

BUSINESS AS UNUSUAL

A Quick Guide to the Design Thinking Process



[Facebook.com/LeeBeeXLT](https://www.facebook.com/LeeBeeXLT)



[Linkedin.com/in/leekitchen/](https://www.linkedin.com/in/leekitchen/)

The Design Thinking Steps



Scope

Clearly define our opportunity and align and inspire the team to work on it.



Empathize

Discover the end-user “human truth” and match it up with our business goals to provide inspiration for ideation.



Ideate

Challenge ourselves to think big and broad to create large conceptual ideas, then further generate fresh tactics that support those big ideas.



Develop

Evaluate, analyze and further nurture ideas to boost them up, make them more well-rounded and match our success criteria. Make collaborative decisions on how to execute, timing, cadence, etc.



Implement

Get those ideas out into the world!

SCOPE TIPS AND TRICKS

START

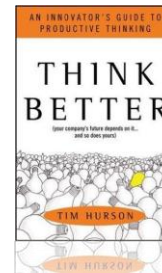


Re-phrase your challenge to be clear, concise, understandable and compelling (aka SEXY), removing jargon and doing the “neighbor test”

Begin with the phrase “How Might We” to encourage broad thinking from the collaborative team

Re-word the title of the project too - little things can go a long way!

LEARN MORE [Tim Hurson: Think Better](#)



EMPATHIZE TIPS AND TRICKS

START



Use the team's connections when arranging Interviews and Immersions

Take LOTS OF NOTES! Write down everything, not just what sounds relevant to the project. You never know will match up and help build your story

Talk to PLENTY of end-users, EVEN if you have qualitative and quantitative data, just for inspiration



LEARN MORE [Tim Brown: Change by Design](#)



IDEATE TIPS AND TRICKS

START



Don't underestimate the power of good idea capture - use the T-Sheet with a sexy name, full sentences and quick drawings

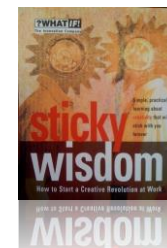
Use other lateral thinking tools that force you out of your river: borrow the principle, different POV, random objects

Create fun ways to police behaviors at sessions

Display created ideas proudly. They'll act as stimulus for even more ideas



LEARN MORE Sticky Wisdom by ?WhatIf! Innovation



CAPTURING IDEAS

THE IDEA T-SHEET

Compelling Idea Name

Write in clear, understandable full sentences when capturing your idea. This makes it easier for everyone to comprehend what the core concept is.

Support it with:

- Bullet points that bring the idea to life
- More context that adds color to the idea



DEVELOP TIPS AND TRICKS



START

Create smaller, cheaper, less elaborate versions of your ideas to find the idea's DNA

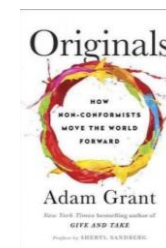
Lose the dots – use more democratic voting methods to see where the team's passion lies

When pitching, don't skimp on the story. Bring your innovation journey to life in compelling, fun and memorable ways

Save unused ideas - no bad idea, just bad timing



LEARN MORE [The Originals by Adam Grant - How Non-Conformists Shape the World](#)



MAGICAL DUDE CONSULTING

Lee **KITCHEN** is a 5-star Innovation Catalyst, Keynote Speaker, Workshop Leader, Culture-Change Agent, Design Thinking Trainer, Avengers and Stars Wars fanboy and overall **MAGICAL DUDE**! Lee brings a wealth of experience as a Certified Master Facilitator and long-term innovation agent. During his **32 years at The Walt Disney Company**, he helped create some of their most impactful marketing campaigns, memorable guest experiences and operational efficiencies. Now he offers his magic and wisdom in a mix of training, interactive workshops, facilitated idea sessions and inspiring keynotes around the world. Email: leebeekitchen@gmail.com



[Facebook.com/LeeBeeXLT](https://www.facebook.com/LeeBeeXLT)



[Linkedin.com/in/leekitchen/](https://www.linkedin.com/in/leekitchen/)

