Exploring the role of mindset in design thinking: Implications for capability development and practice

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Design thinking is a human centred and creative approach for solving complex and strategic problems.
Design led professionals require four competency sets.
Design thinking focuses on knowledge, skill and tool sets.

Adapted from Nelson & Stolterman (2012), The Design Way.
Mindset is the secret sauce.
Qualitative methodology
an expert interview study and
two organisational case studies.
Two key mindsets.

Design thinking as a way of work.

Design thinking as a way of life.
Design thinking as a way of work.

Process oriented.
Focus on tools for results.
Mindsets are not mutually exclusive.

A way of work is a subset of a way of life.
Mindsets and characteristics.
Mindset in practice.

Process
Innovation
Commercial gain
Competitive advantage

Design thinking as a way of work.

Way of thinking
Complex problem solving
Positive change
Altruism

Design thinking as a way of life.
Design thinking maturity matrix.

Design expert.

Design thinking as a way of work.

Design novice.

Design thinking as a way of life.
Design thinking maturity matrix.

- Stylist
- Design led professionals
- Most organisations start here
- Social entrepreneurs
Mindset in practice.

Time

Design thinking as a way of work. Experience Design thinking as a way of life.
Growing to maturity requires all four competency sets.
Thank you.

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