**Enterprise
Design
Thinking**

Restless reinvention

∞

VOCABULARY TERMS

restless reinvention:
a principle of Enterprise Design Thinking that represents continuously testing and learning in order to improve the solution to a problem

prototype: a first or early example that is used as a model for what comes later

ideate: to come up with new ideas

iterate: to change something (an idea, a product, a service, etc.) in small or big ways, in order to gradually improve it over time

KEY CONCEPTS TO REMEMBER

**Brainstorming:
Quantity over quality**

Ideating is about letting go of preconceived notions and judgement so you can think outside the box. When brainstorming, first set aside time to create as many ideas as possible, and don't worry about which are "good" or "bad."

Fail fast and cheap

Making can take many forms. By having a bias toward action, you can quickly prototype an idea, show it to a real user or stakeholder, process the feedback, make changes, and repeat. This process of learning through the Loop will allow your team to "fail" early and quickly, by observing what works and what doesn't.

**Enterprise
Design
Thinking**

Visualize it!

The next time you have a new idea to share with your team, draw it on paper first. Think about how a diagram or visual representation might convey something that words could not. After all, a picture is worth 1,000 words.

TRY IT TODAY

01

Draw a simple storyboard of a user's experience with marker and paper.

02

Represent a system or ecosystem using simple connecting shapes and lines.

03

Print out something inspirational you found online and draw your own thoughts on top of it.