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PLA 2016
The Five Steps

Empathize
- First and most difficult step
- Really target your audience
- Listen

Define the problem
- Talk about aspirations & challenges
- Look at solutions
- How might we...

Brainstorm
- Go for quantity
- Encourage wild ideas
- Defer judgment
- Headline or sketch ideas
- Build with “Yes, AND…”

Prototype
- Start small and low cost
- Listen and revise
- Try again

Pilot
- Broaden your audience
- Add a little more
- Listen and revise
- Try again

If Nothing Else, Remember
- Don’t make assumptions
- Take the time to discover what is needed
- Involve your target audience as much as possible
- Communicate with your team frequently
- Just go ahead and try it
- It’s okay to fail; it’s an opportunity to improve
- Mistakes are helpful: they lead to innovation
- Go with the flow
- Always have a plan B— it helps

Design thinking can be useful to solve organizational problems
Not just for customers
Helps change the way your staff thinks about solving problems

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