Session 4.12B

Fast Track Innovation Using Design Thinking

Katie Sprague
Brand Strategist
CallisonRTKL

Stefana Scinta
Workplace Strategist
CallisonRTKL
Fast Track Innovation
Using Design Thinking
Learning Objectives

1. **Inspiring Innovation**  
   Turn impassioned creative thinking into innovative ideas

2. **Developing/Driving Culture**  
   Help develop a workplace culture where every idea is seen as a good one

3. **Helping the Community and Your Own Company**  
   Put into practice ‘doing well by doing good’

4. **Engaging Employees**  
   Increase employee connections across generations.
Table of Contents

1. Innovation As a New Corporate Norm
2. CRTKL’S Mandate to Create
3. The Story of Spark Week
4. How Did “Design Thinking” Play a Role
5. The Outcome: A Shifting Culture of Innovation
Innovation as a New Corporate Norm
Innovation is the **true** buzzword in corporate culture today
“Design Thinking” is no longer just for designers.
Millennials are bringing a fresh perspective to the workplace.
The new educational system places value on teamwork and cooperation, not the sole genius.
ALL IDEAS ARE VALID!
Think outside the box

What Box???
CRTKL’s Mandate to Create
A little background on CRTKL. A global firm, almost 75 years old.

Architecture
Urban Planning
Interior Design
A variety of smaller design services

We’re in the business of design solutions
From large projects to small details, we apply **creative thinking** to solve clients’ problems.
So why an initiative around innovation?
The new **currency** of value to our clients is innovation.

Original thinking is the jackpot!
Can you wave a magic wand and demand “OK everyone, now INNOVATE!”
Our Goals:

**Improve our process**
Share “Design Thinking” techniques

**Create a global dialogue**
Harness the power of 15 offices

**Generate original content**
Define a global/local challenge

**Connect design to CSR**
Address our own community’s needs
Take the **challenge** to the people.

**ALL** the people!
By the numbers:

1 Global Design Challenge
1 Week
5 Lunch Hours of Collaboration

1800
SparkWeek was born!
Three topics so far:

Mobility
Scarcity
Inclusivity
How did Design Thinking Play a Role?
DESIGN THINKING:
Stanford’s Human-Centric process for ideation

The Definition:

“...an iterative approach to problem solving that seeks out people with different perspectives, knowledge and skills and has them work together to create a practical solution for a real-world problem.”
Who are you designing for?
What do they need?
Brainstorm as many solutions as possible, even wild ideas!
Make a rough draft of your idea. Don’t be afraid to fail.
Design Thinking helps **overcome fears** associated with creativity.
Fear of the first step
Fear of losing control
Fear of being judged
Fear of the messy unknown
Each office hosts activities based on Design Thinking Principles.

Panel Discussions
Discovery
Excursions
Intercepts
Brainstorming
Charrettes
The Outcome
A Shifting Culture of Innovation
The results:

15 Local winners
2 Grand prize winners
130 Unique Ideas
15 Communities Engaged
A few winners…

huMANchester
Immeasurable cultural benefits!
Ongoing dividends

Blue Current DC
Winner of the Open Architecture Collaborative’s National Treasure Design Competition:
How to solve flooding of the Tidal Basin
Raising the bar

In addition to tackling global issues, Spark Week challenged us to improve the tools and processes we use every day.
Innovation: Try it, you’ll like it!

With simple techniques, a fearless attitude, and a supportive company, you might just go out and change the world.
Now, a quick Design Thinking Exercise!
THANK YOU!