
- ◆ How to position design and design thinking in your company?
- ◆ How does a design leader position themselves as a leader of Design Thinking?

Learning Goals

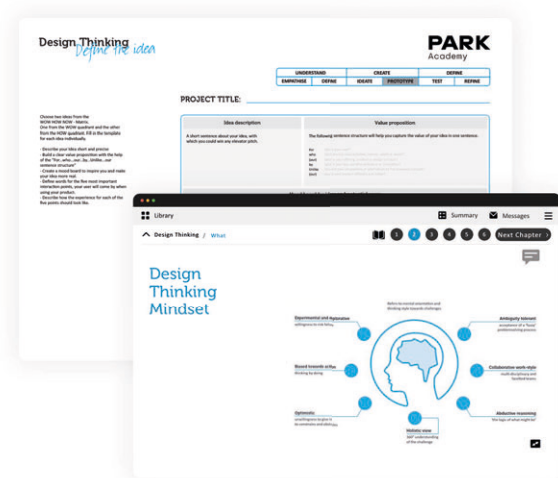
In this module we will achieve the following learning goals. You will be able to:

- ✓ Show an understanding of the current perception of design thinking within business
- ✓ Clarify what design thinking means for your organisation, and foremost what it is not, to prevent wasted effort and cost
- ✓ Demonstrate how design thinking can contribute to business
- ✓ Define how you intend to lead design thinking in your organisation, expressed through a concrete plan

Resources

Design Thinking utilises 10+ proprietary Design Thinking tools that can be used across different design phases.

PARK training materials can be found in the Livebook, our e-learning application.



“Design thinking is a non-linear, human-centered approach to problem framing and solving that can be applied to ‘wicked problems’ across all aspects of an organisation.”