The one thing that will
TRANSFORM
HOW YOU THINK

by @petesena
Imagine a new product that can benefit real people.
APPs + OBJECTs + AUDIENCES

Any app/Api
Amazon
Basecamp
Evernote
Facebook
Google Maps
LinkedIn
Pinterest
Salesforce
Snapchat
Trello
Twitter
Twillio
Waze
Yelp
Youtub

Any Object
Animals
Automobiles
Bank Accounts
Camera
Clothing
Collectibles
Food
Games
Homes
Laptop
Secrets
Tablet
Weather

Audience Type or Behavior
Amputees
Busy Parents
Frequent online shoppers
Forgetful Millennials
Healthcare Practitioners
Prescription drug users
Small Business Owners
Sports Fanatics
Teachers
Third World Government officials
Time-starved Technophiles
Underprivileged Children
TIME'S UP!
Design thinking

Critical Thinking

Problem Solving
Design thinking is a process for solving complex problems through observation and iteration.

@petesena - on “what is design thinking?”
Design Thinking is the glue between all disciplines.

Observation (Authentic, Empathy)

Iteration (Test, Validate, Repeat)
Minds are like parachutes; they only function when open.

- Thomas R. Dewar
PROBLEM
EMPATHY
OPEN MIND
CURIOSITY
commitment
FRAMING
MAKING
VALIDATING
IMPROVING
question

everything
CONNECT the DOTS
DISRUPT
by design
Just go BUILD IT
Iteration unlocks innovation
Innovation through Collaboration
IMPROVE what is, to create something new
BUSINESS BENEFITS

Taking enterprise creativity to the next level
Welcome to the Innovators' Circle
DONT CELEBRATE FAILURE
LEARN FROM IT
If history were taught in the form of STORIES it would never be forgotten

- Rudyard Kipling
MAD-LIBS

to the rescue!

OUR ____________________________
HELP(S) ____________________________
WHO WANT TO ____________________________

BY ____________________________

AND ____________________________

(UNLIKE ____________________________)

You're holding more than a book, it's the first step to design, test and deliver what really matters for your customers.

Value Proposition Design

Stratagyzer
It fosters a CULTURE OF COLLABORATION
Leaves room for NATURAL GROWTH
DESIGN THINKING IS OUR VEHICLE TO SOLVING HUMAN WANTS & NEEDS
NEVER STOP LEARNING
Some great DIGITAL TOOLS
Let's change the world by design.
Let’s change the world
BY DESIGN
Let’s change the world
BY DESIGN
Let's change the world by design
Let’s change the world
BY DESIGN
Go open your #ideaParachutes
via @petesena
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by design

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