**Design Thinking**

1. **Start with the “customer” experience in mind -** Design thinking is a process that puts a human being, or a group of humans, at the center of an identified problem. It then focuses on methods that help get to the root of what is truly going on for them and asks questions like what are their problems and concerns? What are their thoughts?
2. Rapid prototype, constant feedback, expect setbacks - Navigate project setbacks by empathizing with stakeholders, defining problems clearly, and prototyping solutions.
3. **“Yes and . . .”**

**Ideation techniques**

1. **Brainstorming -** Creative problem-solving technique where individuals or groups generate a multitude of ideas to address a specific issue or challenge. This method encourages open thinking and the free flow of ideas, promoting innovative solutions and collaboration.
2. Provocation - Provocation is a lateral thinking technique. It involves making shocking or outrageous statements about the problem you're trying to solve. Then, you begin to work back through several further steps. The technique is most useful when your provocations are far-out.
3. Social Listening - Analyze online conversations and metadata around any topic, niche, person, etc. to tap into what people are saying regarding a specific topic, how many people are paying attention and what their feelings are.

1. Random Word Stimulation – This is a simple and effective technique for generating new ideas and solving problems. It involves picking a random word and using it to stimulate your thinking and explore new connections.

**Idea Development**

1. Start, Stop, Continue:
* Start List: Ideas that you don’t currently do but that would be good to start doing.
* Stop List: Things you’re currently doing but should stop doing because they’re not adding any value.
* Continue List: Things that have been working well and should be adopted as part of your team’s core activities.
1. **Six Hats** - A structured method for group discussion and individual thinking.

It involves six metaphorical hats, each representing a different type of thinking.

1. 5 Whys - A method that involves iteratively asking “why” five times to unveil the fundamental cause of a problem.

“Six Thinking Hats” Technique developed by Edward de Bono

**Blue Hat: "the Conductor's Hat"**

When you or your team are in blue hat mode, you focus on controlling your thinking and managing the decision-making process. You have an agenda, ask for summaries, and reach conclusions.

**Green Hat: "the Creative Hat"**

The green hat represents creative thinking. When you're "wearing" this hat, you explore a range of ideas and possible ways forward.

**Red Hat: "the Hat for the Heart"**

This hat represents feelings and instincts. When you're engaged in this type of thinking, you can express your feelings without having to justify them logically.

**Yellow Hat: "the Optimist's Hat"**

With yellow hat thinking, you look at issues in the most positive light possible. You accentuate the benefits and the added value that could come from your ideas.

**Black Hat: "the Judge's Hat"**

This hat is about being cautious and assessing risks. You employ critical judgment and explain exactly why you have concerns.

**White Hat: "the Factual Hat"**

The white hat represents information gathering. Think about the knowledge and insights that you've collected already – but also the information you're missing, and where you can go to get it.

These “hats” are combined in different combinations and exercised for various time periods.

For today’s exercise, we will individually:

1. Individually generate a short list of ideas (Sheet 1)
2. Share ideas with group
3. Use your favorite idea to expand via “Six Hats” (Sheet 2)
4. “Six Hats” exercise on a selected idea/concept
5. “Six Hats” group exercise on a selected idea/concept (Sheet 2)

Sheet 1

Without focusing on utility, feasibility, relative merits, etc. generate a list of 6-10 ideas that you feel are worth potentially exploring. You will have 5 minutes for this exercise.

1)

2)

3)

4)

5)

6)

7)

8)

9)

10)

Pick the top three from your list to share with the group.

Sheet 2

**White Hat**: Facts, data, and information.

**Red Hat**: Emotions, feelings, and intuition.

**Black Hat**: Potential risks, downsides, or problems.

**Yellow Hat**: Potential benefits, advantages, or positive aspects.

Selected Idea:

Yellow Hat (5 min):

Red Hat (2 min):

Black Hat (4 min):

White Hat (3 min):

Red Hat (2 min):

Sheet 2

**White Hat**: Facts, data, and information.

**Red Hat**: Emotions, feelings, and intuition.

**Black Hat**: Potential risks, downsides, or problems.

**Yellow Hat**: Potential benefits, advantages, or positive aspects.

Selected Idea:

Yellow Hat (5 min):

Red Hat (2 min):

Black Hat (4 min):

White Hat (3 min):

Red Hat (2 min):

Sheet 2

**White Hat**: Facts, data, and information.

**Red Hat**: Emotions, feelings, and intuition.

**Black Hat**: Potential risks, downsides, or problems.

**Yellow Hat**: Potential benefits, advantages, or positive aspects.

Selected Idea:

Yellow Hat (5 min):

Red Hat (2 min):

Black Hat (4 min):

White Hat (3 min):

Red Hat (2 min):