

# Design Thinking: Lead Change in Your Organization

## Resource File

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Turi McKinley, frog 2016

Nothing replaces doing, but engaging in active reflection about what you've learned and what you're experiencing and thinking about how other see, experience, and react are important support activities.

The suggestions below will help you continue to explore, practice, and reflect on what you learned in the course.

### Follows

Join our course group in LinkedIn: [tinyurl.com/frogdesigngroup](http://tinyurl.com/frogdesigngroup).

On Twitter I am **@turisays**.

If you'd like to see ongoing examples of the products and services this kind of approach creates, follow frog **@frogdesign** on Twitter or visit our site at <http://frogdesign.com>.

### Course Mentions

Chapter 1, "Roles for innovation"

Case study  
[tinyurl.com/FrogMyanmar](http://tinyurl.com/FrogMyanmar)

Chapter 1, "Tangibility: Making space to create"

Herman Miller  
[http://www.hermanmiller.com/content/dam/hermanmiller/documents/research\\_summaries/wp\\_Collaboration.pdf](http://www.hermanmiller.com/content/dam/hermanmiller/documents/research_summaries/wp_Collaboration.pdf)  
While a bit older, this PDF download is a well-researched review of what makes workplace collaboration work.

Extra: "Workspaces That Move People"  
<https://hbr.org/2014/10/workspaces-that-move-people>  
Emerging evidence behind why shared workspaces are important for innovation

<http://designmind.frogdesign.com/2015/01/embracing-our-humanness-to-increase-productivity/>

Chapter 1, "Tangibility: Making complexity visual"

<https://thenounproject.com/>  
Big ideas summarized as simple icons. Think of these as other simple shapes you can use to sketch.

<https://www.youtube.com/watch?v=S5DJC6LaOCI>  
"Learning Graphic Facilitation - 7 Elements" is a good introduction to the basics of simple whiteboarding. I encourage you to focus on the simple shapes and concepts they use and try sketching them on a whiteboard or paper as you communicate an idea. These folks create comic-book stories—you don't need to be that robust.

<https://vimeo.com/58502189>  
A fun example of using Post-it sketches to make a complex story more memorable

Chapter 3, "User-centered design overview"

[tinyurl.com/frogandGSMA](http://tinyurl.com/frogandGSMA)  
The freely available mAgir Design Toolkit for user-centered design from frog and GSMA

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<http://www.frogdesign.com/work/frog-collective-action-toolkit.html>

The Collective Action Toolkit, frog's freely available toolkit for community groups and organizations

### Chapter 3, "Synthesis"

Frameworks for communicating insights

<https://www.smashingmagazine.com/2014/08/a-closer-look-at-personas-part-1/>

<http://www.cmodigitalforum.com/2016/01/08/need-know-customer-journey-mapping/>

<https://hbr.org/2013/09/the-truth-about-customer-experience>

These common frameworks for communicating insights—personas and journey mapping—will help you get the story across and continue to use the insights long after you're back from research.

### Chapter 3, "Concepting"

<https://vimeo.com/72911626>

<http://designmind.frogdesign.com/2013/08/early-concept-development/>

"Aging in Place," an example of concepting in action, from framing the problem, to user insights, concepts, and evaluation. The video is 2 minutes long and the article provides greater depth.

### Chapter 4, "Prototyping fast and often"

<https://vimeo.com/59679411>

frog's founder, Hartmut Esslinger, on design and making

<https://vimeo.com/122553043>

An example of the partnership between developers and designers in prototyping new ideas

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### Books I've Enjoyed

***Change by Design*** by Tim Brown

<http://www.amazon.com/B002PEP4EG/>

There are several books from IDEO, a design firm that was one of the early leaders in defining design thinking. This is my favorite.

***Creative Workshop: 80 Challenges to Sharpen Your Design Skills*** by David Sherwin

<http://www.amazon.com/1600617972/>

A very applied book, offering a range of challenges that will help stretch how you see design, engage people in your process, and apply many of the skills mentioned in the course. If you liked the worksheets I shared, you might give some of these a shot.

***Disrupt: Think the Unthinkable to Spark Transformation in Your Business*** by Luke Williams

<http://www.amazon.com/0133995909/>

Former frog, Luke Williams, lays out the thinking underlying many frog activities in greater depth here than we were able to cover in this course.

***Initiating Ethnographic Research: A Mixed Methods Approach*** by Stephen L. Schensul et al.

<http://www.amazon.com/0759122016/>

If through this course you've decided you need to engage with the people who use the products and services you create, this book is a good place to start planning.

***The Opposable Mind: How Successful Leaders Win Through Integrative Thinking*** by Roger Martin

<https://hbr.org/product/opposable-mind-how-successful-leaders-win-through-/an/1892-HBK-ENG>

A further reading list is available at <http://dschool.stanford.edu/recommended-reading/>.

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### Extra Online Resources

#### Toolkit

<http://www.frogdesign.com/work/frog-collective-action-toolkit.html>

The Collective Action Toolkit puts design-thinking tools into the hands of local change agents to transform communities. Available for free download in English, French, Simplified Chinese, and Spanish.

#### Business Impact

<http://www.wired.com/2015/03/disney-magicband/>

The MagicBand at Disney is a great, tangible example of how thinking about a problem from a very different point of view, and then prototyping and iterating ideas swiftly, can create very tangible and impactful new ideas.

<http://www.dmi.org/?page=DesignDrivesValue>

I reference this article early in the course because it points to the value that design-led organizations create. While not only focused on the mindset of design thinking, this is a useful context around value.

#### Driving Change within an Organization

<http://designmind.frogdesign.com/2015/02/building-a-culture-of-collaboration/>

A short article on some of the factors to consider when seeking to bring a new mindset into an existing organization

[https://hbr.org/archive-toc/BR1509?cm\\_sp=Article\\_-\\_Links\\_-\\_Magazine%20Issue](https://hbr.org/archive-toc/BR1509?cm_sp=Article_-_Links_-_Magazine%20Issue)

The September 2015 *Harvard Business Review* edition on design thinking. (Note the link goes to the magazine archive on HBR.)

<https://medium.com/@rhysys/no-dickheads-a-guide-to-building-happy-healthy-and-creative-teams-7e9b049fc57d#.73p7kylu8>

A thoughtful article on what it takes to create a happy and healthy creative team

#### Human-Centered Design

<http://www.wired.com/insights/2013/12/human-centered-design-matters/>

A bit of history on why this matters

<http://designmind.frogdesign.com/collections/frog-design-research/>

Examples of human-centered design research from various industries

<https://hbr.org/2015/04/a-process-for-empathetic-product-design>

A clear approach for human-centered design and how it transformed a small start-up into one with broad adoption

#### Reframing

<http://www.fastcodesign.com/1672354/how-reframing-a-problem-unlocks-innovation>

I used this term, "reframing," a fair amount in the course. If you'd like to understand it more, this article describes it well and why it matters in the context of business today.

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### Case Studies for Review

<https://vimeo.com/71269639>

Touch Tunes Virtuo: reinvention of an iconic product for the modern age, and new technologies.

<http://www.frogdesign.com/work/ge-oil-gas.html>

GE Oil & Gas: transformation and process change within one of the world's largest firms

<http://designmind.frogdesign.com/collections/insights-idn/>

Mobile Banking in Indonesia: the process of designing banking solutions for rural Indonesians

<http://www.frogdesign.com/work/unicef-emergency-response-simulation-game.html>

UNICEF Emergency Response Game Simulation: creation of a game that enables funders to understand the complexity of relief work

<http://designmind.frogdesign.com/2014/08/creating-citizen-experience-myanmar/>

Creating the Citizen Experience in Myanmar: bringing design thinking to Myanmar

### Other Resources on Lynda.com

[frog's FEMA Disaster Relief Innovation](#)

Find out how frog helped FEMA create a plan for a community-run disaster relief program in the wake of Hurricane Sandy.

[Foundations of Design Research](#) with Peni Acayo and Andy Schwanbeck

To develop your skills in qualitative research

[Leadership Fundamentals](#) with Britt Andreatta

To continue thinking about how you can guide teams