DESIGNING OUR WAY INTO THE FUTURE

The UCLA Anderson Design Team: Lara Heberlein & Kati Clement-Frazier

December 2015
WHEN YOU THINK ABOUT DESIGN AND DESIGN THINKING, WHAT’S THE FIRST THING THAT COMES TO MIND?
“Design Thinking is a process AND a mindset. But it’s also much more than that. Implemented in daily work, the problem-solving potential of Design Thinking finds its expression in the form of a living innovation culture. This is even more the case when holistic and user-centered solutions are sought.”

- Hasso-Plattner-Institut
DESIGN THINKING MINDSETS

» Empathy

» Prototyping

» Failure
DESIGN THINKING PROCESS

Learn from People

Find Patterns

Design Principles

Make Tangible

Iterate Relentlessly
DESIGN IS EVERYONE’S JOB

“When you take this view on design, a design-centric culture transcends design as a role, imparting a set of principles to all people who bring ideas to life.”

- Jon Kolko, HBR, Sept 2015
### WHY IS DESIGN THINKING IMPORTANT TO OUR WORK?

| Empathy          | • Deeply understand our clients’ needs  
|                  | • Connectivity with team  
|                  | • Ask the right questions  
| Prototyping      | • Play in open enrollment space and pull into custom work  
|                  | • Model experimentation for our clients  
|                  | • Client team application projects  
| Failure          | • Build trust/relationship with clients  
|                  | • Spirit of experimentation  
|                  | • Iterate/Learn/Recalibrate  

DESIGN THINKING @ UCLA ANDERSON

For our clients...

Mindsets

» Practicing Empathy in Action Learning

For our ourselves...

Process

» Small Experiments to Accelerate our Strategy
“How can I apply design thinking principles to these areas of my work?”

1. Client Offerings
   - Custom, Open Enrollment, Online, etc.

2. Business Development
   - Marketing, Client Engagement Process, Proposals, etc.

3. Internal Operations
   - Program Management, Operations, Finance, etc.

4. Faculty
   - Faculty engagement & partnership

5. Yourself
   - Your Own Routines & Practices
QUESTIONS TO TAKE BACK TO YOUR ORGANIZATION

HOW MIGHT WE...

» ...build stronger emotional connections with our clients/participants?

» ...reframe how we approach design of our offerings?

» ...embrace a culture of design thinking to build a stronger competitive advantage?

*hint: design thinking can help*