

UCLA Anderson Executive Education

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# **DESIGNING OUR WAY INTO THE FUTURE**

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WHEN YOU THINK ABOUT  
**DESIGN AND DESIGN THINKING,**  
WHAT'S THE FIRST THING THAT  
COMES TO MIND?

# DESIGN THINKING: A DEFINITION (AMONG MANY)

“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	<ul style="list-style-type: none"><li>• Deeply understand our clients' needs</li><li>• Connectivity with team</li><li>• Ask the right questions</li></ul>
Prototyping	<ul style="list-style-type: none"><li>• Play in open enrollment space and pull into custom work</li><li>• Model experimentation for our clients</li><li>• Client team application projects</li></ul>
Failure	<ul style="list-style-type: none"><li>• Build trust/relationship with clients</li><li>• Spirit of experimentation</li><li>• Iterate/Learn/Recalibrate</li></ul>

# DESIGN THINKING @ UCLA ANDERSON

**For our clients...**

***Mindsets***

- » Practicing Empathy  
in Action Learning

**For our ourselves...**

***Process***

- » Small Experiments  
to Accelerate our  
Strategy



# LET'S TALK!

“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)*

THINK IN THE NEXT

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