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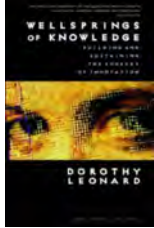
# HOW TO GET IN TOUCH WITH DESIGN THINKING

## SOME RECOMMENDATIONS FOR READINGS

If you want to learn more about design thinking and/or to start building your own library, I have compiled a list of recommended readings. Enjoy!

# Book Recommendations

## Design Thinking Fundamentals



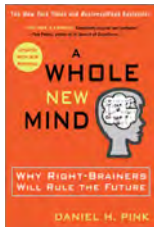
Dorothy Leonard-Barton (1995):  
Wellsprings of Knowledge – Building and Sustaining the Sources of Innovation.



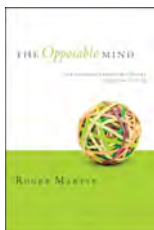
Richard K. Leister and Michael J. Piore (2004):  
Innovation – The Missing Dimension.



Eric von Hippel (2005):  
Democratizing Innovation.



Dan Pink (2005):  
A Whole New Mind – Why Right-Brainers Will Rule the Future.

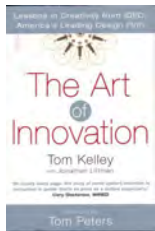


Roger L. Martin (2007):  
The Opposable Mind – How Successful Leaders Win Through Integrative Thinking.



Susan Cain (2013): Quiet – The Power of Introverts in a World That Can't Stop Talking.

## Design Thinking Classics



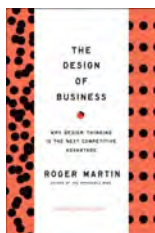
Tom Kelley and Jonathan Littman (2001):  
The Art of Innovation.



Jane Fulton Suri (2005):  
Thoughtless Acts – Observations on Intuitive Design.



Tim Brown (2009):  
Change by Design – How Design Thinking Transforms Organizations and Inspires Innovation.



Roger L. Martin (2009):  
The Design of Business: Why Design Thinking is the Next Competitive Advantage.



Richard Verganti (2009):  
Design-Driven Innovation: Changing the Rules of Competition by Radically Innovating What Things Mean.



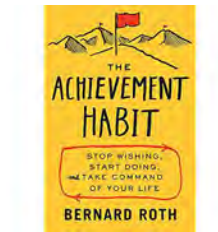
Gavin Ambrose and Paul Harris (2009):  
Design Thinking – The Act or Practice of Using Your Mind to Consider Design.



Scott Doorley and Scott Witthoft (2012):  
make space – How to Set the Stage for Creative Collaboration.

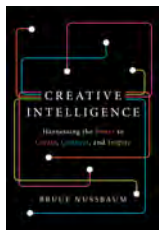


Idris Mootee (2013): Design Thinking for Strategic Innovations: What They Can't Teach You at Business or Design School.



Bernhard Roth (2015): The Achievement Habit – Stop Wishing, Start Doing, and Take Command of Your Life.

## Design Thinking Deep Dive



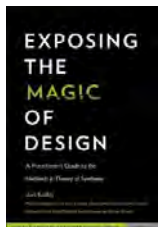
Bruce Nussbaum (2013): Creative Intelligence: Harnessing the Power to Create, Connect, and Inspire.



Tom Kelley, David Kelley (2013): Creative Confidence: Unleashing the Creative Potential within us all.



Keri Smith (2008):  
How to be an Explorer of the World.



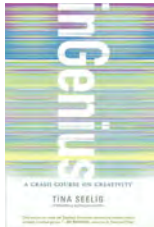
Jon Kolko (2011):  
Exposing the Magic of Design: A Practitioner's Guide to the Methods and Theory of Synthesis.



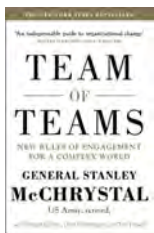
Alan Cooper (2004):  
The Inmates are Running the Asylum.



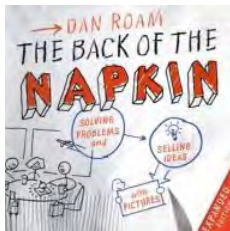
Marc Sniukas, Parker Lee, and Matt Morasky (2016): The Art of Opportunity – How to Build Growth and Ventures Through Strategic Innovation and Visual Thinking.



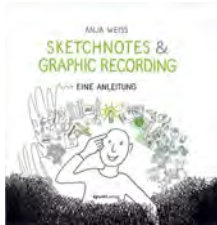
Tina Seelig (2012): inGenius: A Crash Course on Creativity.



Stanley McChrystal (2015): Teams of Teams – New Rules of Engagement for a Complex World.



Dan Roam (2008):  
Back on Napkin – Solving Problems and Solving Ideas with Pictures.



Anja Weiss (2016):  
Sketchnotes & Graphic Recording – Eine Anleitung.



Saul Greenberg, Sheelagh Carpendale, Nicolai Marquardt and Bill Buxton (2012):  
Sketching User Experiences – The Workbook .



Ideenrausch  
1 und 2



Learning Map  
“Visual  
Facilitating ”



Bikablo 1.0 and 2.0



David Sibbet (2010):  
Visual Meetings – How Graphics, Sticky Notes & Idea Mapping Can Transform Group Productivity.



Scott McCloud (2006):  
Making Comics.



Wimer Hazenberg, Menno Huisman (2012): 75 Tools for Creative Thinking



Learning Map "Projectmanagement"



Jochen Gürtler, Johannes Meyer (2013): 30 Minuten Design Thinking.



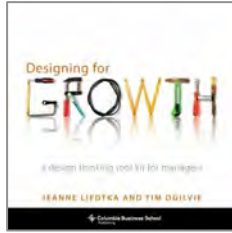
Dave Gray, Sunni Brown, James Macanuso (2010):  
Gamestorming – A Playbook for Innovators, Rulebreakers, and Changemakers.



Alexander Osterwalder and Yves Pigneur (2010):  
Business Model Generation.



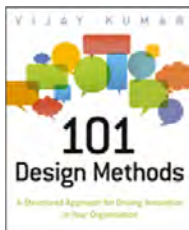
Alexander Osterwalder, Yves Pigneur, Greg Bernada, Alan Smith (2015): Value Proposition Design.



Jeanne Liedtka and Tim Oglivie (2011):  
Designing for Growth – A Design Thinking Toolkit for Managers.



Jeanne Liedtka, Tim Oglivie, and Rachel Brozenske (2014):  
Designing for Growth Field Book – A Step-by-Step Project Guide.



Vijay Kumar (2013): 101 Design Methods – A Structured Approach for Driving Innovation in Your Organization.



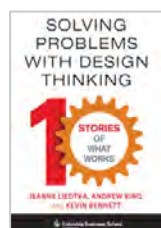
Eric Ries (2011): The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses.



Ash Maurya (2012): Running Lean – Iterate from Plan A to a Plan that Works, 2<sup>nd</sup> Edition.



Brant Cooper, and Patrick Vlaskovits (2016): The Lean Entrepreneur, 2<sup>nd</sup> Edition.



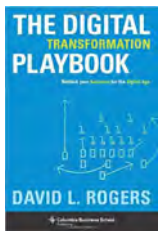
Jeanne Liedtka, Andrew King, Kevin Bennett (2013):  
Solving Complex Problems with Design Thinking: Ten Stories That Worked.





Kursty Groves, Will Knight, and Edward Denison (2010): I Wish I Worked There! A Look Inside the Most Creative Spaces of the World's Most Famous Brands.

## Digital Transformation with Design Thinking



David L. Rogers (2016): The Digital Transformation Playbook – Rethink Your Business for the Digital Age.



George Westerman, Didier Bonnet, and Andrew McAfee (2015): Leading Digital – Turning Technology into Business Transformation.



Christian Hoffmeister (2015): Digital Business Modelling – Digitale Geschäftsmodelle entwickeln und strategisch verankern.



Dark Horse Innovation (2016): Digital Innovation Playbook – Das unverzichtbare Arbeitsbuch für Gründer, Macher und Manager.



## Design Thinking Research



Hasso Plattner, Christoph Meinel, Larry Leifer (eds.) (2010):  
Design Thinking: Understand – Improve – Apply.



Hasso Plattner, Christoph Meinel, Larry Leifer (eds.) (2012):  
Design Thinking Research: Studying Co-Creation in Practice.



Hasso Plattner, Christoph Meinel, Larry Leifer (eds.) (2012):  
Design Thinking Research: Measuring Performance in Context.



Hasso Plattner, Christoph Meinel, Larry Leifer (eds.) (2013):  
Design Thinking Research: Building Innovation Eco-Systems.



Hasso Plattner, Christoph Meinel, Larry Leifer (eds.) (2014):  
Design Thinking Research: Building Innovators.



Hasso Plattner, Christoph Meinel, Larry Leifer (eds.) (2016):  
Design Thinking Research: Taking Breakthrough Innovation Home



Hasso Plattner, Christoph Meinel, Larry Leifer (eds.) (2016):  
Design Thinking Research: Making Design Thinking Foundational.

## Article Recommendations

Beckman, S. L., & Barry, M. (2007), Innovation as a Learning Process: Embedding Design Thinking, *California Management Review*, 50(1): 25-56.

Boni, A. A., Weingart, L. R., & Evenson, S. (2009). Innovation in an Academic Setting: Designing and Leading a Business Through Market-Focused, Interdisciplinary Teams. *Academy of Management Learning & Education*, 8(3): 407-417.

Brown, Tim (2008), "Design Thinking," *Harvard Business Review*, 86 (June), 84-92.

Brown, Tim and Jocelyn Watts (2010), "Design Thinking for Social Innovation," *Stanford Social Innovation Review*, Winter, 30-35.

Dunne, D., & Martin, R. (2006). Design Thinking and How It Will Change Management Education: An Interview and Discussion. *Academy of Management Learning & Education*, 5(4): 512-523.

Grots, Alexander and Margarete Pratschke (2009), "Design Thinking – Kreativität als Methode," *Thexis*, 26 (2), 18-23.

Kelley, Tom and David Kelley (2012), „Reclaim Your Creative Confidence,” *Harvard Business Review*, 90 (December), 1-5.

Marzano, Stefano (2005), "People as a Source of Breakthrough Innovation," *Design Management Review*, Spring, 23-29.

McGrath, Rita Gunter (2011), „Failing By Design,” *Harvard Business Review*, 89 (April), 77-83.

Porcini, Mauro (2009), "Your New Design Process is Not Enough – Hire Design Thinkers!," *Design Management Review*, 20 (3), 7-18.

Verganti, Roberto (2006), "Innovating Through Design," *Harvard Business Review*, 84 (December), 114-122.

## Film Recommendations

### "Objectified." (2009)



is a documentary released in 2009 about the design process. Gary Hustwit documents the creative processes of some of the most influential product designers, including IDEO, Smart Design, Dunne/Raby, Fukasawa, Ive and a lots of others.

### IDEO-Shopping Cart VIDEO (1999)

Nowadays this video might be labeled a "Design Thinking Classical". Produced in 1999 for ABC News "The Deep Dive" shows how a team of people at IDEO design a new shopping cart.



### Design the New Business (2012)



is a documentary by zilver innovations released in 2012 about design and business design. Based on lot of interview quotes the film tackles questions how designers and businesspeople are working together in new ways to solve the wicked problems facing business today.

## **Design & Thinking (2012)**



is a kickstarter-financed project exploring ideas around design and design thinking.

## **Maker (2014)**



is a documentary on the maker movement and its impact on society, culture and economy.

## **Digital Resources**

### **d.school Stanford – Bootcamp Bootleg 2012**

<http://dschool.stanford.edu/wp-content/uploads/2011/03/BootcampBootleg2010v2SLIM.pdf>

### **IDEO – Toolkit for Human Centered Design**

<http://www.hcdconnect.org/toolkit/en/download>

### **IDEO – Design Thinking for Educators**

[http://www.designthinkingforeducators.com/DTtoolkit\\_v1\\_062711.pdf](http://www.designthinkingforeducators.com/DTtoolkit_v1_062711.pdf)

### **Frog Design – Collective Action Toolkit**

<http://www.frogdesign.com/work/frog-collective-action-toolkit.html>

### **Stanford University – Strategic Foresight and Innovation**

<http://innovation.io/playbook/>

## Videos

### **Eric Ries and Tim Brown: Lean Startup Meets Design Thinking (2014)**

A conversation between two of the trendsetters in the field of entrepreneurship and innovation, Eric Ries (The Lean Startup) and Tim Brown (Change by Design).

[https://www.youtube.com/watch?v=bvFnHzU4\\_W8](https://www.youtube.com/watch?v=bvFnHzU4_W8)

### **Tom Wujec: Build a Tower, Build a Team (2010)**

Tom Wujec presents some surprisingly deep research into the "marshmallow problem" -- a simple team-building exercise that involves dry spaghetti, one yard of tape and a marshmallow. Who can build the tallest tower with these ingredients? And why does a surprising group always beat the average?

(7 Minutes, TED-Talk)

[http://www.ted.com/talks/tom\\_wujec\\_build\\_a\\_tower.html](http://www.ted.com/talks/tom_wujec_build_a_tower.html)

### **Tom Wujec: 3 ways the brain creates meaning (2009)**

Information designer Tom Wujec talks through three areas of the brain that help us understand words, images, feelings, connections. In this short talk from TEDU, he asks: How can we best engage our brains to help us better understand big ideas?

(6 Minutes, TED-Talk)

[http://www.ted.com/talks/tom\\_wujec\\_on\\_3\\_ways\\_the\\_brain\\_creates\\_meaning.html](http://www.ted.com/talks/tom_wujec_on_3_ways_the_brain_creates_meaning.html)

### **Dan Pink: The Puzzle of Motivation (2009)**

Career analyst Dan Pink examines the puzzle of motivation, starting with a fact that social scientists know but most managers don't: Traditional rewards aren't always as effective as we think. Listen for illuminating stories -- and maybe, a way forward.

[http://www.ted.com/talks/dan\\_pink\\_on\\_motivation.html](http://www.ted.com/talks/dan_pink_on_motivation.html)

### **Steven Johnson: Where Good Ideas Come From (2010)**

With *Where Good Ideas Come From*, Steven Johnson pairs the insight of his bestselling *Everything Bad Is Good for You* and the dazzling erudition of *The Ghost Map* and *The Invention of Air* to address an urgent and universal question: What sparks the flash of brilliance? How does groundbreaking innovation happen? Answering in his infectious, culturally omnivorous style, using his fluency in fields from neurobiology to popular culture, Johnson provides the complete, exciting, and encouraging story of how we generate the ideas that push our careers, our lives, our society, and our culture forward.

<http://www.youtube.com/watch?v=NugRZGDbPFU>

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