Design Thinking: A Global Perspective

Darrell Mann
Design Thinking – 1987-style
Design Thinking – Today

Design Thinking Trend:

- design thinking idea: 100
- service design thinking: 90
- design thinking pdf: 85
- stanford design thinking: 85
- design thinking school: 80
- design thinking process: 75
- business design thinking: 70

Regions:
- Singapore: 100
- Chile: 30
- Brazil: 28
- Taiwan: 27
- Portugal: 22
- Australia: 20
- Colombia: 20

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Design Thinking – Relative Perspective I
Design Thinking – Literature

Reviews

SOLVING PROBLEMS WITH DESIGN THINKING
1 STORIES OF WHAT WORKS
JEANNE LIEDTKA, ANDREW KING, AND KEVIN BENNETT
Designing for GROWTH
a design thinking to
JEANNE LIEDTKA

How Designers Think
The Design Process Demystified
Tom Kelley and Jonathan LeDiamant

Design Thinking
Strategies for Enhancing Creativity

Design Thinking
for Strategic Innovation

Change by Design

Nigel Cross

DESIGN THINGS

A guide to the thinking, tools, and practices of design

Roger Martin

The Design of Business
Why Design Thinking is the Next Competitive Advantage

The Lean Startup

Popularity
How is Six Sigma Different from TQM?

The consulting bills are higher.
Design Thinking – Timeline

- 400BC
- 1972
- 1978
- 1991
- 1994

~1120 books
>100 this year
~60 patents

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Design Thinking – Impact?

• 98% of innovation attempts end in failure

• 98% of declared “design thinking” innovation attempts end in failure

• BUT…. 
ICMM Level 1

“Business”

“Tech/Ops”

“Efficiency Engine”
ICMM Level 2

“Efficiency Engine”

“Business”

“Tech/Ops”

Learning & Innovation
“MBA” world

Everything’s working
Feels good
Clear rules
Clear Direction
(‘Progress’)
Converge-Converge
Knowledge exists
(‘Application’)
Routine
Manage-able
Controllable

“design thinking” world

Nothing seems to work
Uncomfortable/horrible
Confusion
Find ‘new rules’
Challenge assumptions
Diverge-Converge
Knowledge has to be found
(‘Exploration’)
Creativity
Not manage-able
‘Out of control’
Death By A Million Tools
Design Thinking – When?

<table>
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<th>ICMM1</th>
<th>ICMM2</th>
<th>ICMM3</th>
<th>ICMM4</th>
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<td>SEEDING</td>
<td>CHAMPIONING</td>
<td>MANAGING</td>
<td>STRATEGISING</td>
<td>VENTURING</td>
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**THE PIRATE’S DILEMMA**
How youth culture is reinventing capitalism

**MATT MASON**

**THINKERTOYS**
Second Edition

**A GIANT HABIT**
Designing for growth

**JEANNE LIEDTKA AND TIM OGLIVIE**

**a fine line**
A design thinking toolkit for managers

**HARTMUT ESSELINGER**

**INNOVATION CAPABILITY MASTERY MODEL: An Introduction**

Darrell Mann

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“Design Thinking” is an absolutely necessary 21st 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

“Design Thinking”
we are here…

..the job is to get here