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PRE FLIGHT GUIDE

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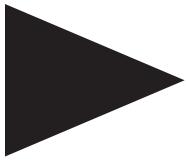
to your
DESIGN THINKING PRACTICE

v 2.0

We are excited to see you at Stanford for Design Thinking Bootcamp September 12-15, 2017! You will learn to use powerful tools of innovation while you're grounded at Stanford. More important than that, our goal is to activate a practice in you that will *change the way you work*. If you join us for the journey, we can do that.

Let's get started!

*****REMEMBER TO PRINT THE WORKSHEET PAGES OF THIS PDF AND BRING TO THE FIRST DAY OF BOOTCAMP, FILLED OUT AND READY TO DISCUSS



NOW

COMPLETE YOUR PRE-FLIGHT WORK TO PREPARE

1. Lead ideation sessions
2. Print worksheets on pages 9-11, fill them out and bring with you to d.bootcamp



SEPTEMBER 12-15

LEARN AND PRACTICE WITH US WHILE GROUNDED AT STANFORD

*Get good rest beforehand, and come ready for physical learning. For 3 days you'll be part of a small design team tackling a real business challenge with an experienced coach guiding you along the way.



SEPTEMBER 18-20

APPLY THE TOOLS TO A REAL WORK PROJECT AND TAKE FLIGHT!

1. Set aside 4 hours every morning Monday-Wednesday
2. Mark your calendar for two team calls:
-Tuesday September 19 @ 9am, PST and
-Wednesday September 20 @ 9am, PST
3. Stay in touch, let us know how your flight is going

THE ONLY WAY TO DO IT, IS TO DO IT

Design doesn't just mean modernist chairs and fancy renderings. Everything you do in your role is an opportunity for design: products, services, systems, interactions, communications, spaces, and strategies. Whether you are a product developer, HR manager, or a CEO we want to activate the designer within you. We want to make it your duty to design the things for your customers and colleagues that help them accomplish their goals. *Take on the posture of designer in your work.*

You can do it! And you must do it: don't expect your colleagues to jump in if you are not designing with them and for them. Don't view Design Thinking as some magic change-agent process; it is only as powerful as the person or people using it.



OUR ADVICE TO YOU

HERE'S OUR ADVICE RIGHT UP FRONT, FROM YEARS OF EXPERIENCE TRACKING SUCCESSFUL BOOTCAMP ALUMS.

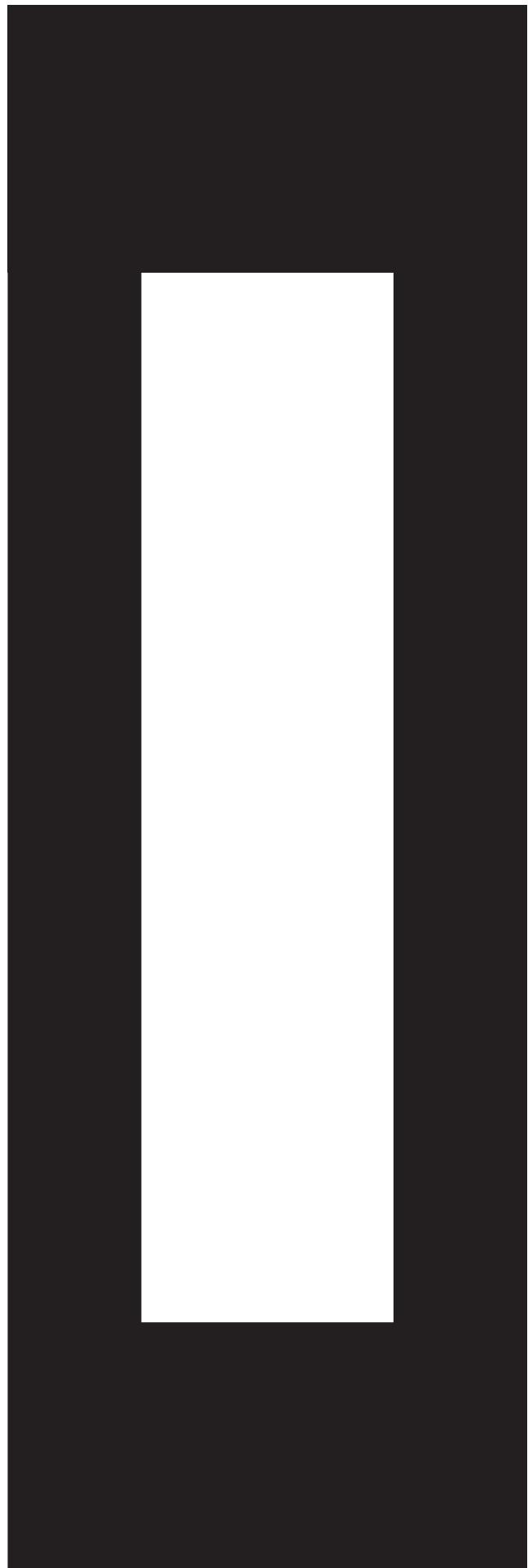
AFTER YOU LEAVE US, DO THESE TWO THINGS:

***Complete real, implemented work using the tools of design**

Don't run workshops for others, wait for permission to act, or delay until you find the perfect project opportunity. Just start putting the tools to work. We have no counter-examples to this rule.

***Nurture your own personal creative practice (a.k.a. "live it")**

As you start, be intentional about how to build your practice (force yourself to apply the tools, both inside and outside of work) and reflect back on how it went and how you can keep improving. Enlist others, including your Bootcamp coach, to help you with this.



STEP 1

**LEAD IDEATION
SESSIONS**

HOW TO LEAD AN INNOVATION @ WORK IDEATION SESSION:

1. Organize

Invite a team to the sessions. You can hold one two-hour session, or two one-hour sessions. You will play a convener's role and also an active participant. We suggest you gather a team of 3-8 people (but you could go larger and split into sub-groups).

2. Choose your challenge

Create your challenge statement using this brainstorming prompt ("What might we create for... that helps them... ") based on the project you want to work on. More information about this is in the I@W materials.

3. Prepare for your sessions

You will receive one email from the Stanford Center for Professional Development with your user name and one email with your password. With that information in hand:

A. Go to scpd.stanford.edu

B. Enter your log-in information in the upper left ("mystanfordconnection Login").

C. Hit "Online Videos" under Ideation.

From there you will see everything you need to prepare and run the sessions.

The sessions are structured via a simple sequence of tools. Browse the videos before the sessions to get familiar with them.

NOTE: The videos include working time, so the actual content of the videos is much shorter than it appears based on video durations.

CAUTION: You'll need to run Silverlight, which is not compatible with Chrome on Mac OS.

STEP 2

COMPLETE THREE WORKSHEETS

*****FILL OUT AND PRINT WORKSHEETS BEFORE ARRIVING AT THE D.SCHOOL.

****WRITE LEGIBLY WITH A PEN

Where do you aim to apply design thinking?

1

Identify specific offerings you are currently creating or reworking.

Choose work that you care about and would benefit from understanding a customer's perspective. *Fill out the below.*

What is it?

Choose a current product or service you work on.

One person who uses it :

Choose a specific person who uses your offering.
Describe his/her use case (not demographics)

What does it do for that person?

What the product helps this person do or feel. Use verbs!
Think about both the physical and emotional.

It helps him/her to:

It helps him/her to:

It helps him/her to:

Another person who uses it :

Choose a specific person who uses your offering.
Describe his/her use case (not demographics)

What does it do for that person?

What the product helps this person do or feel. Use verbs!
Think about both the physical and emotional.

It helps him/her to:

It helps him/her to:

It helps him/her to:

Where do you aim to apply design thinking?

2

Repeat for a different offering.

Fill out the below.

What is it?

Choose a current product or service you work on.

One person who uses it :

Choose a specific person who uses your offering.
Describe his/her use case (not demographics)

What does it do for that person?

What the product helps this person do or feel. Use verbs!
Think about both the physical and emotional.

It helps him/her to:

It helps him/her to:

It helps him/her to:

Another person who uses it :

Choose a specific person who uses your offering.
Describe his/her use case (not demographics)

What does it do for that person?

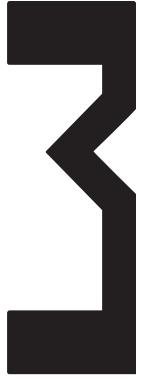
What the product helps this person do or feel. Use verbs!
Think about both the physical and emotional.

It helps him/her to:

It helps him/her to:

It helps him/her to:

What did you experience already?



Fill this out after doing the two Innovation at Work sessions.
How did they go?

What did you do?

What was the brain storm prompt for the second session?

What might we create for:

that helps them / that makes them:

With whom did you do the sessions?

What did you learn about the project?

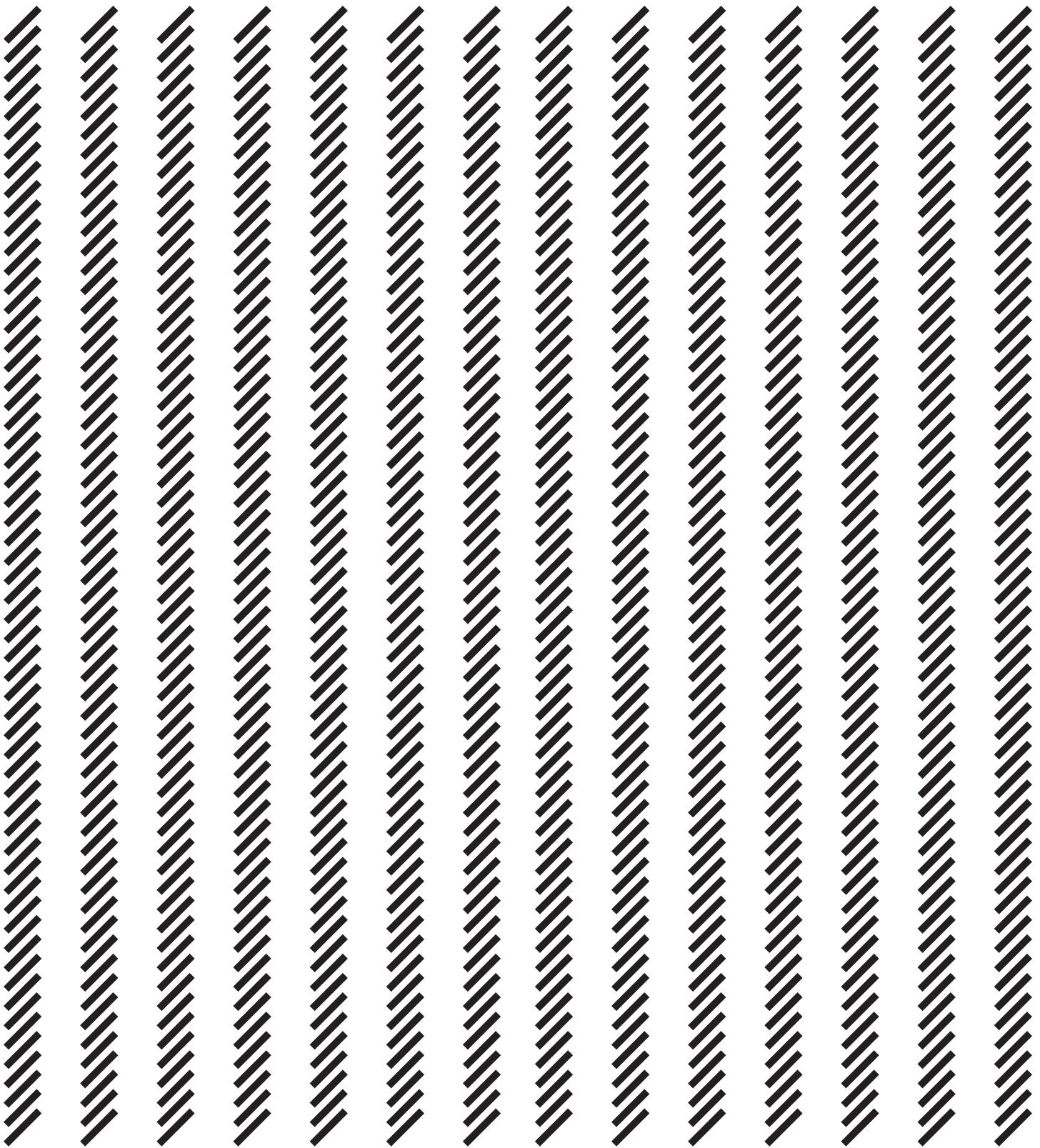
What's a new idea or realization that resulted from the brainstorming?

(1-2 sentences in headline format)

What did you experience about the behavior and approach?

What did you notice while doing this? About working with a team in this way?

(1-2 sentences in headline format)



HASSO PLATTNER
Institute of Design at Stanford

