



Week 2 Additional Reading

Design Thinking

Kolko, J. (2015). Design thinking comes of age. Harvard Business Review. Retrieved from <https://hbr.org/2015/09/design-thinking-comes-of-age>

Skok, M. (2012). How to build a compelling value proposition. Retrieved from <https://ed.ted.com/on/5HkltSD1#watch> (1:30.00 mins)

(This video lesson is also worth watching)

Strategyzer. (2018). The value proposition canvas. Retrieved from <https://strategyzer.com/canvas/value-proposition-canvas> (video only – 3.5 mins)