

The one thing that will

**TRANSFORM
HOW YOU THINK**

by @petesena ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶





IMAGINE A NEW PRODUCT

that can benefit real people



APPS + OBJECTS + AUDIENCES

Any app/Api

Amazon
Basecamp
Evernote
Facebook
Google Maps
LinkedIn
Pinterest
Salesforce
Snapchat
Trello
Twitter
Twillio
Waze
Yelp
Youtube

Any Object

Animals
Automobiles
Bank Accounts
Camera
Clothing
Collectibles
Food
Games
Homes
Laptop
Secrets
Tablet
Weather

Audience Type or Behavior

Amputees
Busy Parents
Frequent online shoppers
Forgetful Millenials
Healthcare Practitioners
Prescription drug users
Small Business Owners
Sports Fanatics
Teachers
Third World Government officials
Time-starved Technophiles
Underprivileged Children



TIME'S UP!



DESIGN THINKING

*Critical
Thinking*

*Problem
Solving*





DESIGN THINKING

*is a process for solving complex
problems through observation
and iteration*

Observation
(Authentic, Empathy)

DESIGN THINKING

Iteration
(Test, Validate, Repeat)

*is the glue between
all disciplines*



*Minds are like parachutes;
they only function when open.*



PROBLEM





EMPATHY





OPEN MIND





CURIOSITY

COMMITMENT





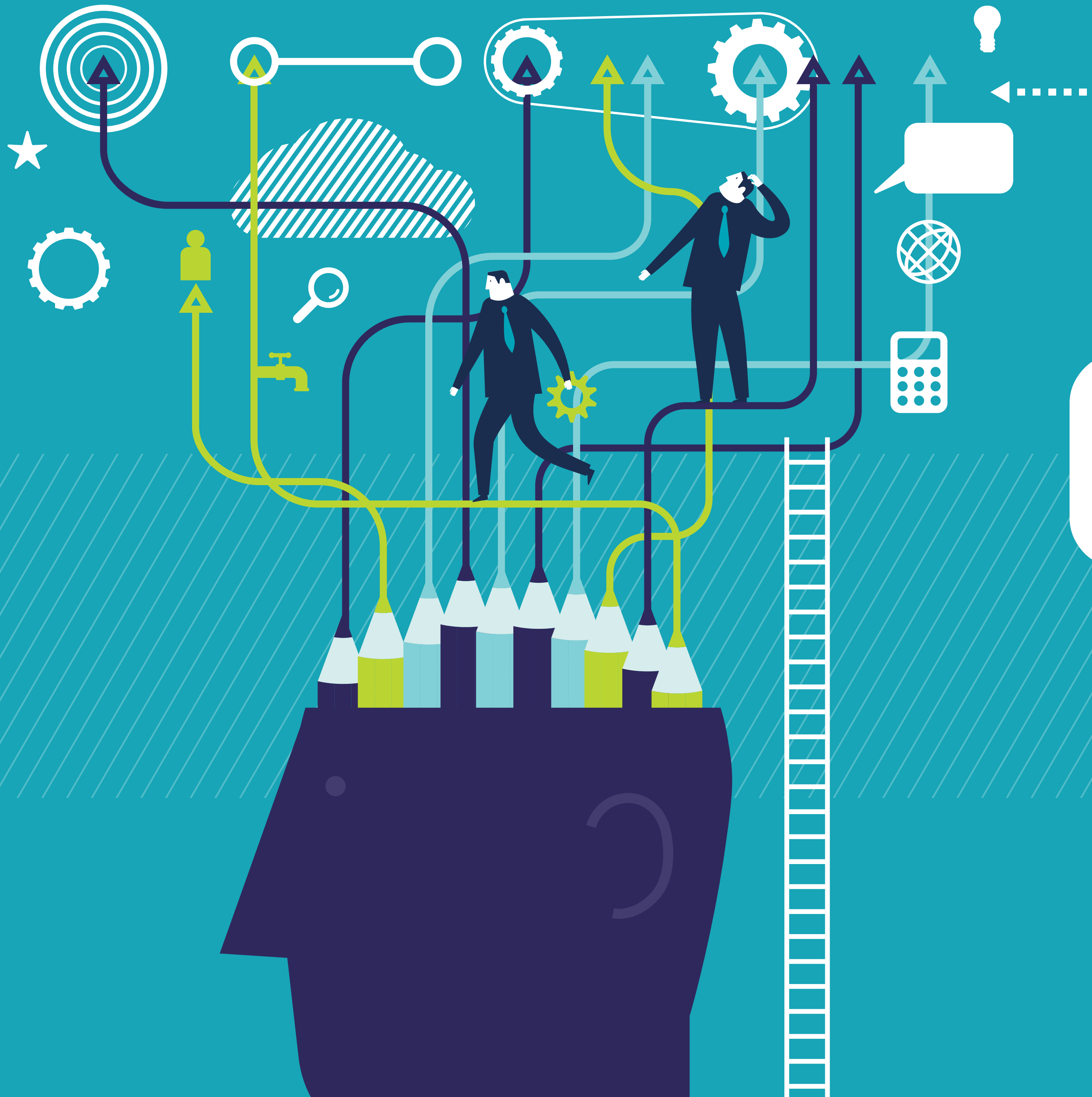
FRAMING
MAKING
VALIDATING
IMPROVING



QUESTION

everything

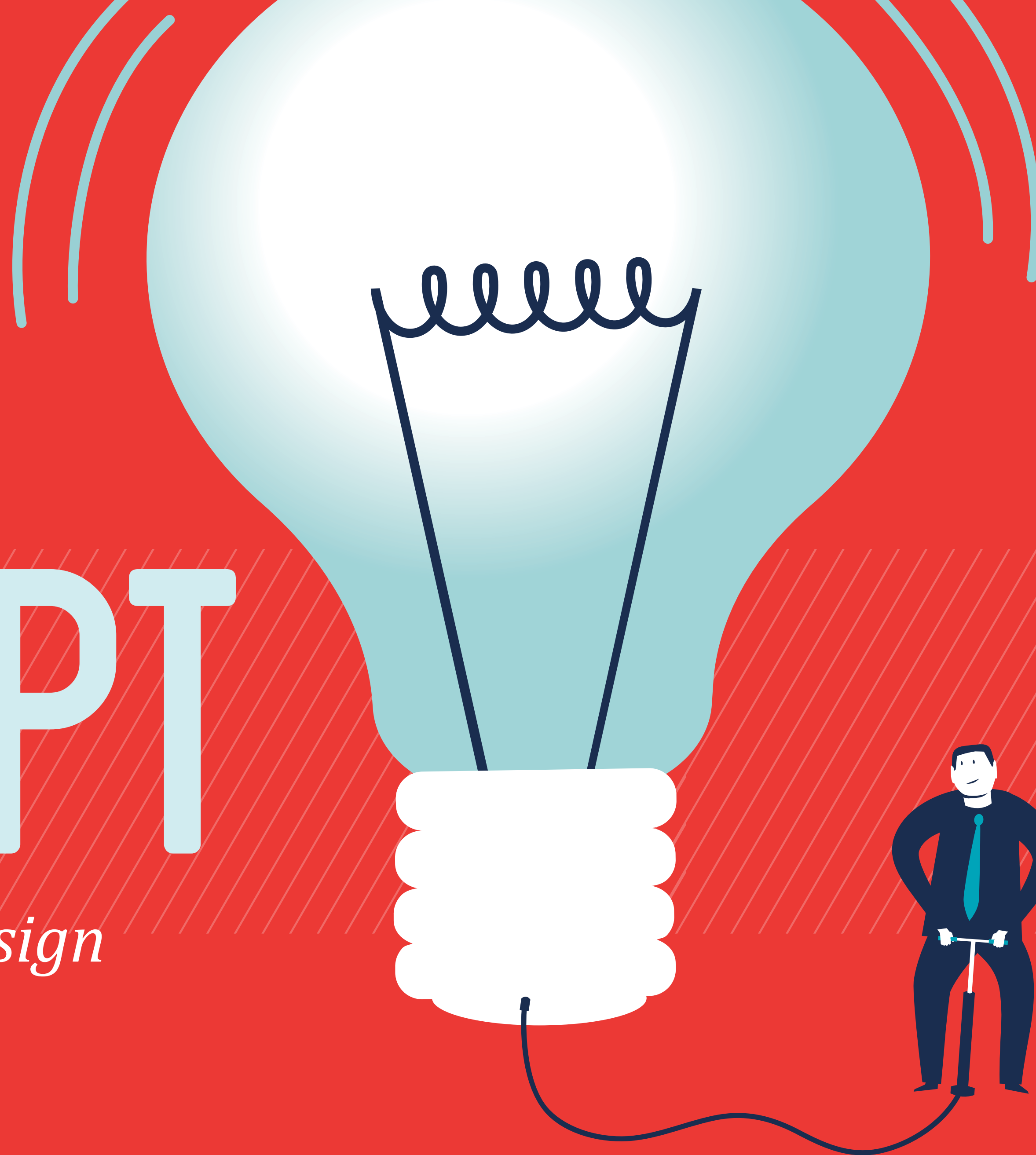




CONNECT *the* DOTS

DISRUPT

by design



Just go

BUILD IT





PLAY VIDEO

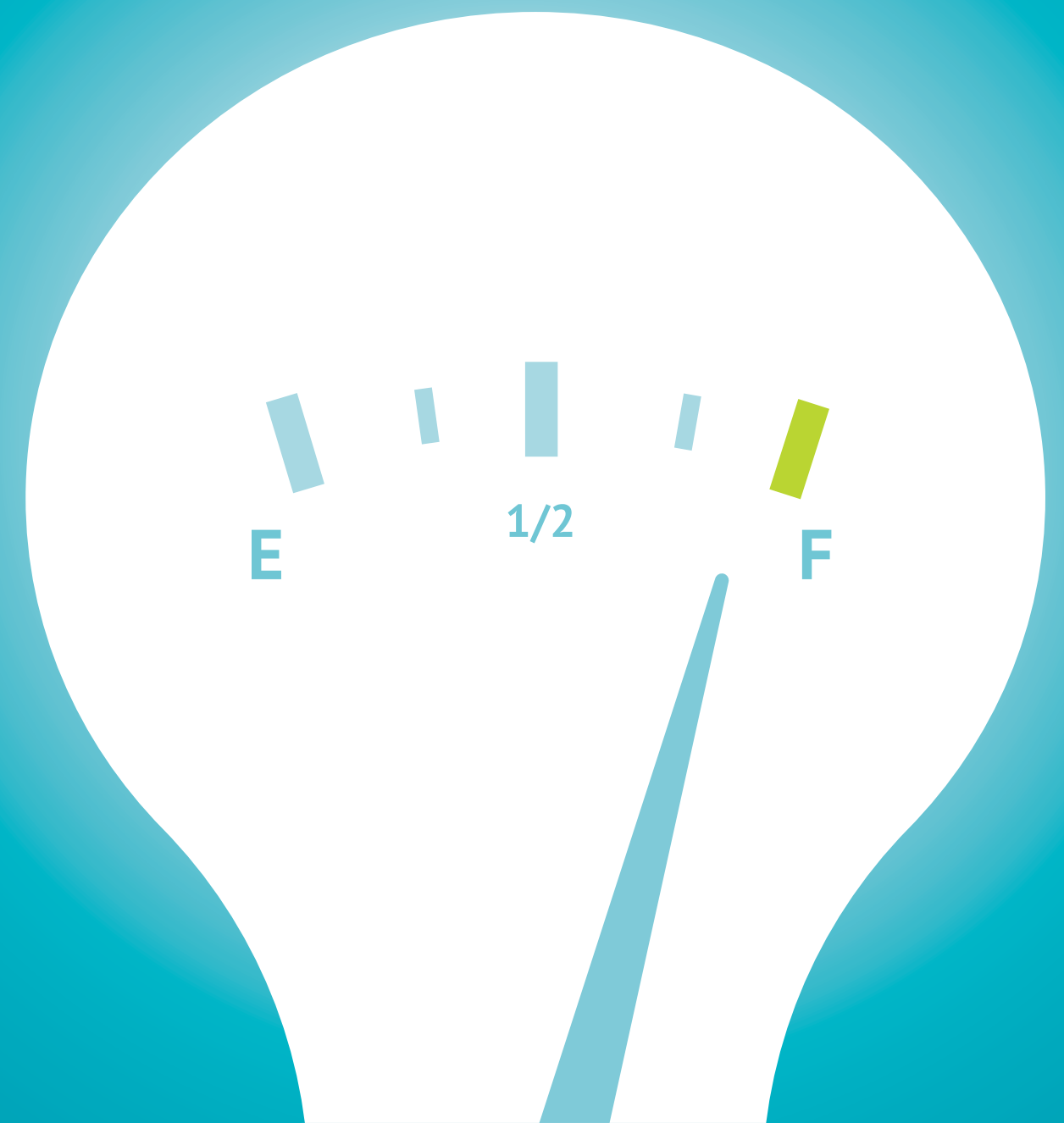




ITERATION

unlocks innovation





Innovation through
COLLABORATION

IMPROVE

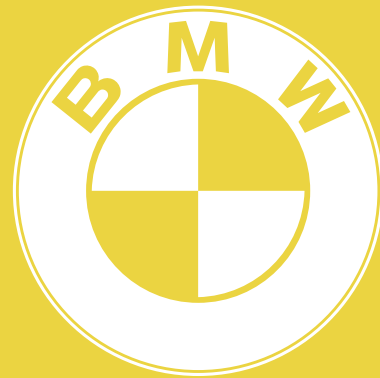
what is, to create something new





BUSINESS BENEFITS

*Taking enterprise creativity
to the next level*



3M



ebay™

digitalsurgeons

BURBERRY

amazon

Welcome to the
**INNOVATORS'
CIRCLE**

redbox

NETFLIX

Google™

SAMSUNG

Walgreens

Walmart*

Microsoft

CITRIX®

IDEO

jetBlue

PNC BANK





**DONT CELEBRATE FAILURE
LEARN FROM IT**

*If history were
taught in the form of*

STORIES

*it would never be
forgotten*

- Rudyard Kipling



MAD-LIBS

OUR _____

PRODUCTS AND SERVICES

HELP(S) _____

CUSTOMER SEGMENT

WHO WANT TO _____

JOBS TO BE DONE

BY _____

VERB (E.G., REDUCING, AVOIDING)

AND A CUSTOMER PAIN

AND _____

VERB (E.G., INCREASING, ENABLING)

AND A CUSTOMER GAIN

(UNLIKE _____)

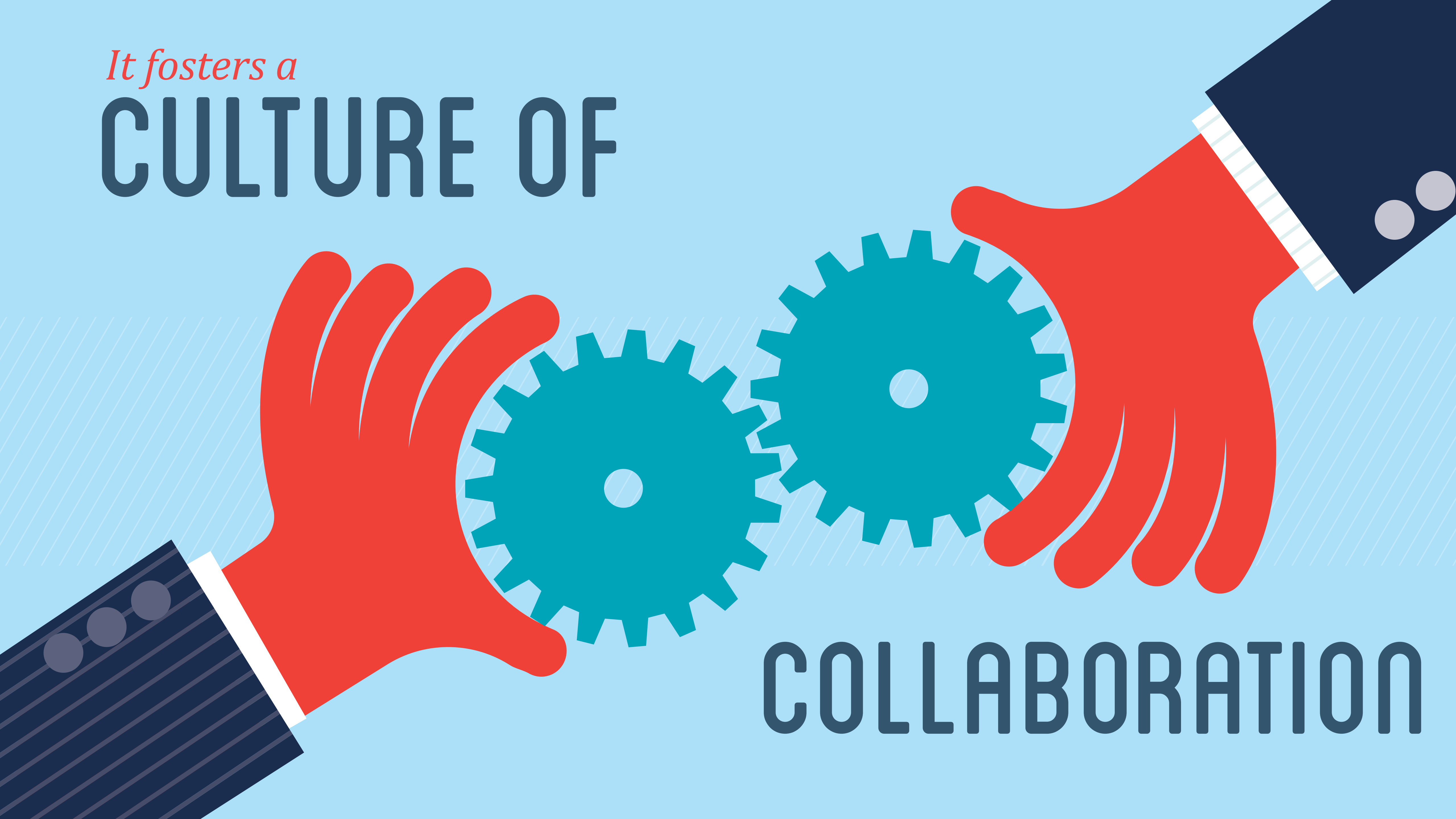
COMPETING VALUE PROPOSITION

to the rescue!



It fosters a

CULTURE OF

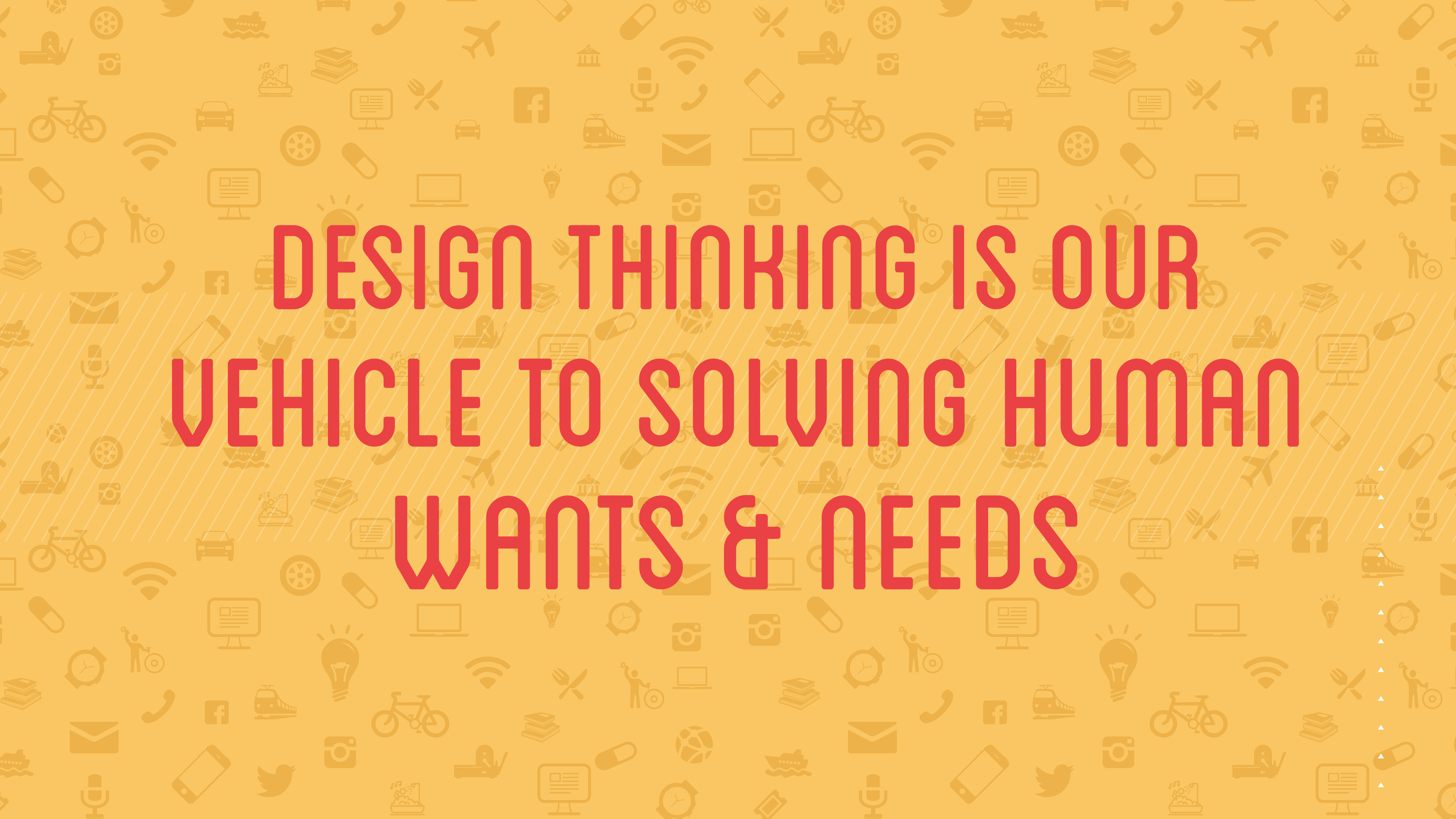


COLLABORATION

Leaves room for

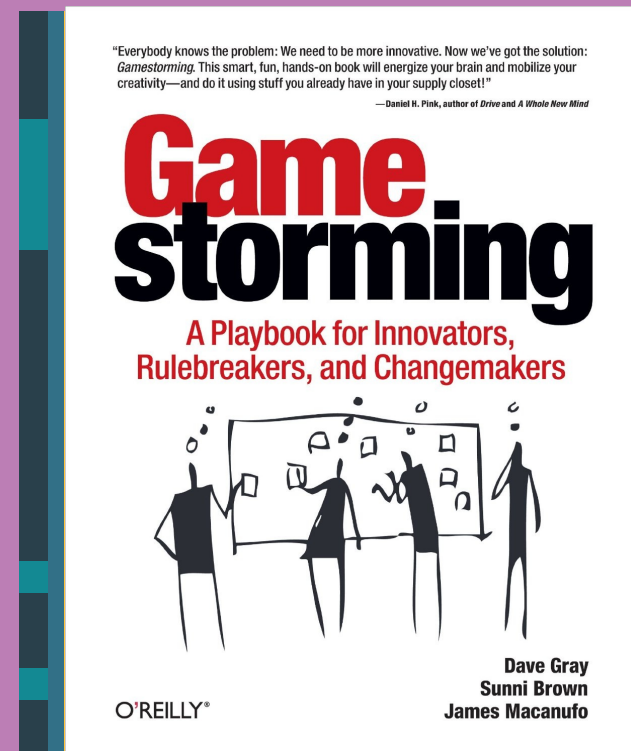
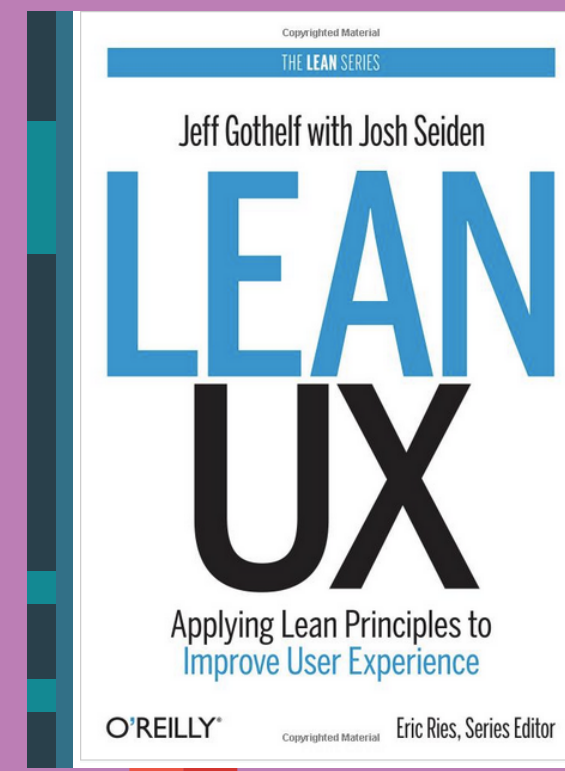
NATURAL GROWTH



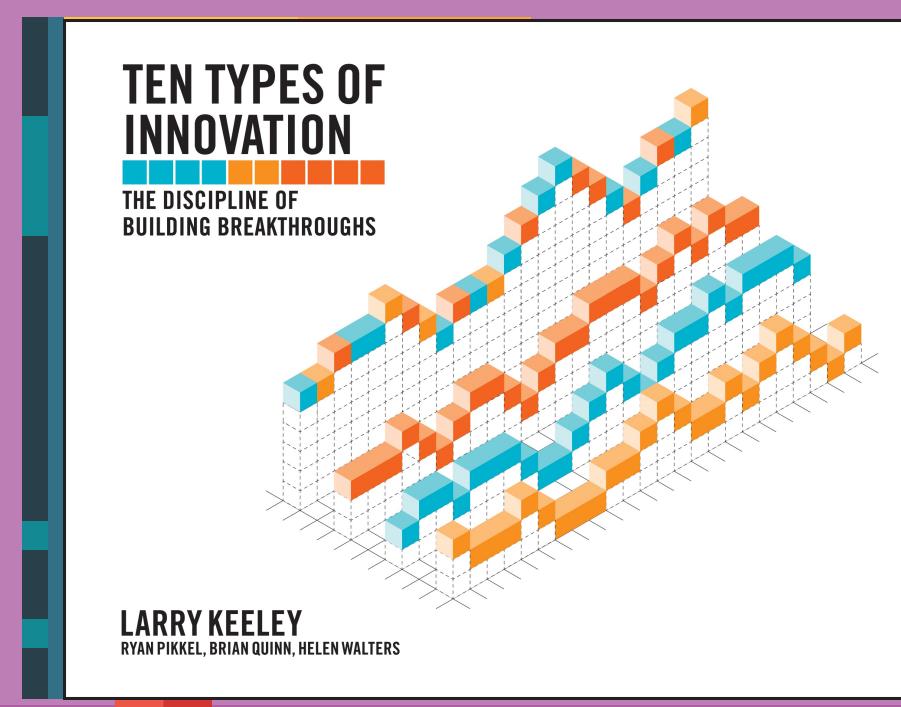
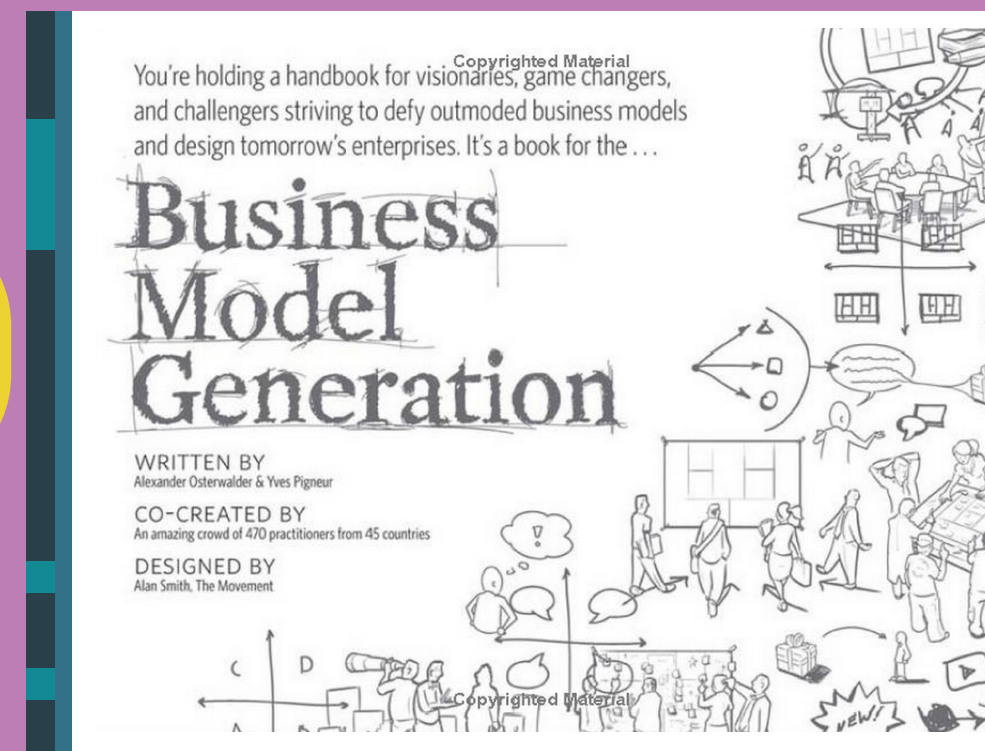
The background is a solid yellow color with a repeating pattern of small, light-yellow icons. These icons represent various concepts such as technology (laptop, smartphone, Wi-Fi, camera), transportation (car, bicycle, train, airplane), communication (phone, envelope, speech bubble), and general human needs (lightbulb, fork and knife, person in wheelchair, stack of books).

**DESIGN THINKING IS OUR
VEHICLE TO SOLVING HUMAN
WANTS & NEEDS**

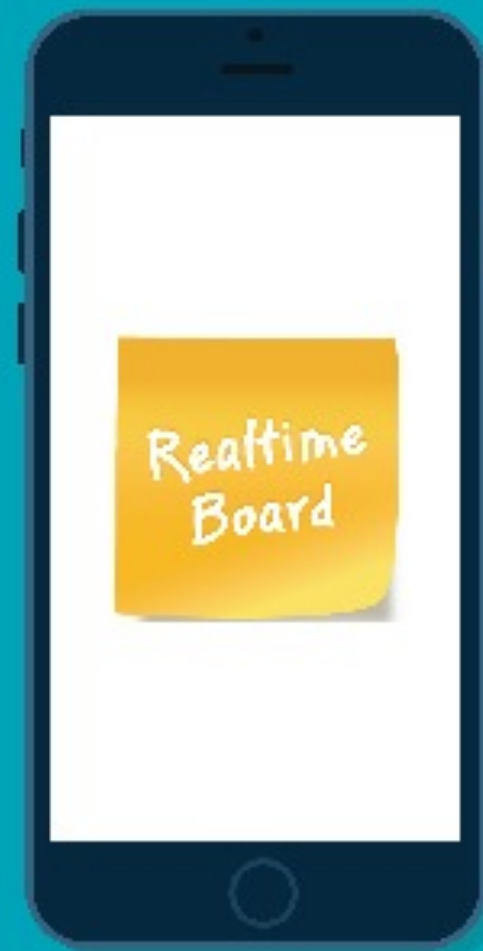
NEVER



STOP



LEARNING



Some great

DIGITAL TOOLS



Let's change the world
BY DESIGN



Let's change the world
BY DESIGN





Let's change the world

BY DESIGN

Go open your #ideaParachutes

via @petesena



Let's change the world 

BY DESIGN

Go open your #ideaParachutes

via @petesena

