Course Title: Using Design Thinking and Innovation Techniques to Change Your Organization
Course Code: Bus 233
Instructor: James Young

Course Summary:
This course will be a very interactive, hands-on and activity-oriented experience. Come prepared to lower your professional guard and access your creative flexibility. We will gather information concretely and process it actively. We’ll apply what we observe to the practical world around us in order to achieve results.

In this experiential course, you will learn design thinking and innovation tools that anyone can use and methods for inspiring your peers to more innovative thinking. We will cover proven processes for engaging with customers and turning that research into insights which can be converted into actionable innovations. Techniques like Tangible Thinking and Empathy and Journey Mapping will help you uncover areas ripe for innovation and identify uniquely suited solutions. By the end of the course, you will have the tools for increasing your personal and group effectiveness, and techniques for gaining buy-in from a group and transitioning a team’s solutions and output to a desired future state. As the person who brings these tools to your organization, you will have everything you need to change how your company thinks and acts.

*Please see course page for full description and additional details.

Grade Options and Requirements:
- Letter Grade (A, B, C, D, No Pass)
  - All assignments will be graded on a completed / not completed basis
    - Attendance 10%
    - Participation 40%
    - Homework completion 10%
    - Final presentation 40%
- Credit/No Credit (CR/NC)
  - A passing grade (for "Credit") = at least 70% of expectations accomplished
- No Grade Requested (NGR)
  - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.

Please contact the Stanford Continuing Studies office with any questions
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Tentative Weekly Outline:

Week 1: Jan 12
Introductions
Experience: Really rapid user research.
Presentation: Introduction to design thinking.
Discussion: Invisible walls, creative bravery, and trust.
Experience: Intro to sketch noting. (Guest lecturer)

Week 2: Jan 19
Experience: Journey-mapping your life: This is a personal take on learning a powerful way to visualize the entire “flow” of a customer/user experience ... whether it’s how a task is achieved, or how a product or service interacts with their work or life. Use a journey map to show and understand how a process unfolds. (Guest lecturer)

Week 3: Jan 26
Experience: Tangible thinking workshop: How to use our collective minds and bodies to discover opportunities for innovation end-to-end with your product or service. We will also learn about graphical facilitation. (Guest participant/lecturer)

Week 4: Feb 2
Presentation/experience: Gathering customer insights: Your organization can only innovate for your target customers by understanding their thoughts, emotions, and motivations related to purchasing and using your product/service. Knowing the choices your audience makes (and the behaviors they engage in) is the first step toward designing to meet their needs. We will learn how to define your broad goal, define your target audience, generate key questions, and create a protocol.
Homework: Conduct user research “in the wild” and create related artifacts.

Week 5: Feb 9
Experience: Uncovering patterns from our research: Experience a methodology to analyze and synthesize your data. We will break it all down and put it back together to find themes and discover “what it all means.” We will look at how to turn raw data from your target audience into themes/patterns, then into insights, and ultimately into provocative questions that will empower your team to brainstorm solutions.

Week 6: Feb 16
Experience: Brainstorming techniques: This will include the “go broad to go narrow” and “brain storming alone together” methods. These both create a distinct segment of time when you intentionally turn up the generative part of your brain - and turn down the evaluative part.

Week 7: Feb 23
Experience: Crafting storyboards and prototypes, prototyping non-tangible experiences:
Prototyping involves giving form to an idea so we can learn from it, evaluate it, and improve upon it. As children, we inherently knew the power of prototyping and storyboards. Let’s learn to re-harness that power.

Homework: Refine storyboards and prototypes.

Week 8: Mar 2
Experience: Rapid research and experiments with users: You have a solution in mind to a particular problem. It’s an idea you can easily imagine will lead to an improved future for your target audience - as well as adoption and conversion (and possibly revenue) for your organization - but how can you know it will actually work?
Homework: User feedback “in the wild.”

Week 9: Mar 9
Presentation/Discussion: Building buy-in by expressing the journey and using the art of storytelling: We’ll discuss “the report,” “the explanation,” “the pitch,” and “the drama,” and how to draw from them to create an engaging presentation.
Experience: Creating final presentations.
Homework: Finish final presentation.

Week 10: Mar 16
Experience: Final class presentations and celebration.