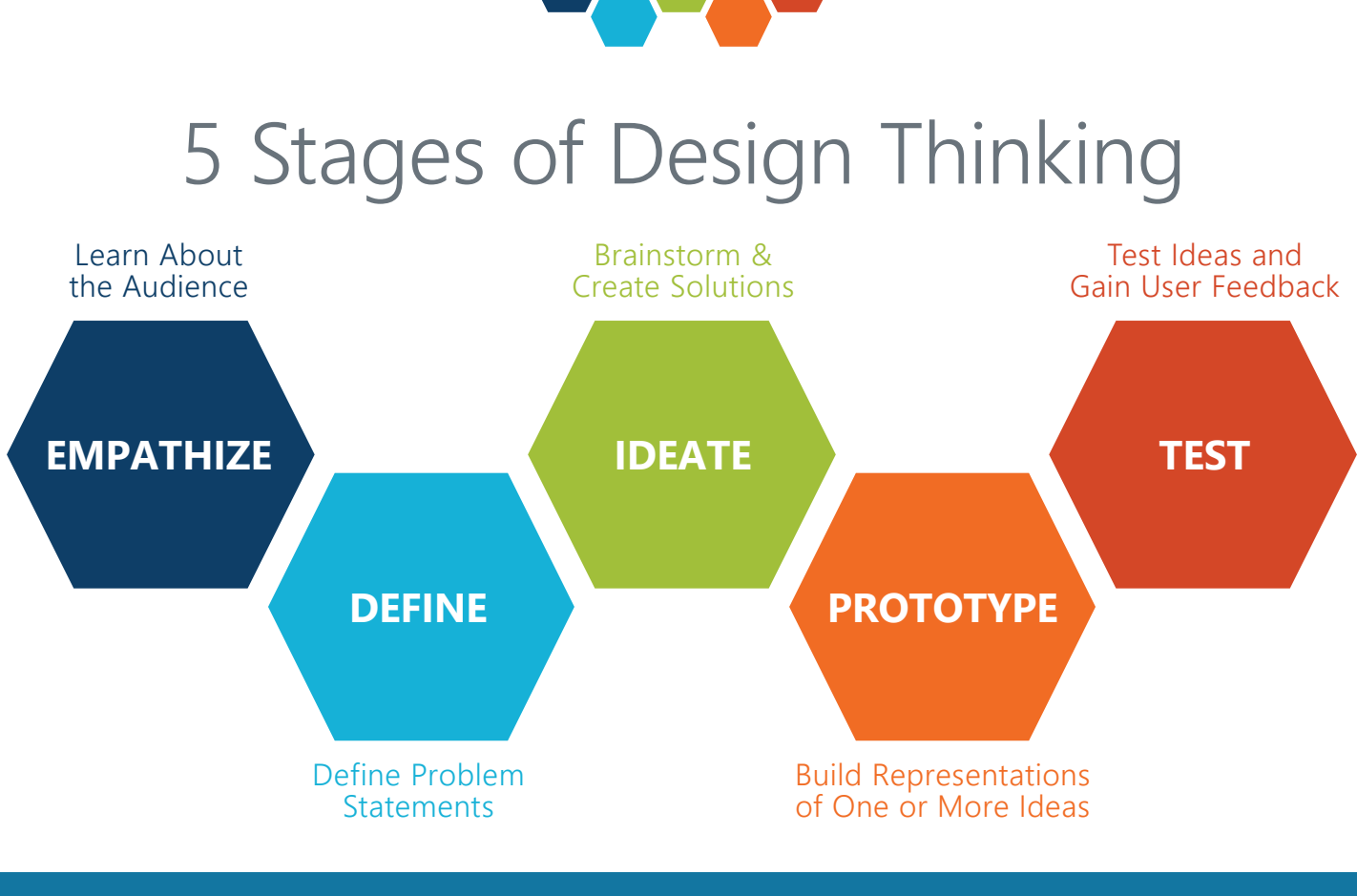


DESIGN THINKING

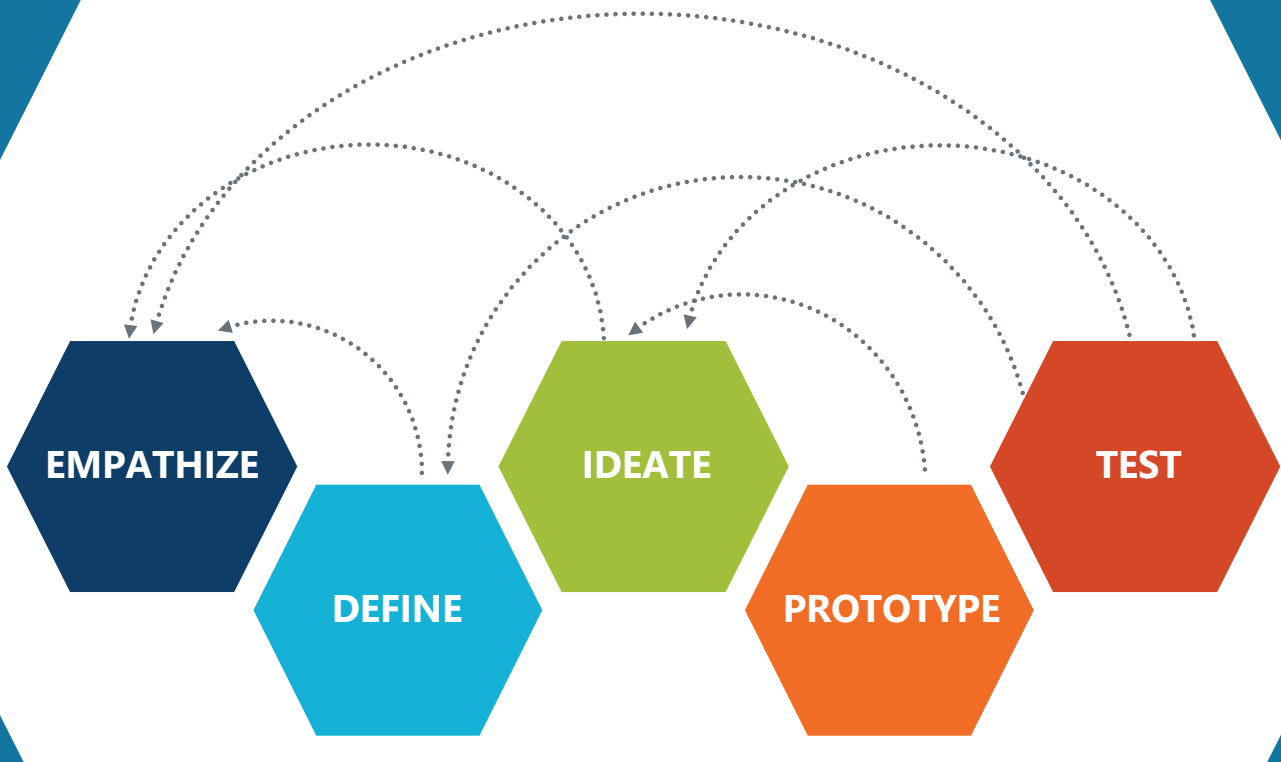
Moving from theory to application

Design thinking is not just a buzzword.

When applied to the right type of problems, design thinking can be an effective and practical method to create human-centered solutions. Don't stop at theory, shift to a design thinking mindset and apply it to your work.



It's not linear. *Seriously.*



Design thinking practices are easily applicable, flexible, nonlinear, and iterative, drawing all focus on the end user. The framework encourages curious and empathetic understanding while aiming to identify and prioritize uncovered opportunities.

Design thinking does not solve all problems, but it does help with the big ones.

Design thinking may be the answer if...

- Your problem is human-centered.
- You don't clearly understand or aren't aligned on the problem.
- Your problem is fairly complex.

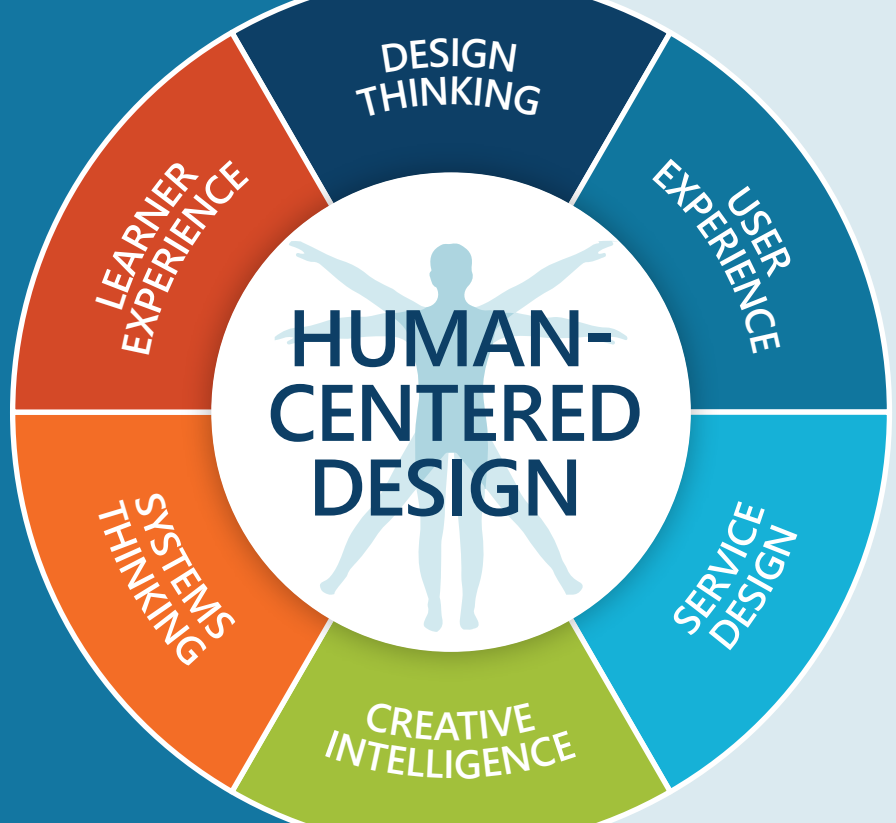
What is the **VALUE** of design thinking?



How is design thinking different from human-centered design?

It's not.

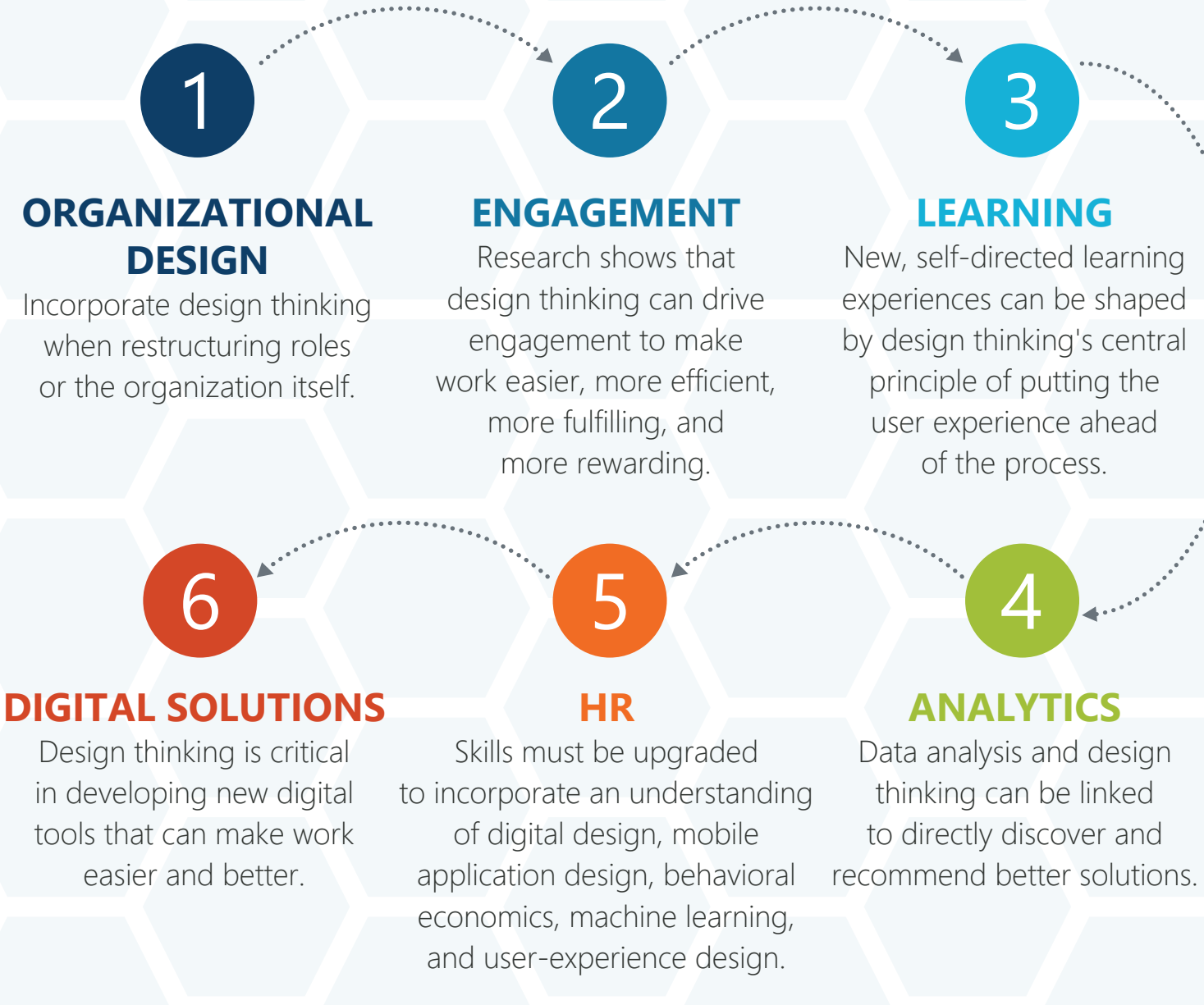
Design thinking is a way to design human-centered solutions. It's not the only method, and it's not intended to stand on its own. Some practitioners may indicate that design thinking is a mindset and the tools are separate; however, the method is not that complicated. If you apply design thinking, you are designing with humans in mind.



Where to start?

Design thinking takes practice.

It can be applied in a variety of areas and by a variety of job functions. Here are 6 areas to apply design thinking in L&D:



become **INSPIRED** >

Start using the design thinking process to solve complex business issues and re-imagine learning. Visit gpstrategies.com/design-thinking-process/

