



6



DESIGN THINKING TECHNIQUES

Dr. Jennifer R. Madden

THE RESEARCH SUGGESTS



- 1. Nonprofit Management Fundamentals (7/18)
- 2. Fund Development Strategies (7/25)
- 3. Grant Writing Fundamentals (8/8)
- 4. Management & Leadership Fundamentals (8/22)
- 5. Design Thinking /Human-Centered Design Fundamentals (9/19)

next steps on the
JOURNEY

- 7. Strategic Planning FUNDamentals (10/24)

*Design Thinking
Techniques
(TODAY!)*





Design Thinking Techniques

- *Design Thinking Collaborative*

Technology Tools:

- *Rose, Thorn, Bud*
- *Problem Tree Analysis*
- *Creative Matrix*
- *Importance/Difficulty Matrix*

AGENDA: DESIGN THINKING TECHNIQUES

Design Thinking Collaborative
Technology Tools:

1. Rose-Thorn-Bud
2. Problem Tree Analysis
3. Statement Starters

“To-Go” Toolbox

- Mural
- Creative Matrix
- Importance Difficulty Matrix



Core Concept &
Toolbox Icon

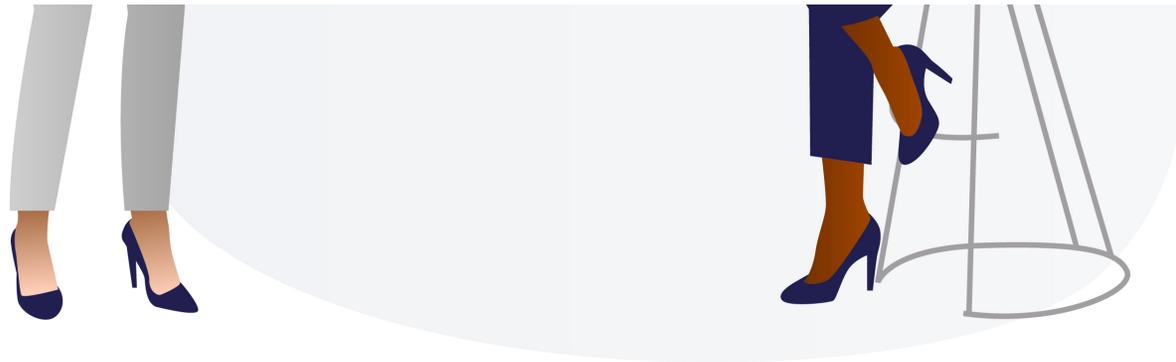


Chat Storm





DESIGN THINKING TECHNIQUES



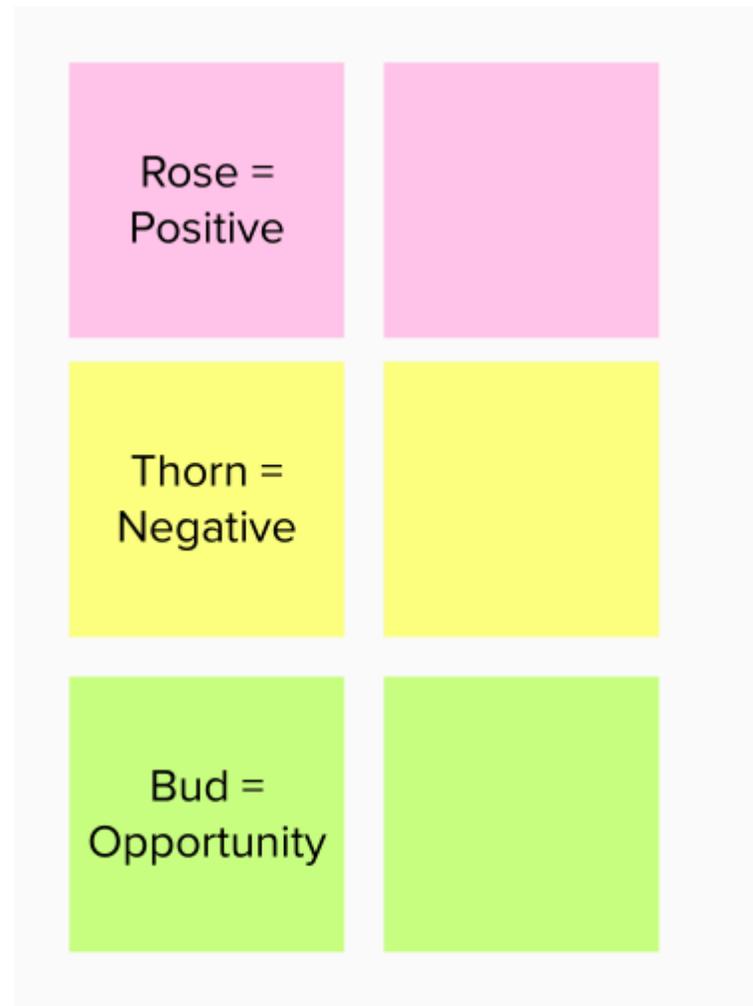


ROSE, THORN, BUD

A technique for identifying things as positive, negative, or having potential

ROSE, THORN, BUD

- Rose = Positive / Strength
- Thorn = Negative / Weakness
- Bud = Opportunity



ROSE, THORN, BUD

➤ Part One: Ideation

- One idea per post-it
- As many ideas as you can think of categorized by post-it color

- Rose = Positive / Strength
- Thorn = Negative / Weakness
- Bud = Opportunity

➤ Part Two: Affinity Clustering

- Look across all the post-its
- What ideas are connected
- Name the connection



Staff Strengths

Leadership

Office Rapport

Productivity

Aminah: Amazing leadership	Aminah: Sketching our personal lives	Amyssa: There are lots of more resources & learning opportunities available	Aminah: Amazing leadership	Clay: Good job of maintaining morale	Aminah: No EEMH hugs	Aminah: No community snack area	Clay: Efficiency opportunities	Clay: 4 day work week = greater productivity	Amyssa: Virtual office delivery opportunities
Clay: We have adjusted!	Clay: Staff buy in	Finding innovative ways to stay connected	Clay: resilience of East End Management	Clay: Change helps create other perspectives on the work we do	Aminah: Seeing how much we truly value each other	Clay: UBUNTU	Amyssa: More like-minded collaborations	Aminah: Rest	Aminah: People are seeing how vital our work is
Clay: We miss the social aspect	Aminah: Not laying eyes on clients	Clay: Good job of maintaining morale	Amyssa: Virtual office delivery opportunities	Aminah: People are seeing how vital our work is	Amyssa: We are staying open!	Amyssa: Opportunity to grow trust within the agency	Opportunity to be less expensive and increase involvement in other areas from concert	Not being able to learn hands on/F2F	Clay: The uncertainty of it all
Clay: New strengths. Sketching.	Opportunity to be interactive and innovative. Sketching is what we've been trained	Amyssa: Opportunity to grow trust within the agency						Amyssa: ZOOM. Would rather be connecting F2F	Amyssa: We don't know when this is going to end

MURAL



toolbox

- Mural — <https://www.mural.co/>
- Digital White Board
- Collaborative work space
- Mural YouTube Tutorials — <https://www.youtube.com/channel/UCUcf9nFefdwwgOoKMQ6qiHeA>
- <https://app.mural.co/t/sass4098407/m/sass4098407/1679461496129/b66f25438c814097f2e6e8c03a08a153a3434a31?sender=jrmadden3514>

HUMAN-CENTER DESIGN TOOLS

ROSE,
THORN,
BUD

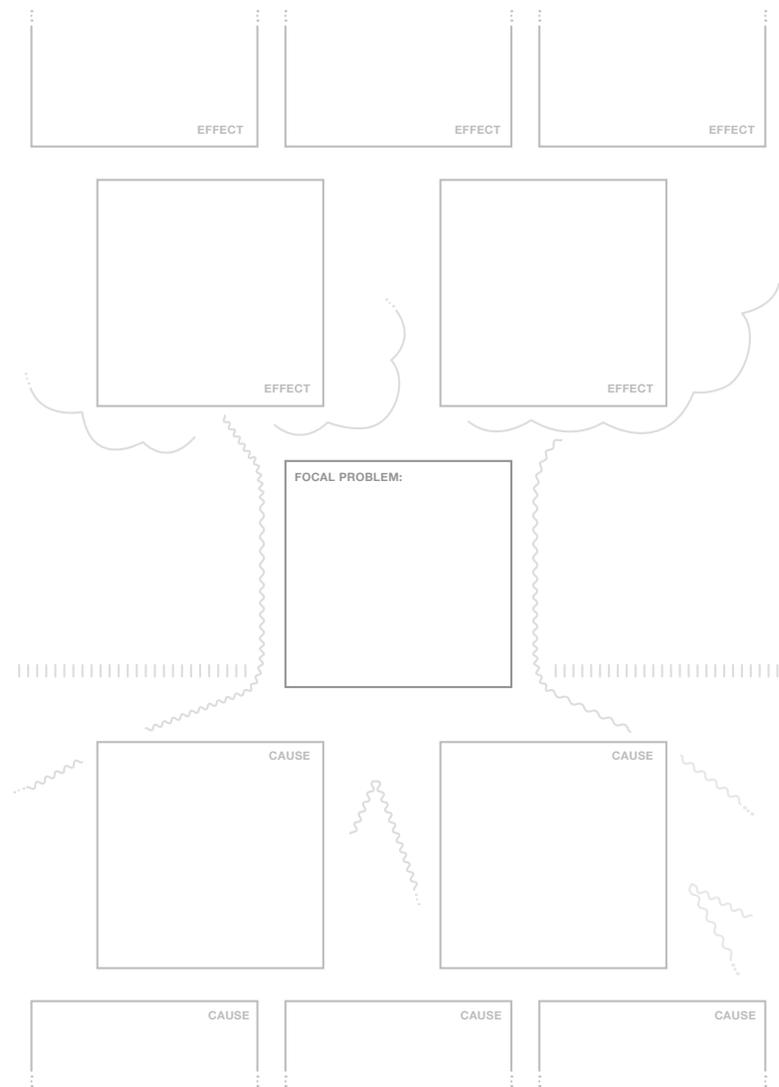
*“Elevate Youth
California”*





PROBLEM TREE ANALYSIS

A way of exploring the causes and effects of a particular issue



PROBLEM TREE ANALYSIS

- Builds a shared understanding
- Using the tree as a metaphor, you separate the causes (roots) from the effects (branches) of a central issue (trunk)

PROBLEM TREE ANALYSIS

- Place your challenge in the trunk
- Discuss effects (branches)
- Discuss causes (roots)

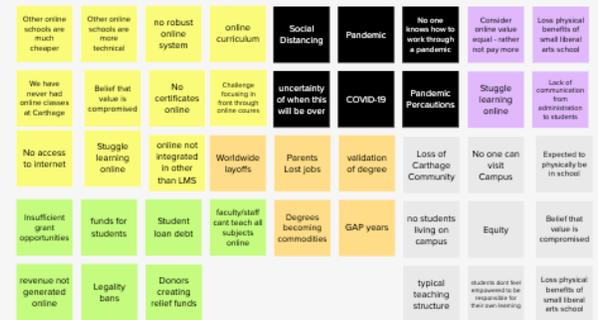
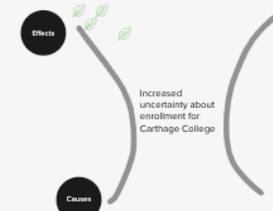
- Write above the challenge

- Write them below the challenge

1 Problem Tree Analysis

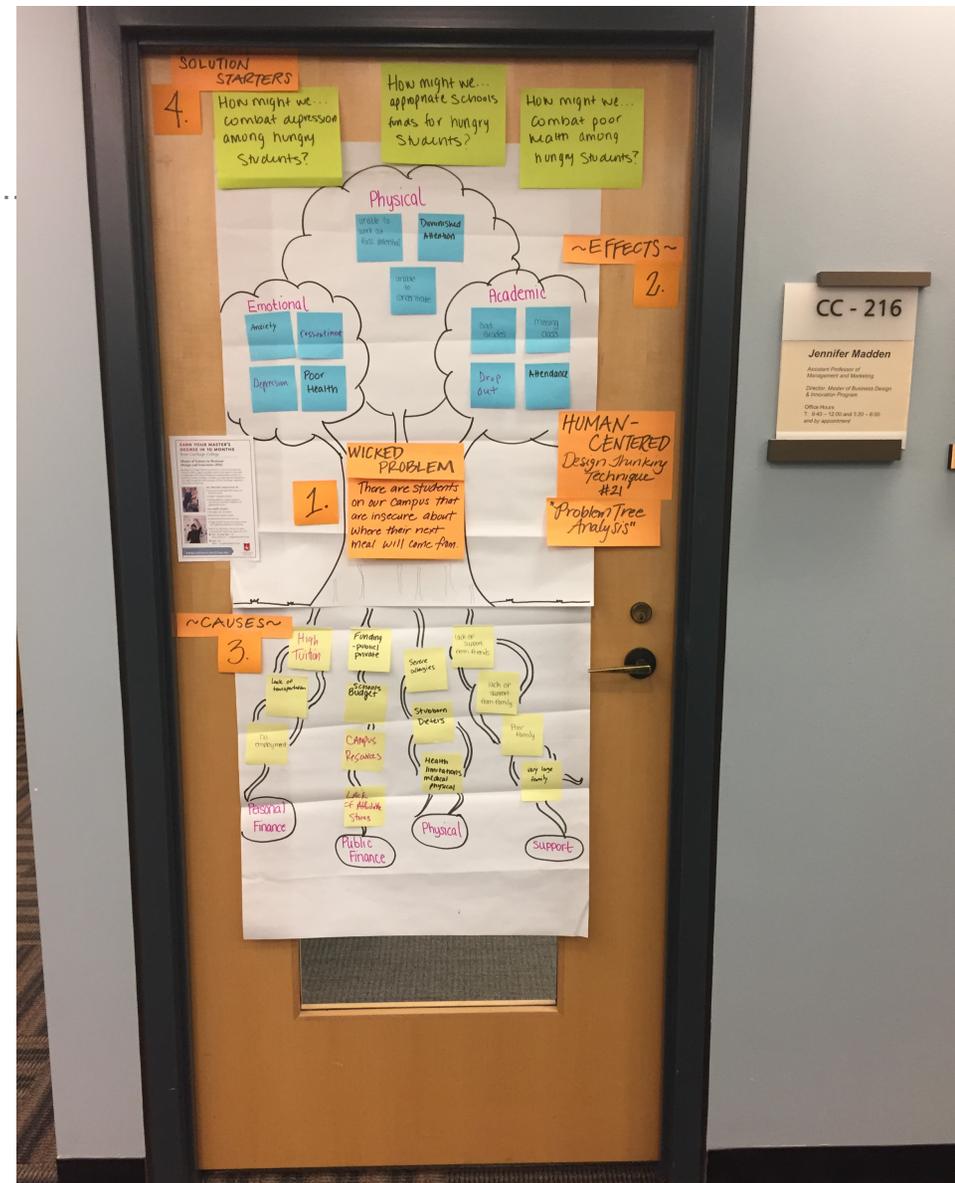


- Financials
- Attendance
- Transition to online
- Communication
- Extra Curricular
- Workforce
- Student Related
- Pandemic



PROBLEM TREE ANALYSIS

- Place your challenge in the trunk
- Discuss effects (branches)
 - Write above the challenge
 - Discuss causes (roots)
 - Write them below the challenge



HUMAN-CENTER DESIGN TOOLS

PROBLEM TREE ANALYSIS

- Start in the leaves (effects)
- Then move to the roots (causes)... I want the roots on your mind!



*Challenge:
“There are people in
the neighborhood who
are insecure about
where their next meal
will come from.”*



STATEMENT STARTERS

*An approach to phrasing
problem statements that
invites broad exploration*

STATEMENT STARTERS: THE BEST SOLUTIONS START WITH GREAT QUESTIONS

- A prescriptive statement contains an embedded solution:
 - **We need a forum to discuss improving police and community relations.**
- Instead, a Statement Starter converts the challenge into a question:
 - **How might we improve police and community relations?**
- This phrasing leaves room for multiple interpretations of the challenge, thereby increasing the possibility of finding new and better solutions

How might we _____ ?

In what ways might we _____ ?

How to _____ ?

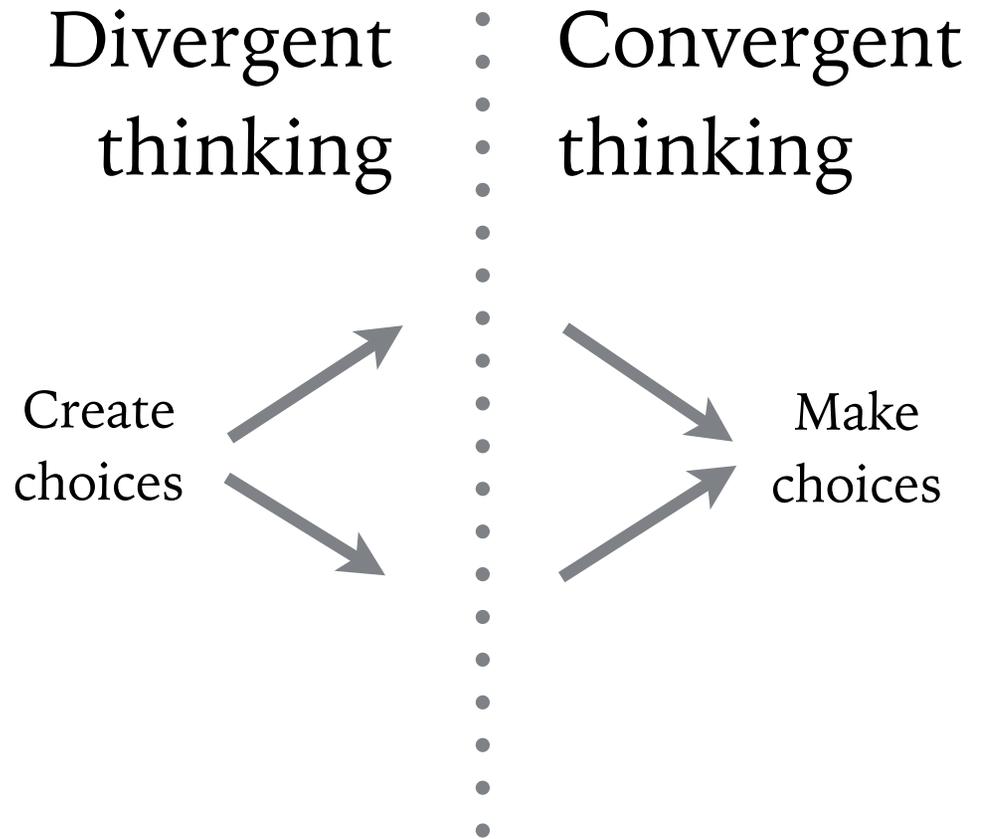


CREATIVE MATRIX

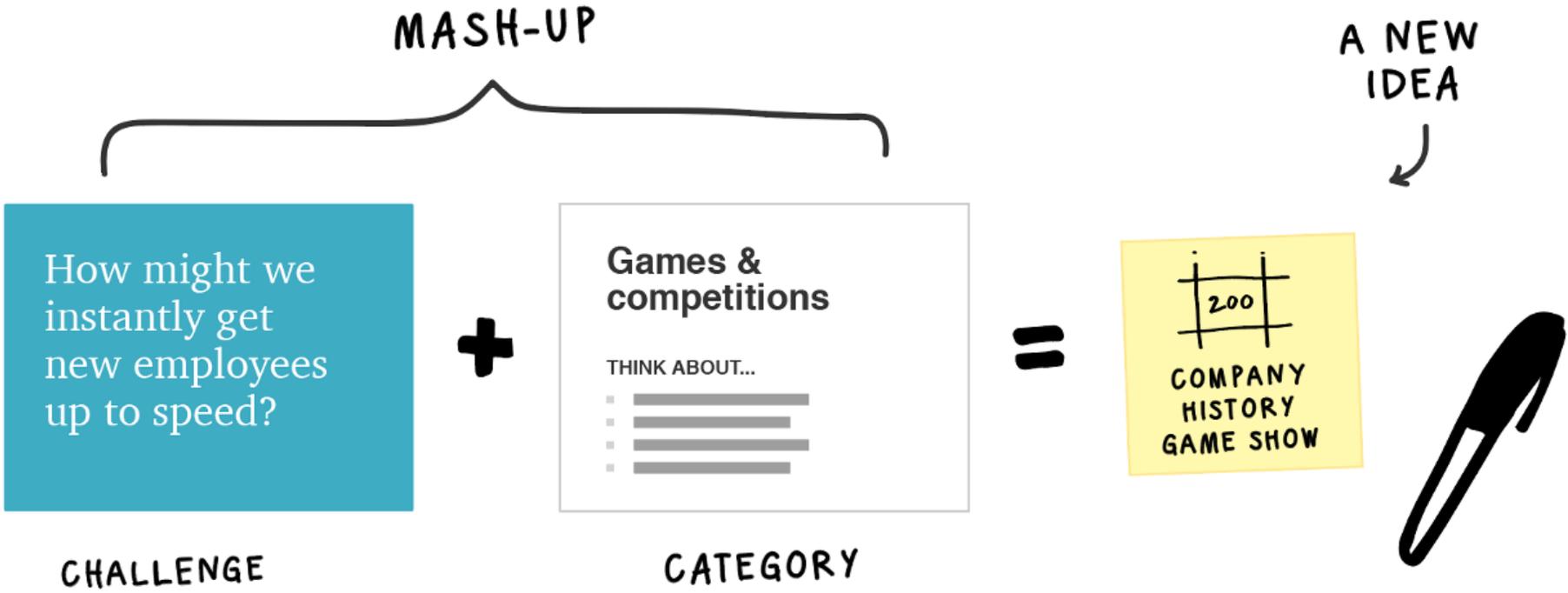
*A format for sparking new ideas
at the intersections of distinct
categories*

**“TO HAVE A GOOD
IDEA, YOU MUST
FIRST HAVE LOTS OF
IDEAS”**

*Linus Pauling, scientist and
two-time Nobel Prize winner*



INSTRUCTIONS



STATEMENT STARTERS

- How might we...
 - Get youth involved in making a change for their community?
 - Come together as a community and improve community policing?
 - Build trust between the police and neighborhood residents?
 - Keep young people safe from violent crimes?

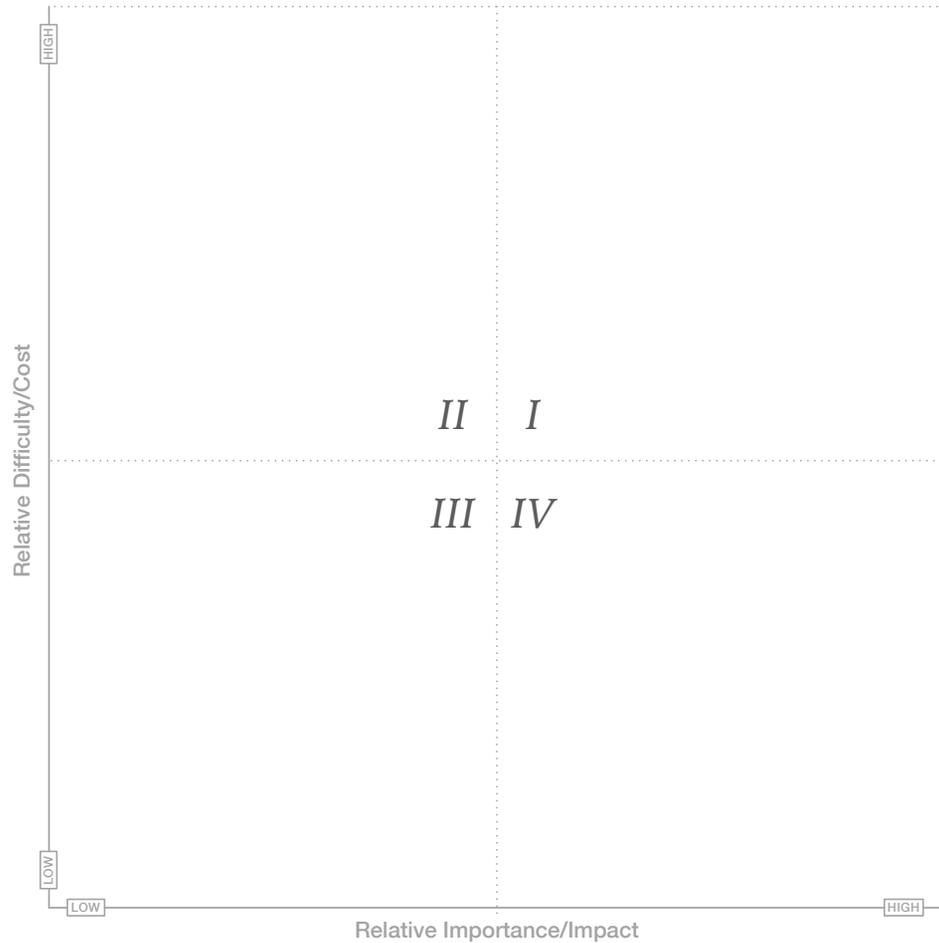
CATEGORIES

- Events & Programs
 - Meet-up Events
 - Conferences and Symposiums
 - Workshops & Courses of Study
- People & Partnerships
 - Organizations and their leaders
 - Strategic Partners
 - Spokespeople
- Games, Competition & Social Media
 - Social Media Platforms
 - Gaming, Rewards & Badges
 - Motivation & Teamwork
- Celebrities & Superstars
 - Athletes & Entertainers
 - Hometown Heroes
 - Historical Figures
- Wildcard



IMPORTANCE / DIFFICULTY MATRIX

*A quad chart for plotting items
by relative
importance and difficulty*



CREATING THE 2X2 MATRIX

- Quadrant I: STRATEGIC
- Quadrant II: LUXURIES
- Quadrant III: TARGETED
- Quadrant IV: HIGH-VALUE



Next in the Capacity Building Training Series

Tuesdays 10:00 AM to Noon

October 24th — Strategic Planning FUNdamentals



Thank You!
Dr. Jennifer R. Madden

