



**Design  
Thinking:  
A Global  
Perspective**

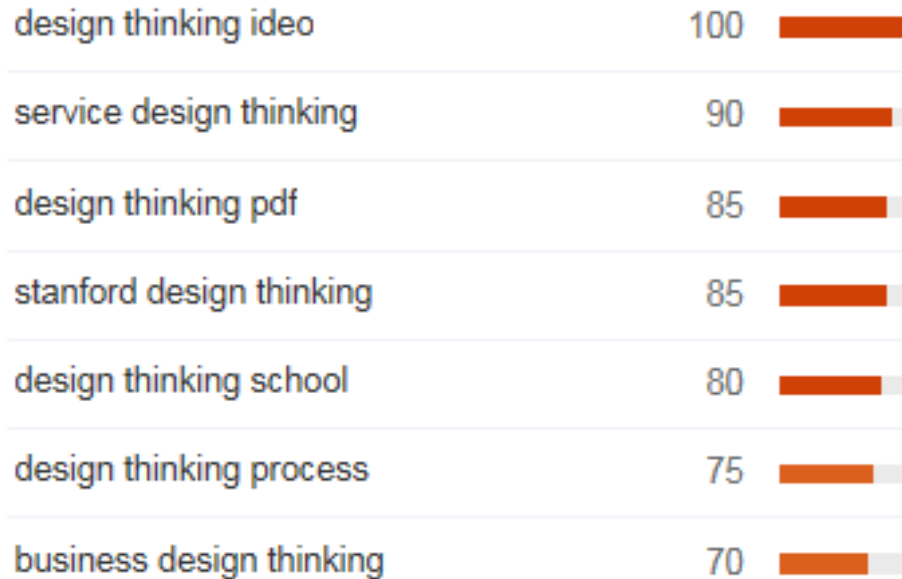
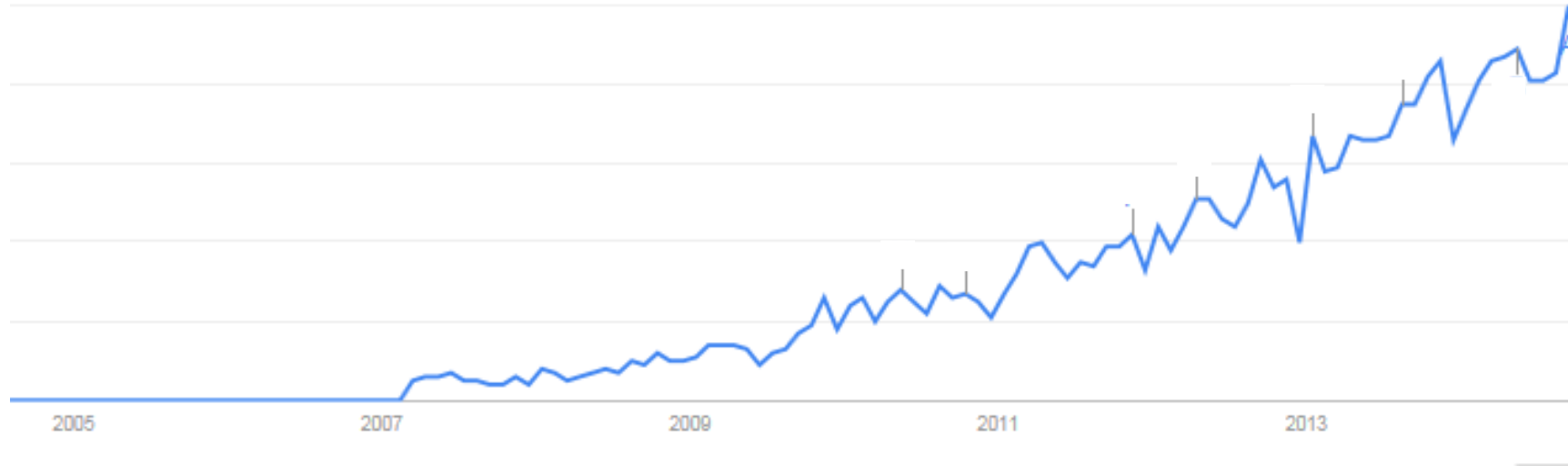
Darrell Mann

# Design Thinking – 1987-style

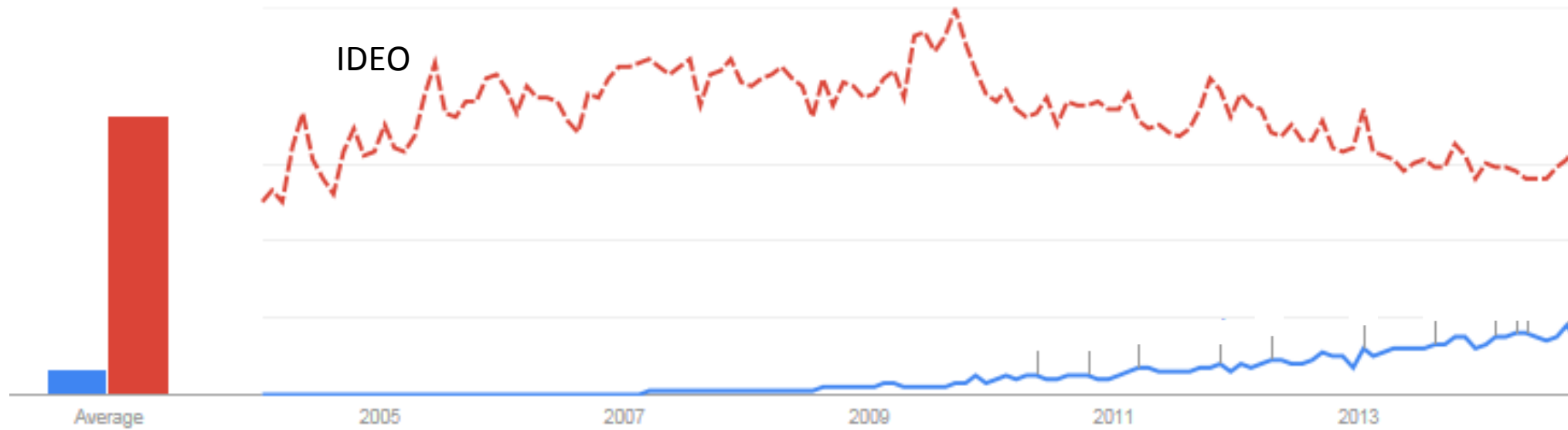


# Design Thinking – Today

Design Thinking Trend:



# Design Thinking – Relative Perspective I



# Design Thinking – Literature

Reviews

how design strategies are shaping the future of business

a fine line

hartmut esslinger  
founder of frog design

SOLVING PROBLEMS WITH DESIGN THINKING



JEANNE LIEDTKA, ANDREW KING, AND KEVIN BENNETT  
Designing for



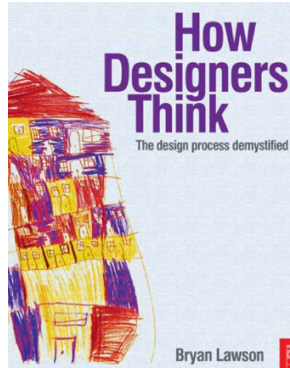
a design thinking to

JEANNE LIEDTKA

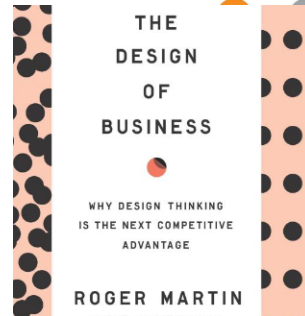
DESIGN THINGS

design thinking pocket guide

A. TELIER  
Thomas Binder  
Giorgio De Michelis  
Pelle Ehn  
Giulio Jacucci  
Per Lindé  
Ina Wagner



TEN FACES OF INNOVATION  
STRATEGIES FOR HEIGHTENING CREATIVITY

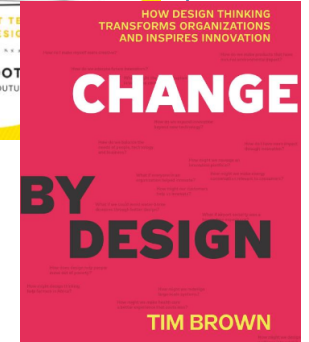
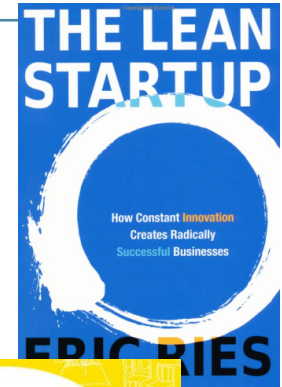


ROGER MARTIN

signThinking  
innovation, customer experience and brand value



by Thomas Lockwood



Popularity

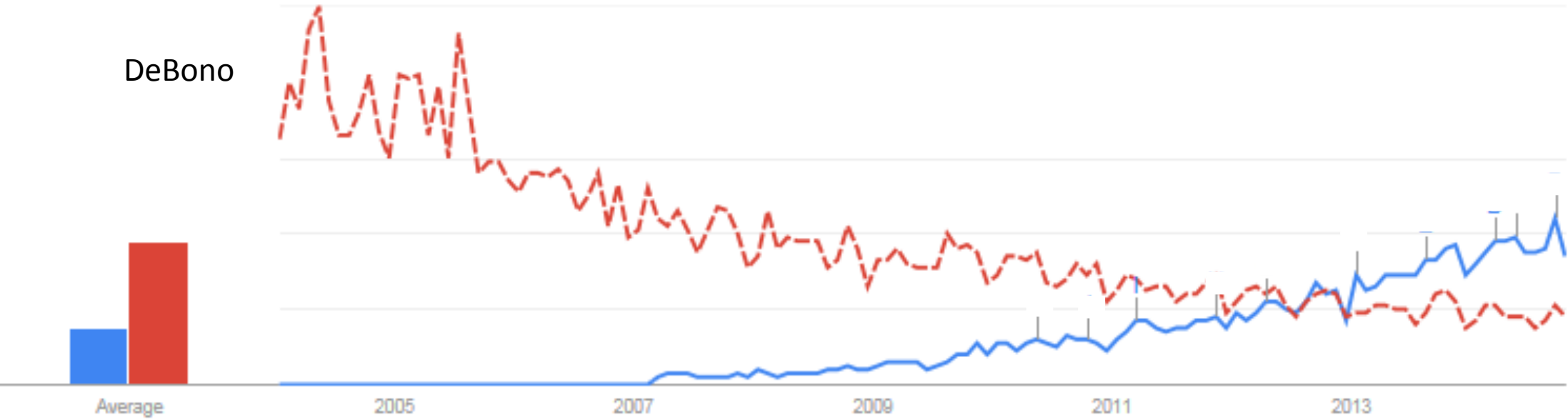


How is Six Sigma Different from TQM?

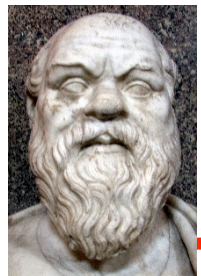
The consulting bills are higher.



# Design Thinking – Relative Perspective II



# Design Thinking – Timeline



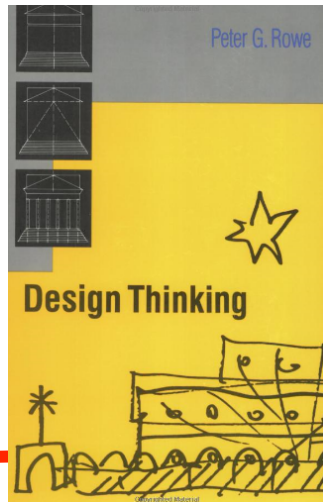
400BC



1972



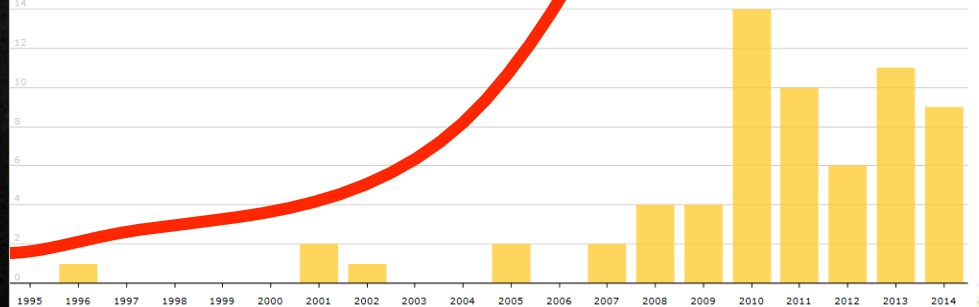
1978



1991



1994

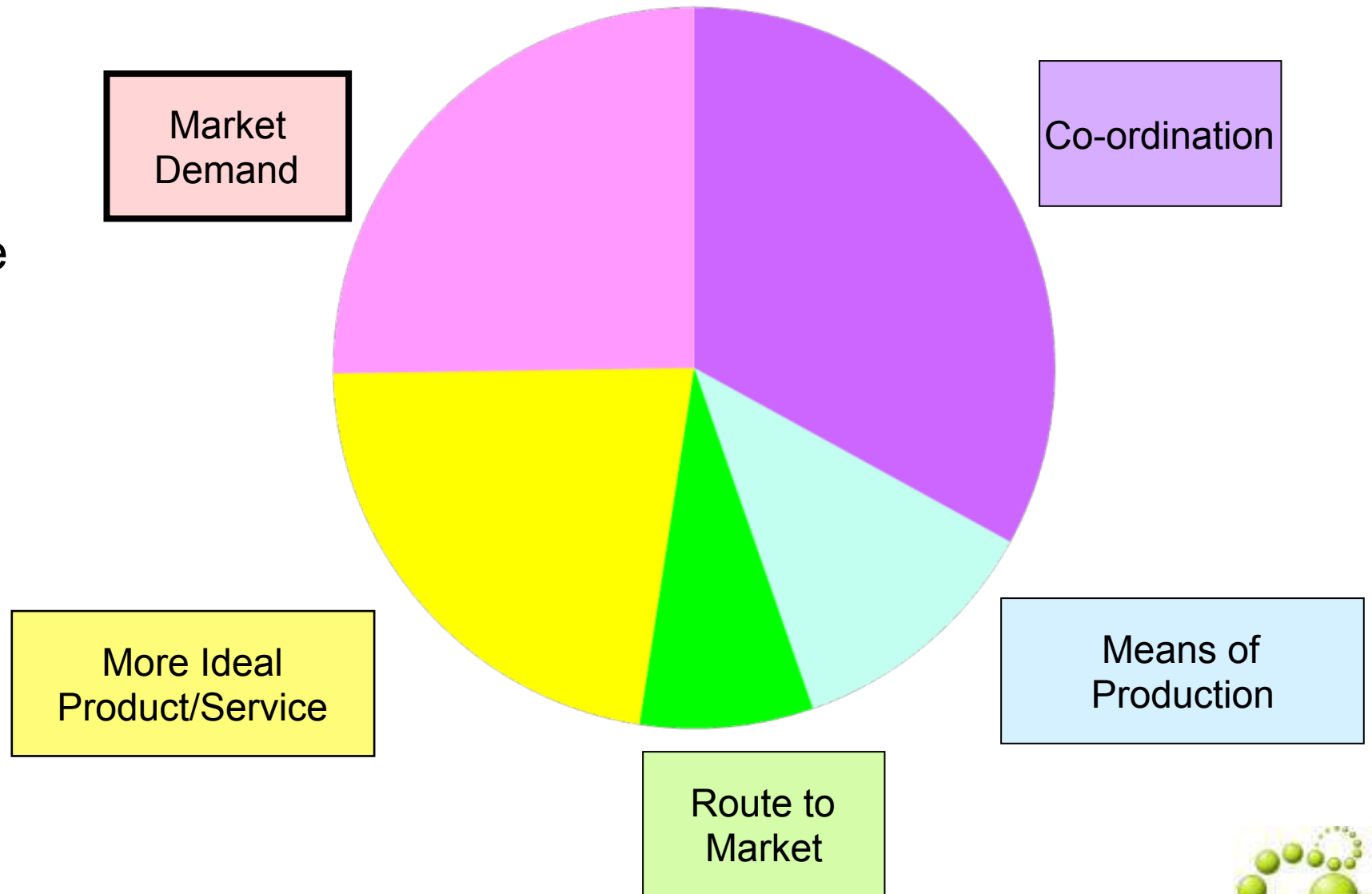


~1120 books  
>100 this year  
~60 patents

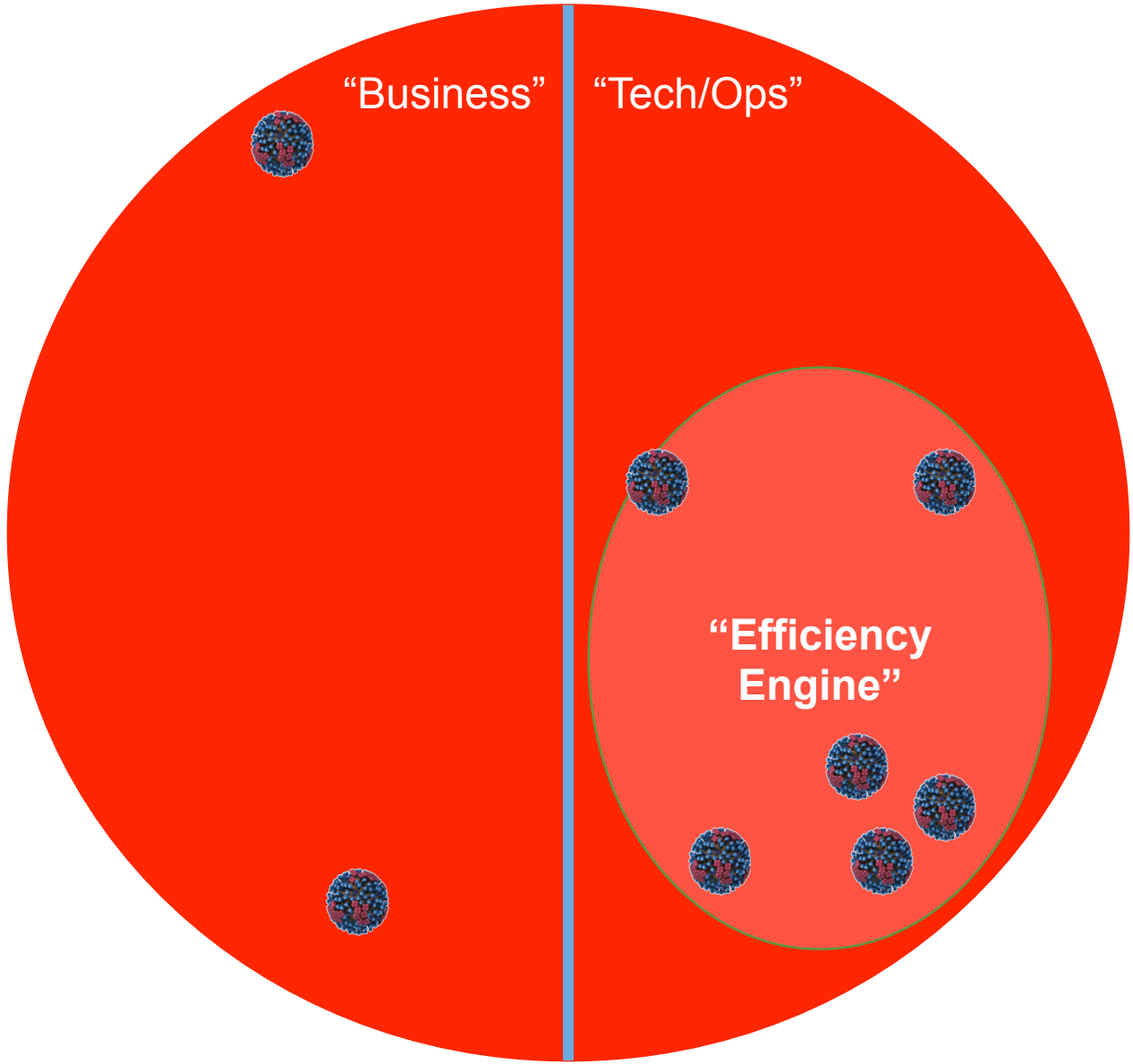
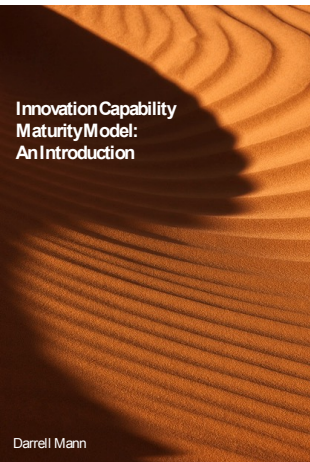


# Design Thinking – Impact?

- 98% of innovation attempts end in failure
- 98% of declared “design thinking” innovation attempts end in failure
- BUT....



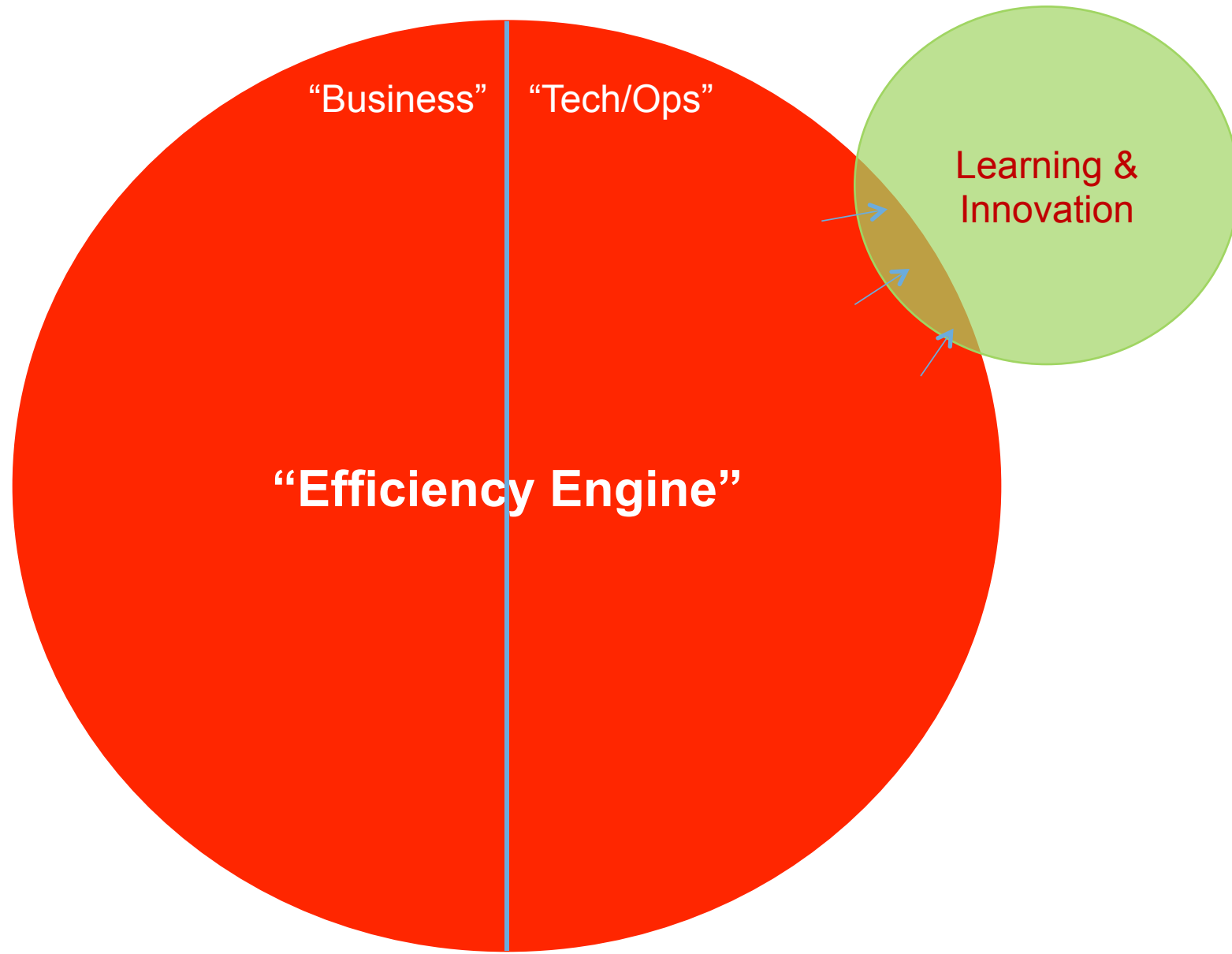
# ICMM Level 1

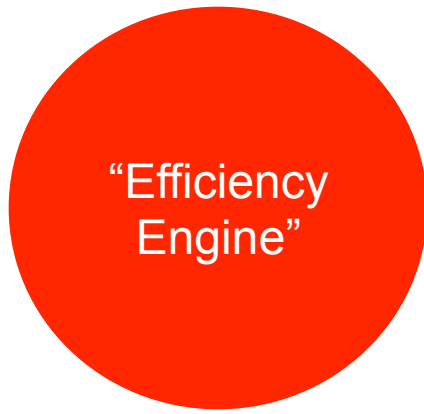


# ICMM Level 2

Innovation Capability  
Maturity Model:  
An Introduction

Darrell Mann





“Efficiency Engine”

Everything’s working  
Feels good  
Clear rules  
Clear Direction  
(‘Progress’)  
Converge–Converge  
Knowledge exists  
(‘Application’)

Routine  
Manage–able  
Controllable

“MBA” world



Learning & Innovation

Nothing seems to work  
Uncomfortable/horrible  
Confusion  
Find ‘new rules’  
Challenge assumptions  
Diverge–Converge<sup>2</sup>  
Knowledge has to be found  
(‘Exploration’)

Creativity  
Not manage–able  
‘Out of control’

“design thinking” world



# Death By A Million Tools



# Design Thinking – When?

ICMM1



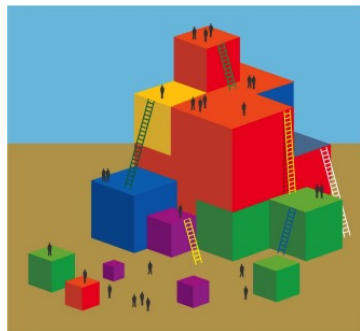
SEEDING

ICMM2



CHAMPIONING

ICMM3



MANAGING

ICMM4

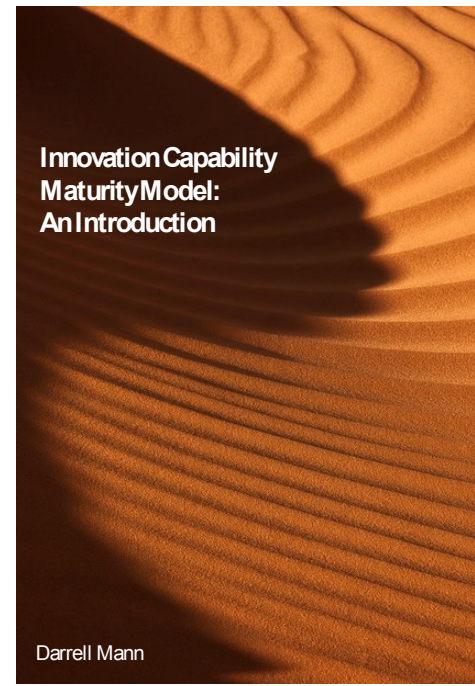
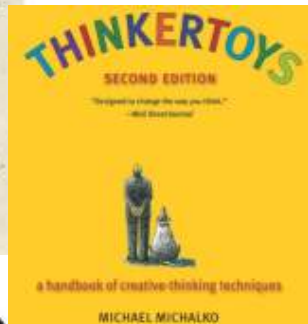
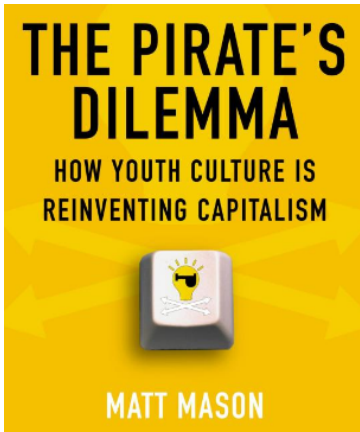


STRATEGISING

ICMM5



VENTURING



# Design Thinking – Provocation 1



“Design Thinking” is an absolutely necessary 21<sup>st</sup> Century business skill

“Design Thinking” is not for designers  
(they do it already!)

“Design Thinking” is for  
managers and business leaders

# Design Thinking – Provocation 2

