

Enterprise Design Thinking Framework

Design is the intent behind an outcome. Human-centered outcomes require you to develop empathy with the people you serve. Enterprise Design Thinking helps teams understand people's needs, form intent, and deliver outcomes to satisfy those needs, at speed and scale.

VOCABULARY TERMS

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 multidisciplinary 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 building multidisciplinary teams.

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

Apply 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

TRY IT TODAY

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 use Enterprise Design Thinking see a 300% return on investment."

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

03

Share the Forrester study, [The Total Economic Impact™ Study Of IBM's Design Thinking Practice](#).

