



NOTHING IS A MISTAKE.

THERE'S NO WIN

AND NO FAIL.

THERE'S ONLY

MAKE

JOHN CAGE



Singapore

Good design thinking 'critical' in transforming Singapore again: PM Lee

Speaking at the Singapore University of Technology and Design's first Ministerial Forum on Thursday (Apr 5), Mr Lee also noted that there are many design issues to think about when reimagining Singapore.





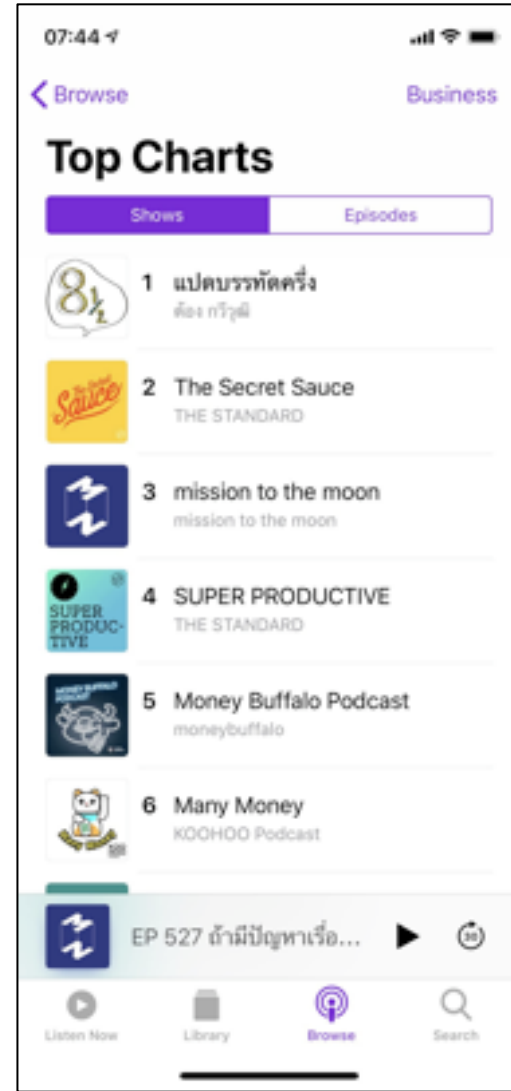
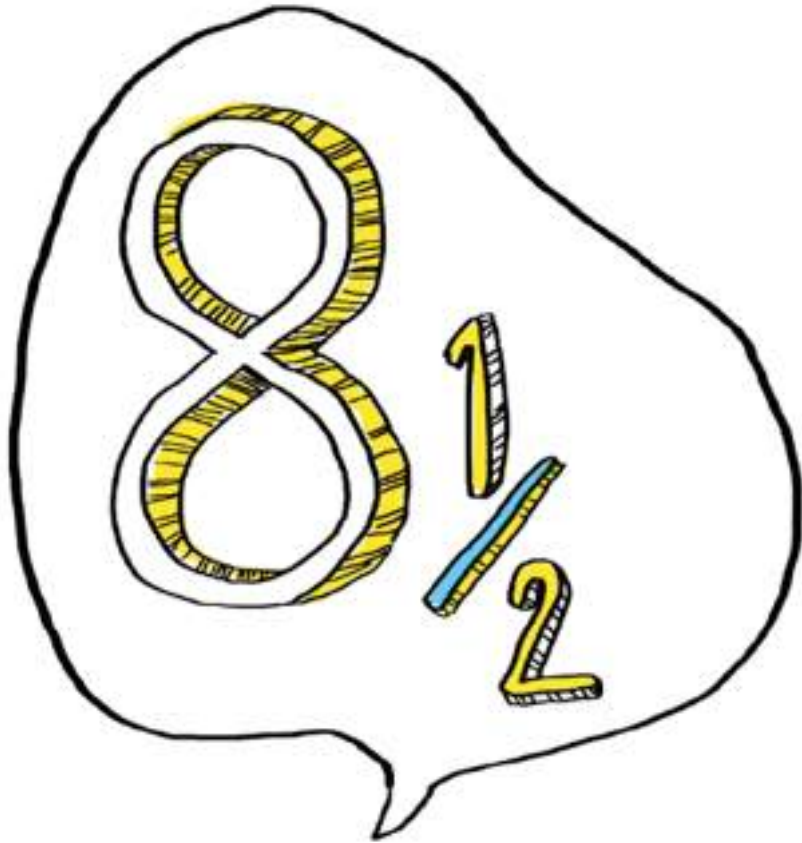
Stanford University's d.School, founded in 2007, is the premier global institute teaching design thinking, a collaborative, human-driven approach to solving messy problems. In a time when there is hunger for innovation everywhere, we think our primary responsibility is to help prepare a generation of innovators to rise with the challenges of our times.

The d.Leadership course at Stanford University's d.School exists to partner cream of the crop Stanford graduate students trained in design thinking methodologies (or, as we call them, "d leaders") with project teams tackling sticky challenges across a diverse spectrum of organizational contexts. This by-invitation-only course, for both graduate students and partner organizations, will run from January through mid-March 2014. In pairs, graduate students serve as process leaders for a team working on the challenge posed by their partner organization (past d.Leadership challenges have come from a wide array of contexts – supply chain, customer service, product development, etc.).

As part of the d.Leadership cohort, partner organizations commit to prioritizing learning – both for the graduate students leading the design process as well as for the internal team members in the organization as they develop as design-thinking practitioners. By keeping learning the course's main focus, we have seen teams make tremendous progress in advancing projects (everything from a dramatic org chart redesign to a 75% increase in Net Promoter Score). Our metric for success is seeing design methods and attitudes live on in people, both d.Leadership graduate students and partner team members.

Throughout summer and fall 2013, the d.Leadership teaching team fields calls from prospective partner organizations to answer questions and help interested organizations scope a relevant and current business challenge for the d.Leadership context. By the end of October, all interested organizations should submit a brief description of the challenge they propose along with a short list and description of the proposed team members who would be involved in weekly work sessions. In November, the d.Leadership teaching team will select a diverse portfolio of partner organizations for the d.Leadership 2014 cohort and inform all organizations about admissions decisions by November 15th, 2013. To schedule a call please contact us at dleadership@dschool.stanford.edu. NOTE: Partnership fee applies.

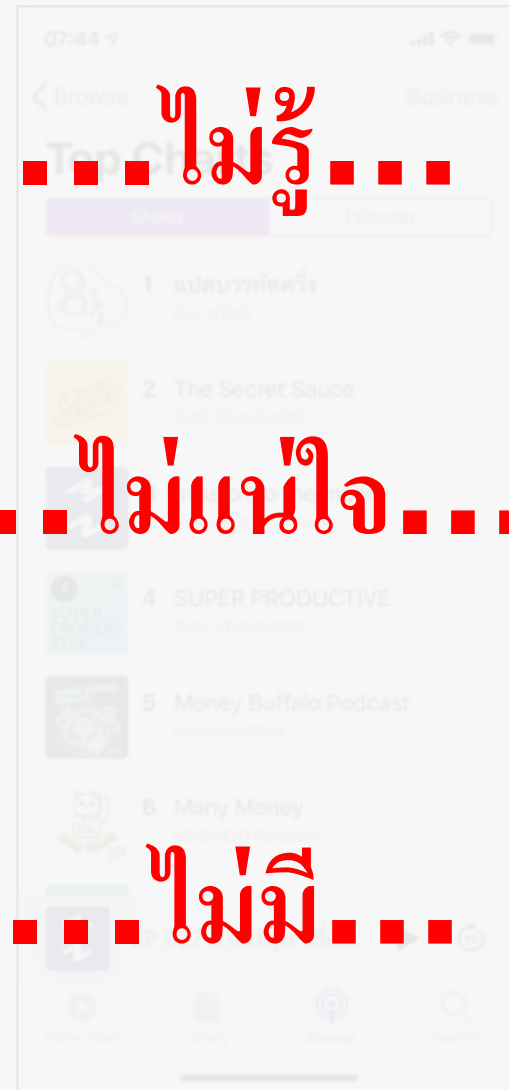




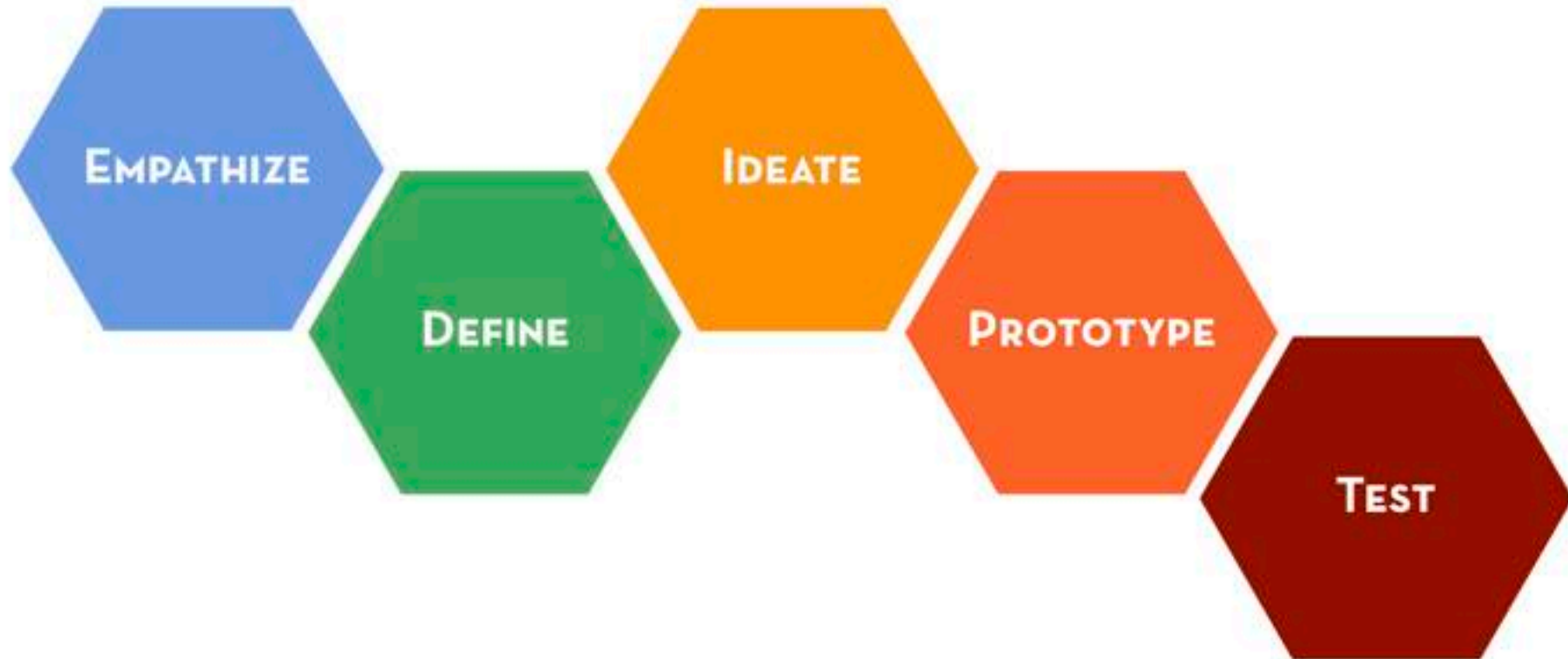
จะมีคนฟังหรือ?

ทำแล้วได้อะไร?

มีใครเคยทำหรือเปล่า?

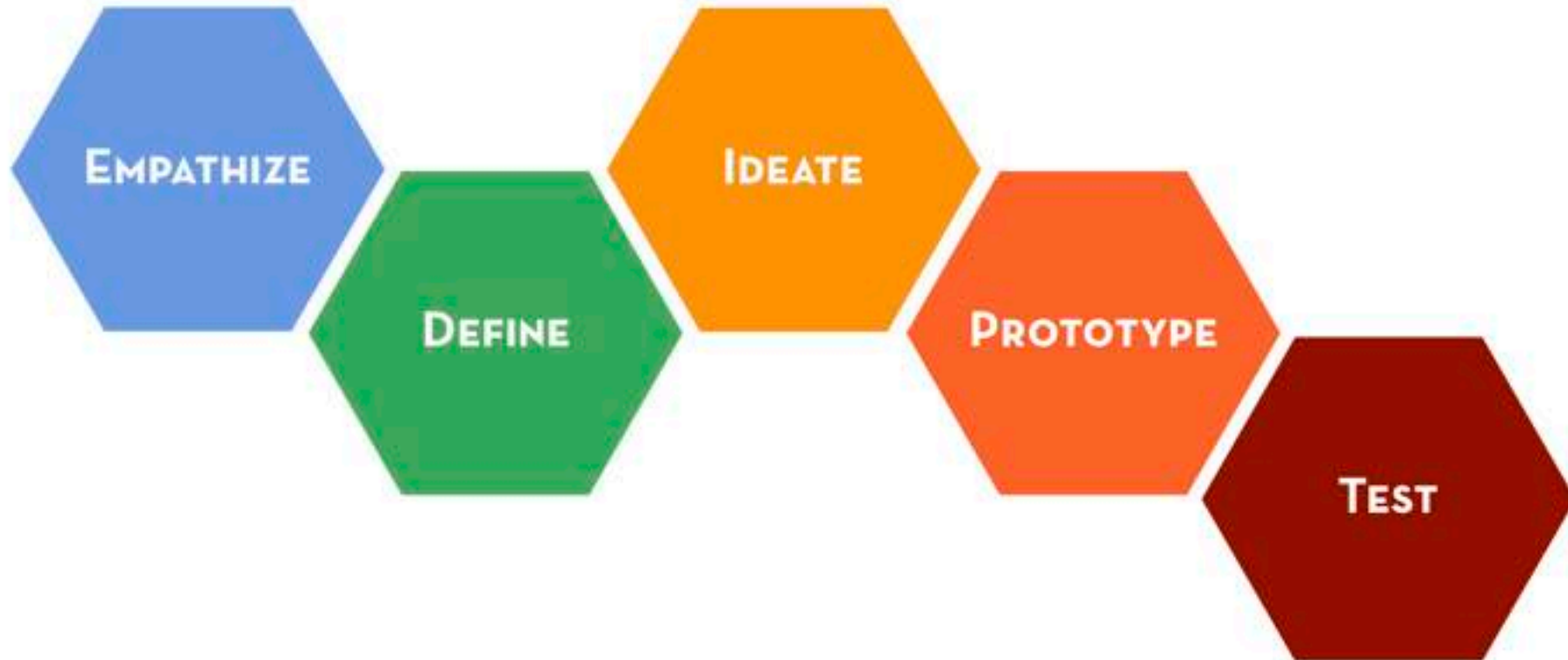


5-step process to innovation





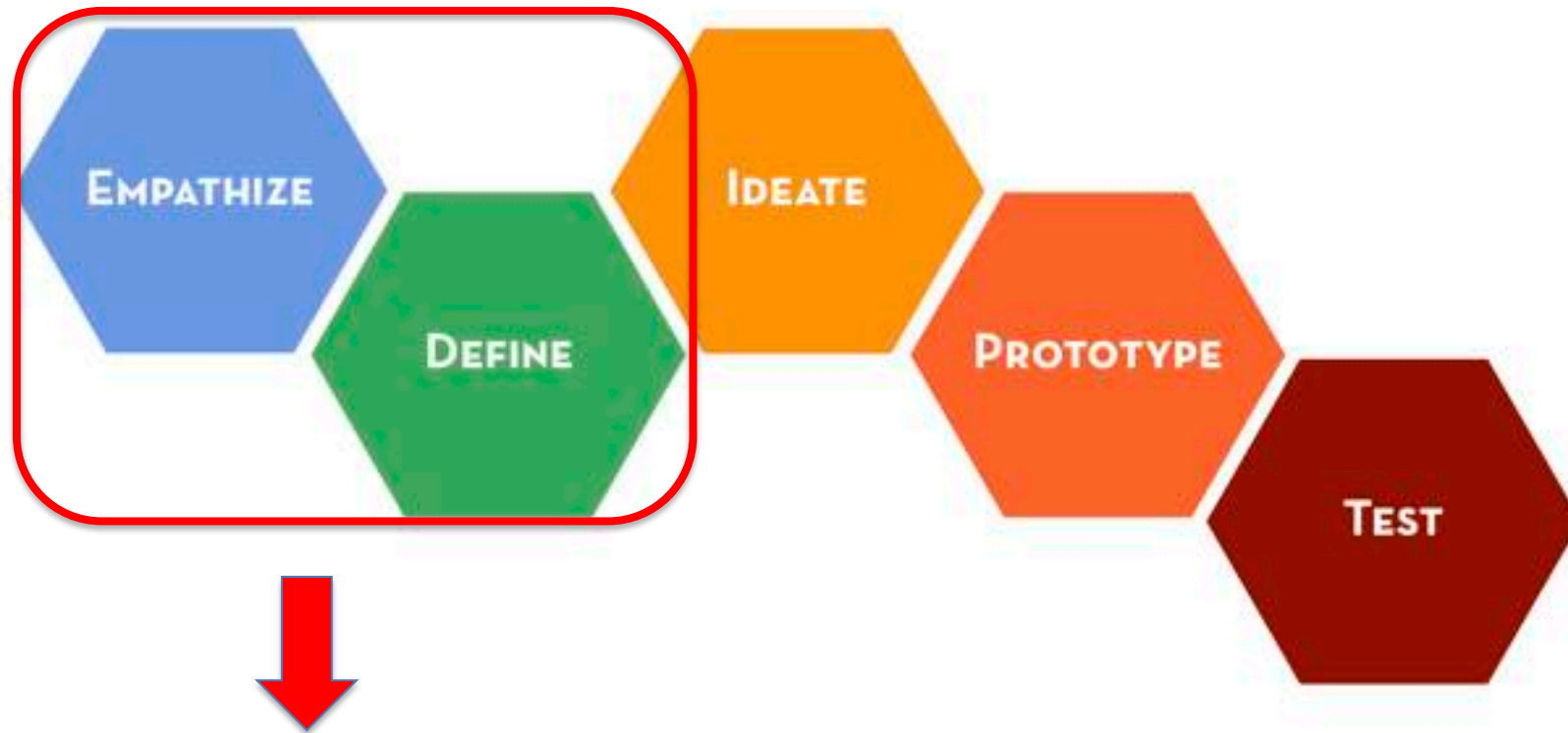
5-step process to innovation



Riding a Bike



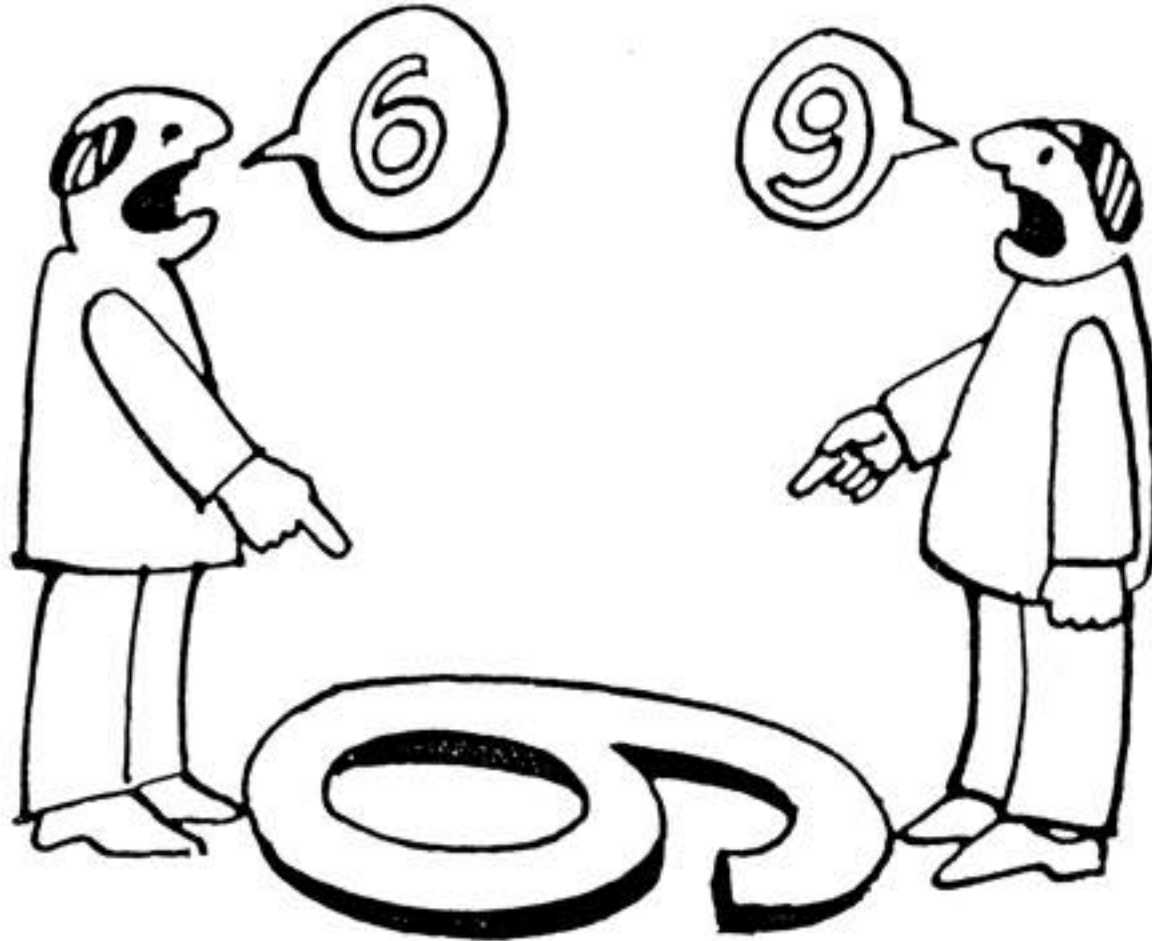
“Design Thinking”



..... finding **the right problem** to solve



Empathy





Observe



Immerse

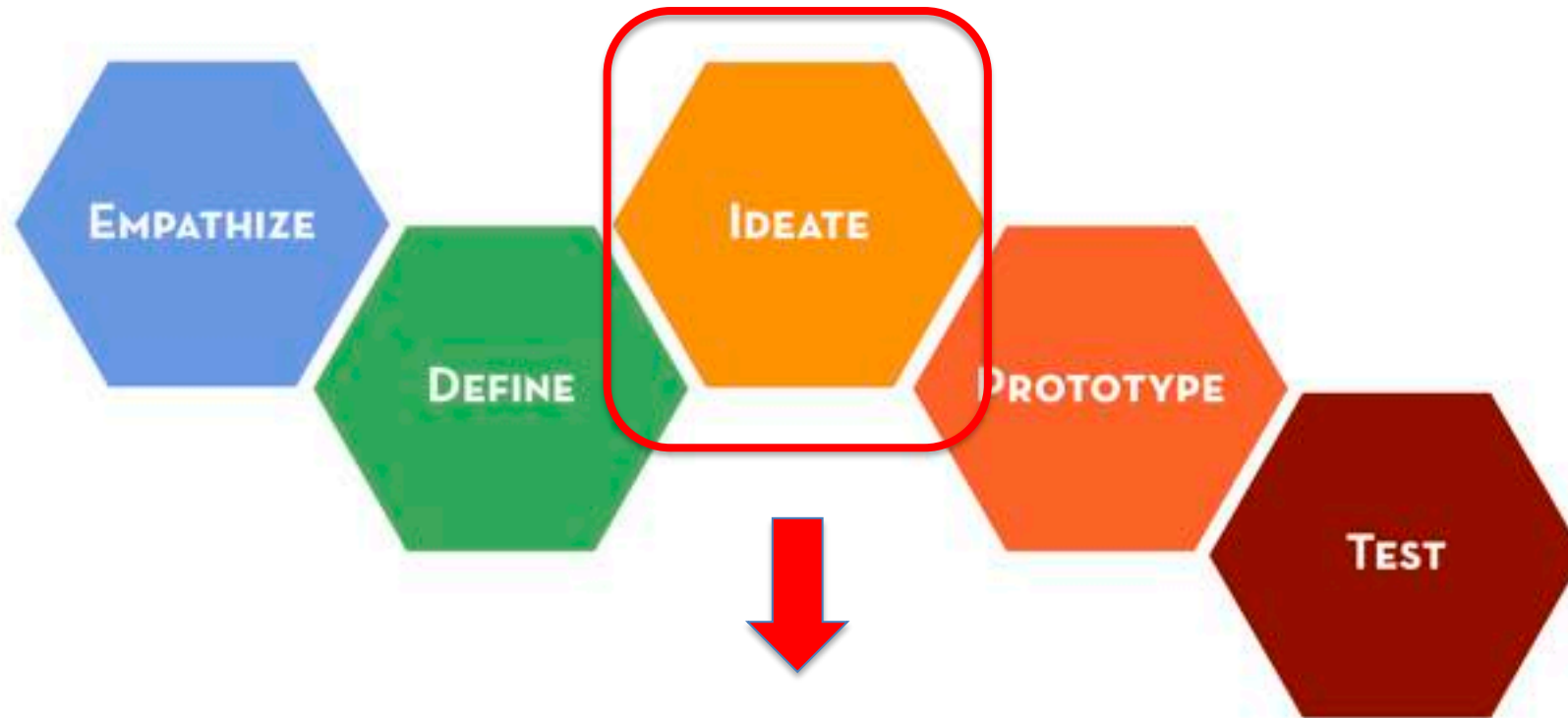


Interview

A group of young children, likely in a school cafeteria, are seated at a table. They are wearing light-colored school uniforms. In the foreground, a plate of food is visible on the table. A large green fan is positioned above the children. The scene is brightly lit, suggesting an indoor setting with large windows or an open-air structure.

Who is your “**user**”?

“Design Thinking”



... generate **ideas** to solve problems



Mr. Fish

A cartoon hippo is standing at the head of a long, dark wooden conference table in a modern meeting room. The room has large windows overlooking a city skyline. Several black office chairs are arranged around the table. The hippo is holding a stack of colorful sticky notes. There are four speech bubbles around it: three blue and one red. The blue bubbles contain the text 'Let's Ideate!', 'Any ideas?', and 'C' mon .. Let's ideate!'. The red bubble contains the text 'You all disappoimt me !'.

Let's Ideate!

Any ideas ?

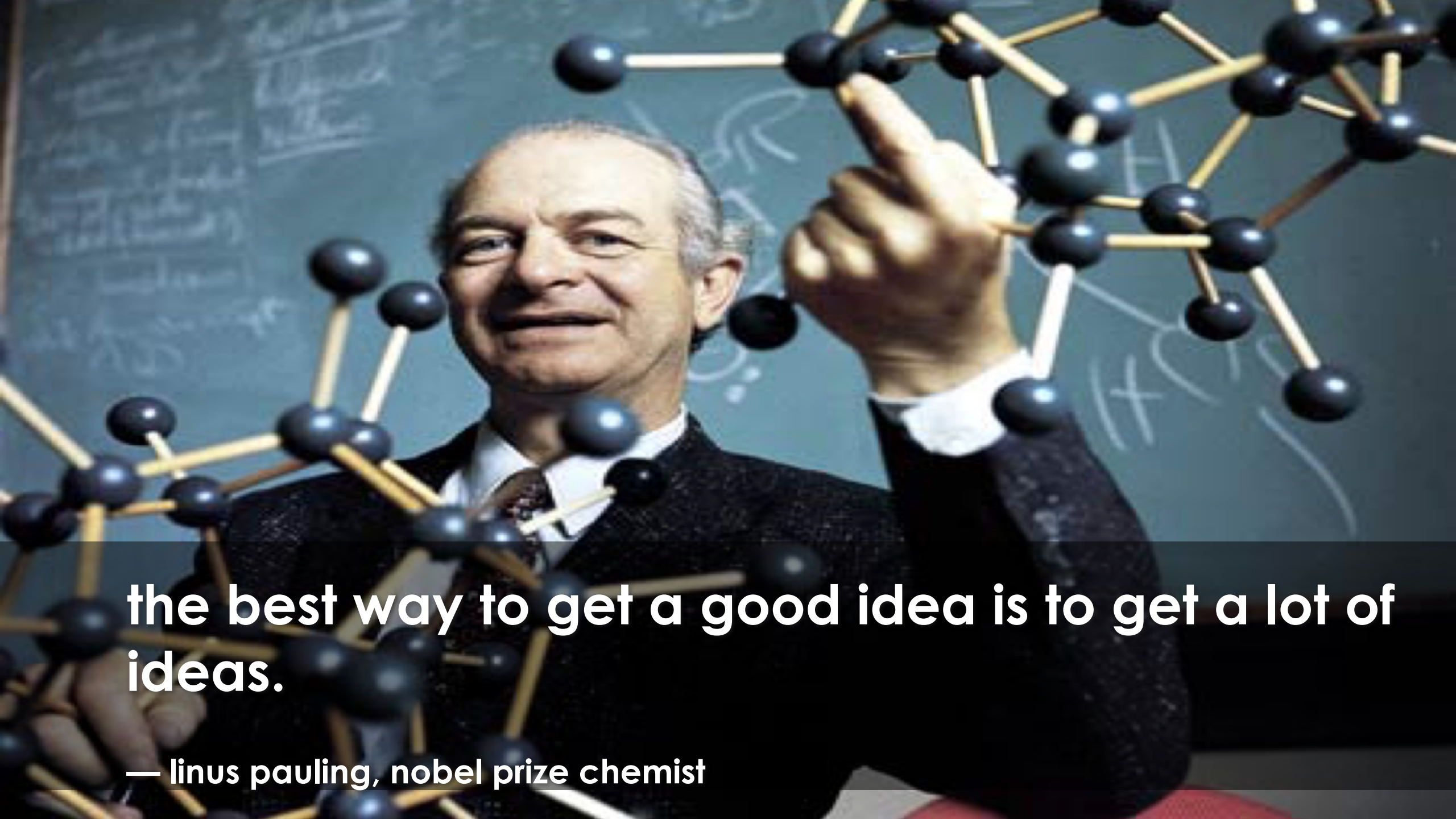
C' mon ..
Let's ideate!

You all
disappoimt me !

Yes, we need **content** ...

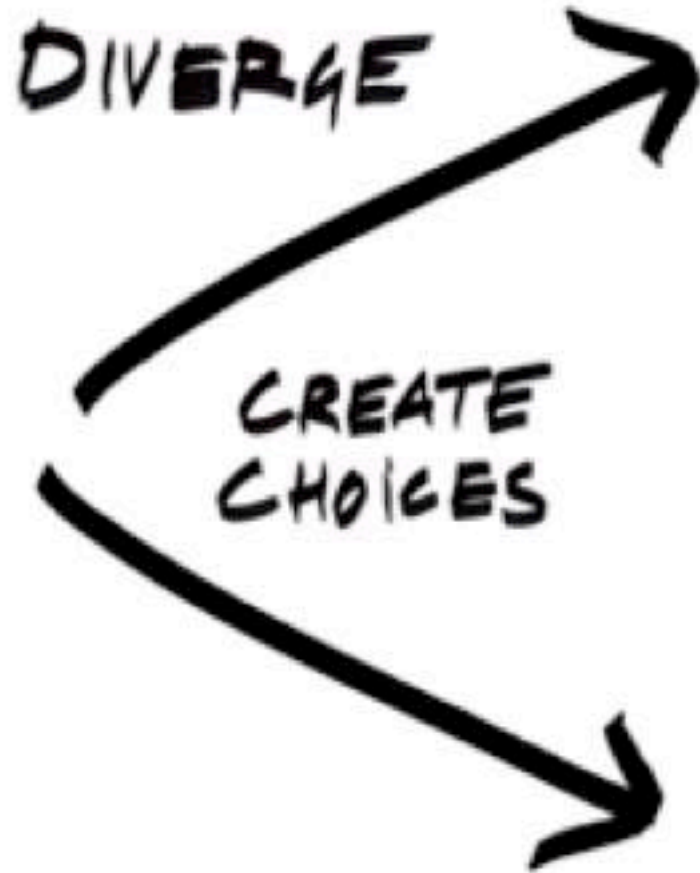
... but **context** also matters.



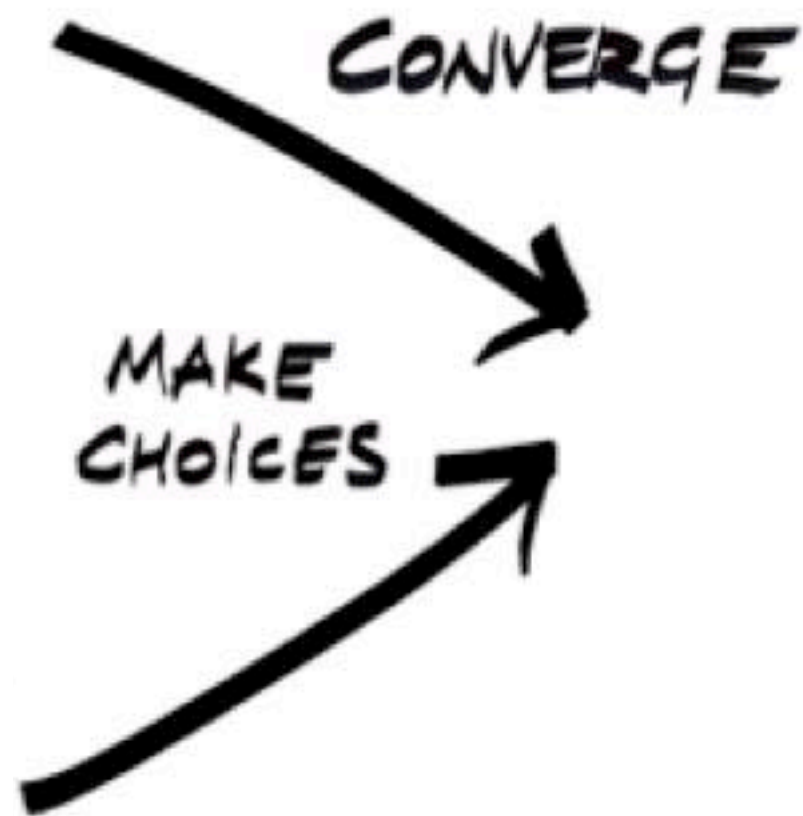


the best way to get a good idea is to get a lot of ideas.

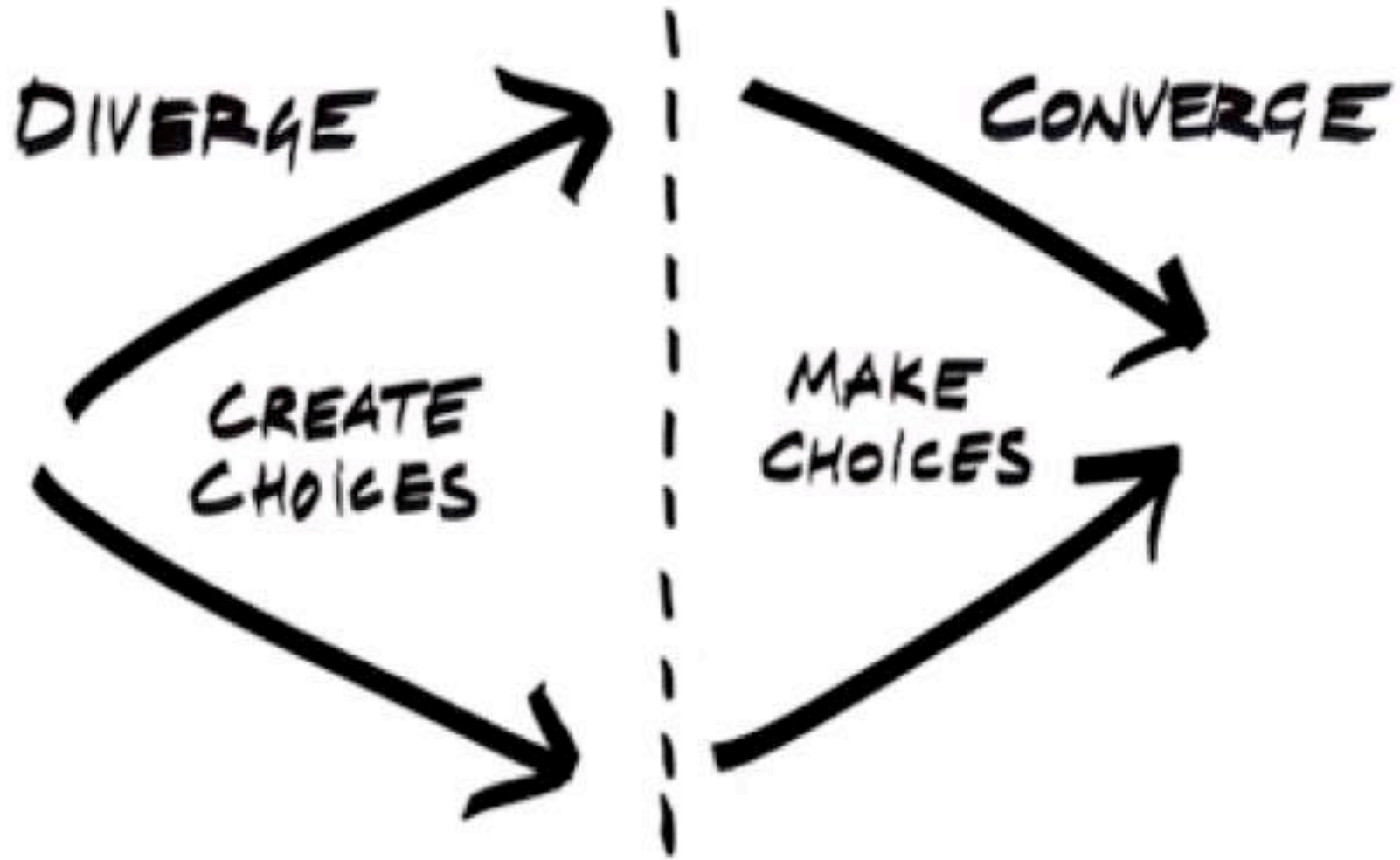
— linus pauling, nobel prize chemist



Creative



Critical



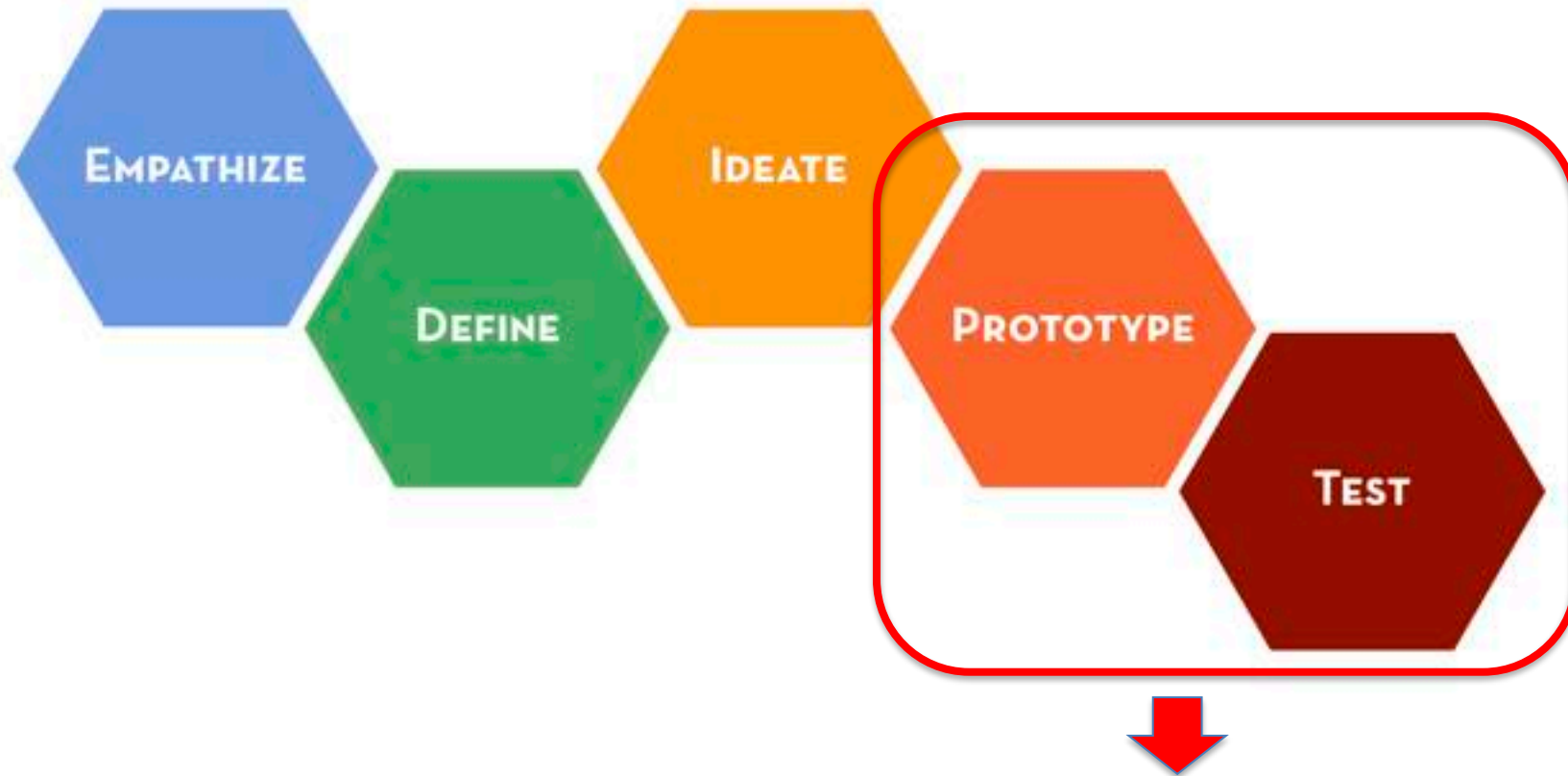
Creative

Critical

**You cannot “ask” for innovation,
... you just need to “allow” it.**



“Design Thinking”



... make ideas **tangible** and get **feedback**

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DAWN

I was up before the others, before the birds, before the sun. I drank a cup of coffee, washed down a piece of toast, put on my shorts and sweatshirt, and laced up my green running shoes. Then I slipped quietly out the back door.

I stretched my legs, my hamstrings, my lower back, and groaned as I took the first few halcyon steps down the road, into the fog. Why is it always so hard to get started?

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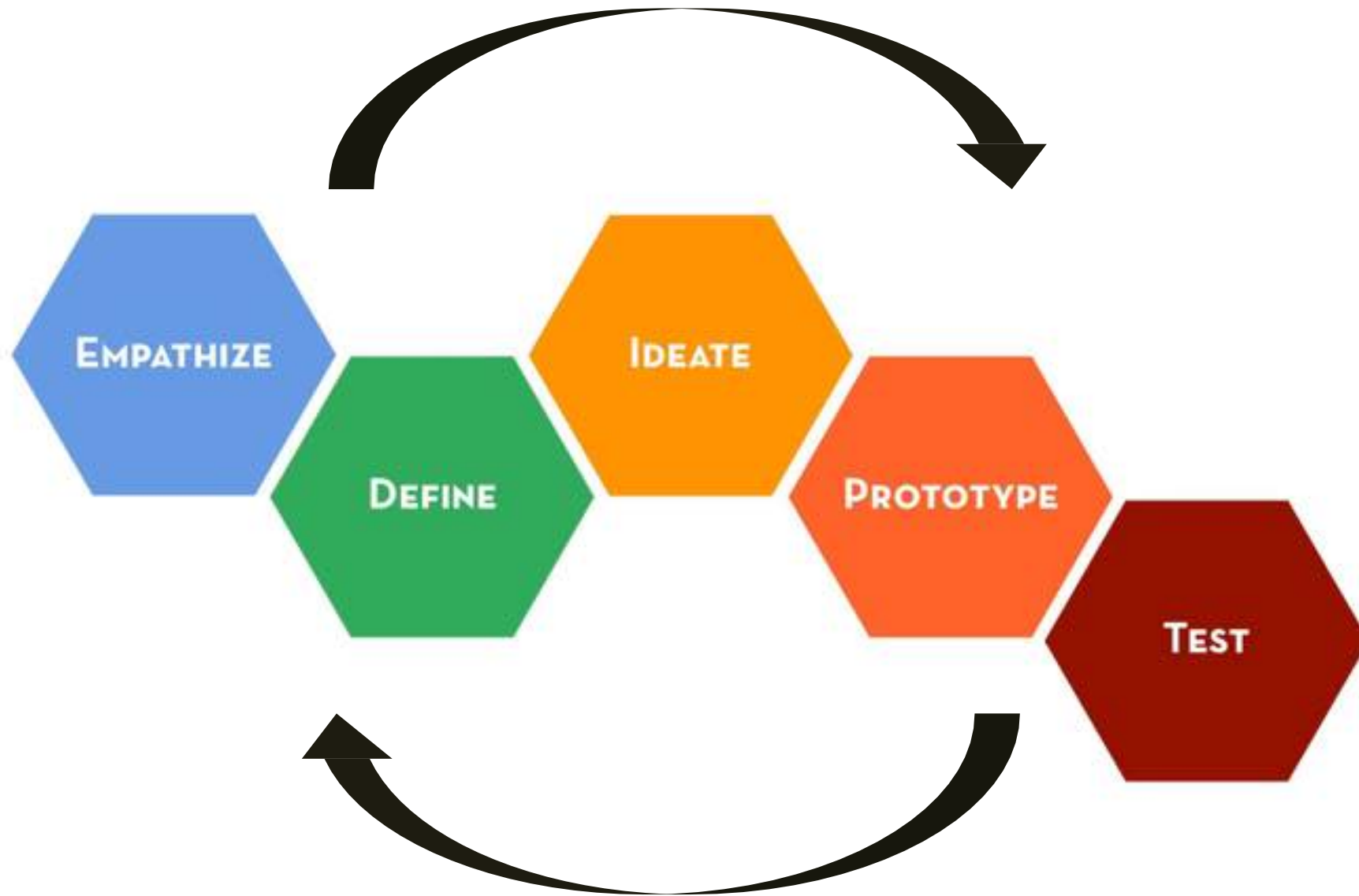


interacts like
create experiences





“Sandbox”



“Design Thinking”



Ask Think Act



RISE

Corporate
Innovation
Bootcamp

Design through
Learning





“I wish my boss taking this class.”



Start-up



Start-up



Corporate





Start-up



Corporate

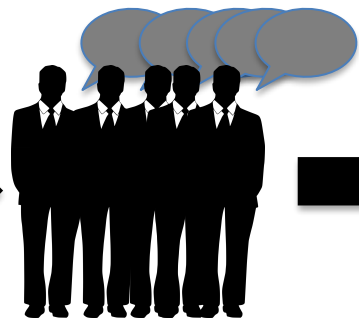


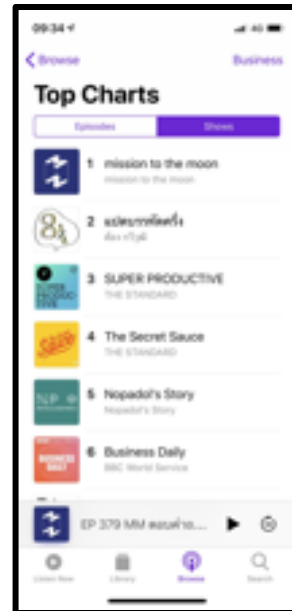
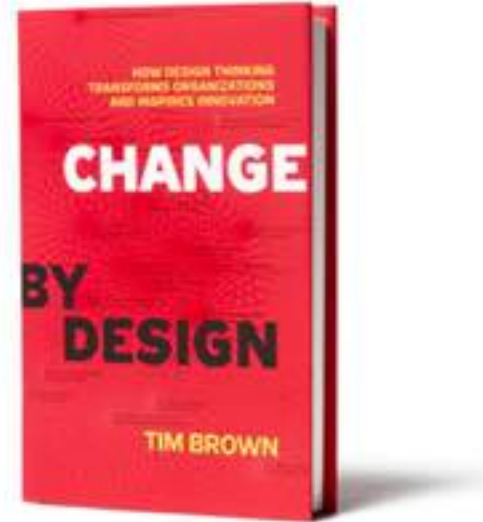


Start-up



Corporate





“แปดบรรทัดครึ่ง”

มีใครเคยทำหรือเปล่า ?



มีใครเคยทำหรือเปล่า ?

แล้วถ้าไม่มีล่ะ ... จะลองทำดูมั้ย ?