**Enterprise
Design
Thinking**

Introduction summary

design thinking:
a problem solving
approach that aims
to improve the lived
experiences of people

**Enterprise Design
Thinking:** a tailor-made
approach for large,
distributed, teams
to help them quickly
deliver human-centered
outcomes to the market

**KEY CONCEPTS
TO REMEMBER**

the Principles
Guide your day-to-day work
by keeping your user in mind,
collaborating with a diverse team,
and continuously trying to improve
your solutions.

A focus on user outcomes
Drive business by helping users
achieve their goals.

Restless reinvention
Stay essential by treating
everything as a prototype.

Diverse Empowered Teams
Move faster by working together
and embracing diversity.

the Loop
Understand the present and
envision the future in a
continuous cycle of observing,
reflecting, and making.

Observe
Immerse yourself in the real world
with design research.

Reflect
Come together and look within
to synchronize your movements,
synthesize what you've learned,
and share your "aha" moments
with each other.

Make
Give concrete form to
abstract ideas.

the Keys
Scalable practices to help
enterprise teams get and
stay aligned.

Hills
Hills are statements of intent written
as user enablements. They follow a
format of Who, What, and Wow.

Playbacks
Playbacks are story-based
presentations that share insights,
ideas, and updates to a user
experience.

Sponsor Users
Sponsor Users are external clients,
future clients, or end users that
represent your target user. Sponsor
Users regularly contribute domain
expertise to your team.

Enterprise Design Thinking

Having conversations about Enterprise Design Thinking with co-workers

01

Start by telling them about the course you're taking.

If they are curious, talk about the value of Enterprise Design Thinking.

"Enterprise Design Thinking is a way for us to collaborate better as a team."

"Enterprise Design Thinking is a way for us to focus more on the people who use _____."

"Enterprise Design Thinking is a way for us to explore new ideas quickly and at a low cost."

02

If they are skeptical, share a statistic.

"Enterprise Design Thinking can deliver new products or services to the market twice as fast."

"Companies who leverage Enterprise Design Thinking see a 300% return on investment."

"Teams who use Enterprise Design Thinking are 75% more efficient."

03

Share the Forrester Total Economic Impact™ Study (2018) if they want more details.