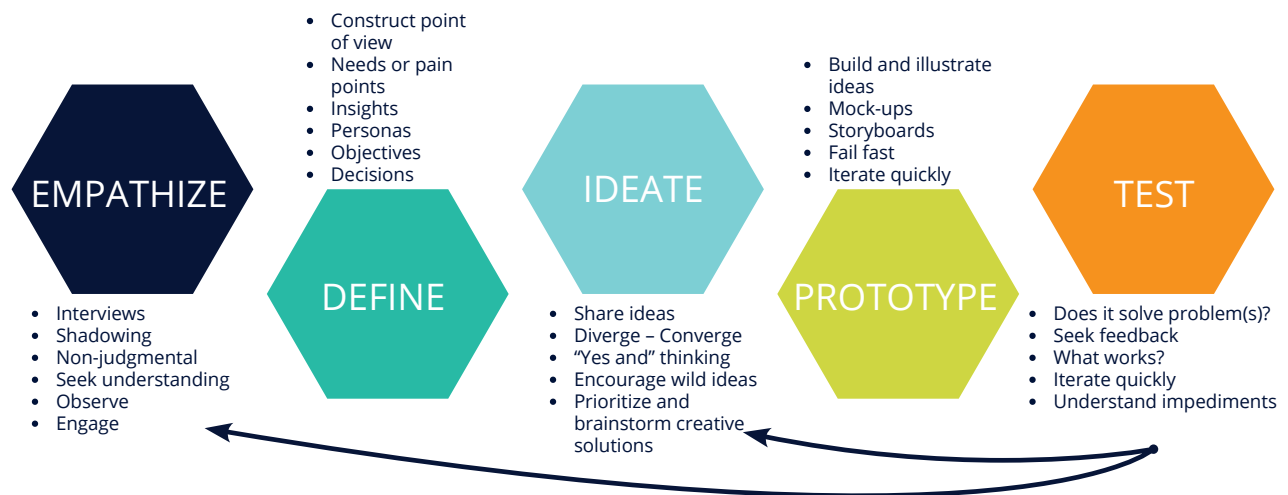


# DESIGN THINKING

## How to Guide for Educators

### WHAT IS DESIGN THINKING?

Look around you - desks, chairs, buildings, bridges, writing utensils, and fashion were all created by designers. Without designers, these things might not even exist. In fact, we are all designers. Design Thinking has been around for ages, but in the 1990's, David Kelley and Tim Brown of IDEO developed a hands-on, human-centered approach to solving problems. This user-centered approach is defined by the design thinking process made up of five stages; Empathize, Define, Ideate, Prototype, and Test. This process is not linear, and often times the designer has to pivot and start over with new ideas based on testing.



### WHY DESIGN THINKING?

- Helps flex your entrepreneurial thinking (mindset)
- Used in all career fields, meaning everyone can be a **designer**
- Fed by our **opportunity obsession** - being observant of the market and looking for opportunities that create real value
- A user-centered process beginning with **empathy** for the user, and allowing the designer to be principled while practicing respect and tolerance is essential to the process
- Leverages the power of **shared Knowledge** – seeking out the best knowledge to drive creative destruction and driving change that benefits others
- Creates real value that leads to “Win-Win” - helping build **creative confidence** and adds value on both sides of an exchange
- Utilizes rapid prototyping leading to fast feedback. Good ideas are not enough, and successful entrepreneurs use Sound Judgment to create the **greatest benefit** with the lowest costs