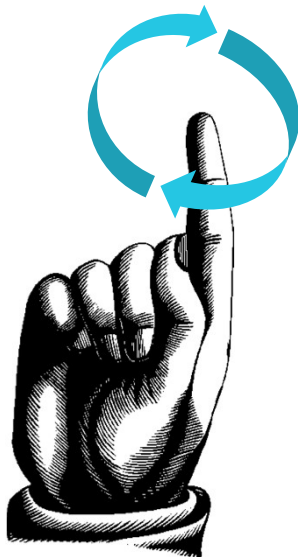




**GOOD
MORNING!**

1



2



Design Thinking and Compliance

Society of Corporate Compliance & Ethics

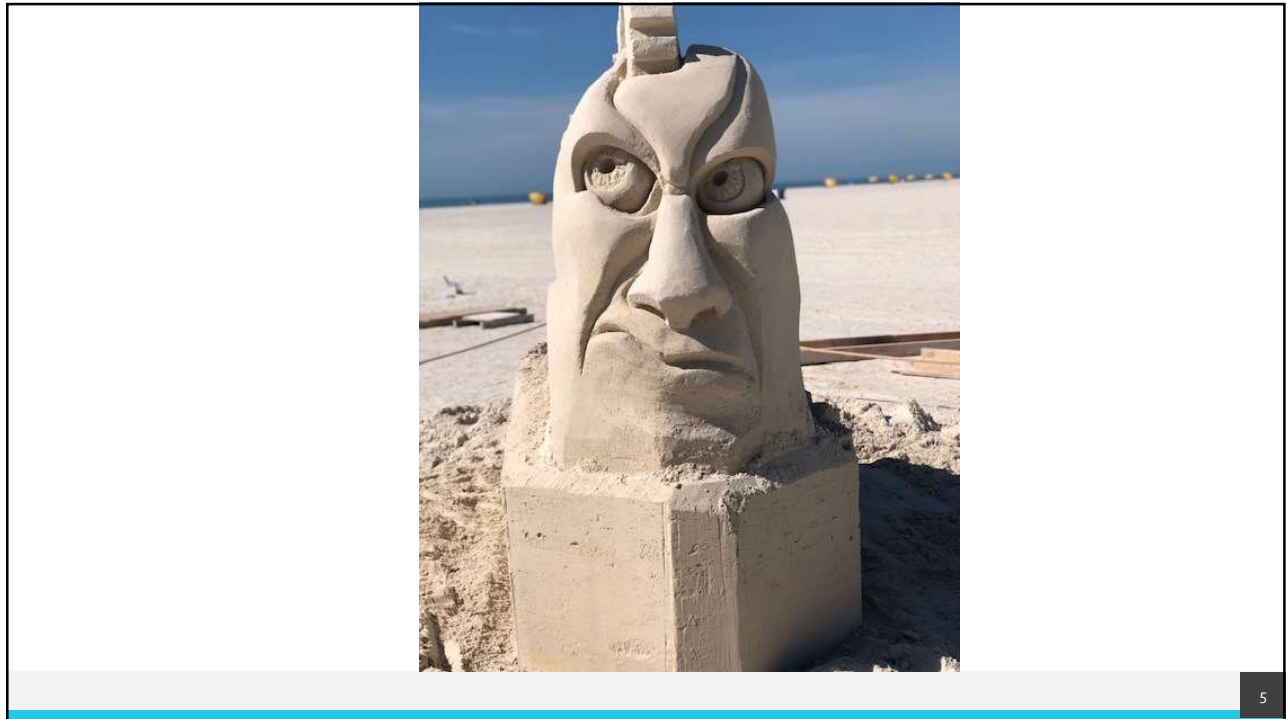
Donna Szymanowski

April 24, 2020

3

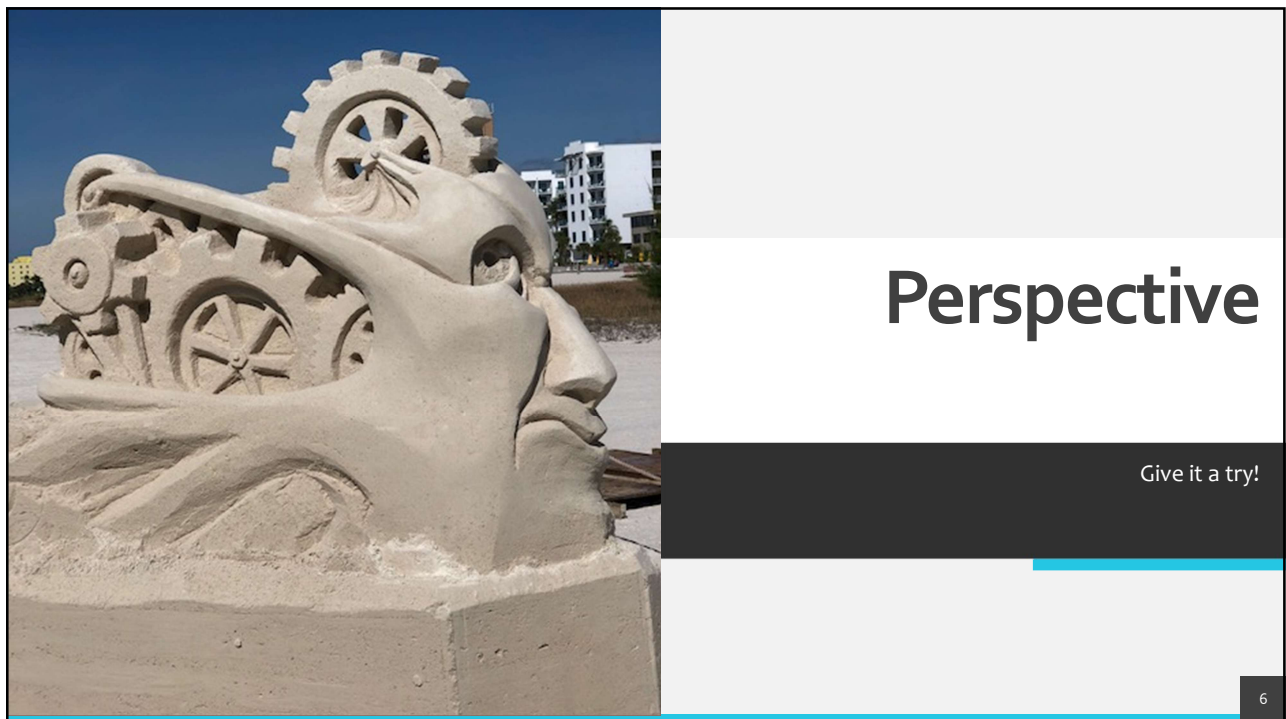


4



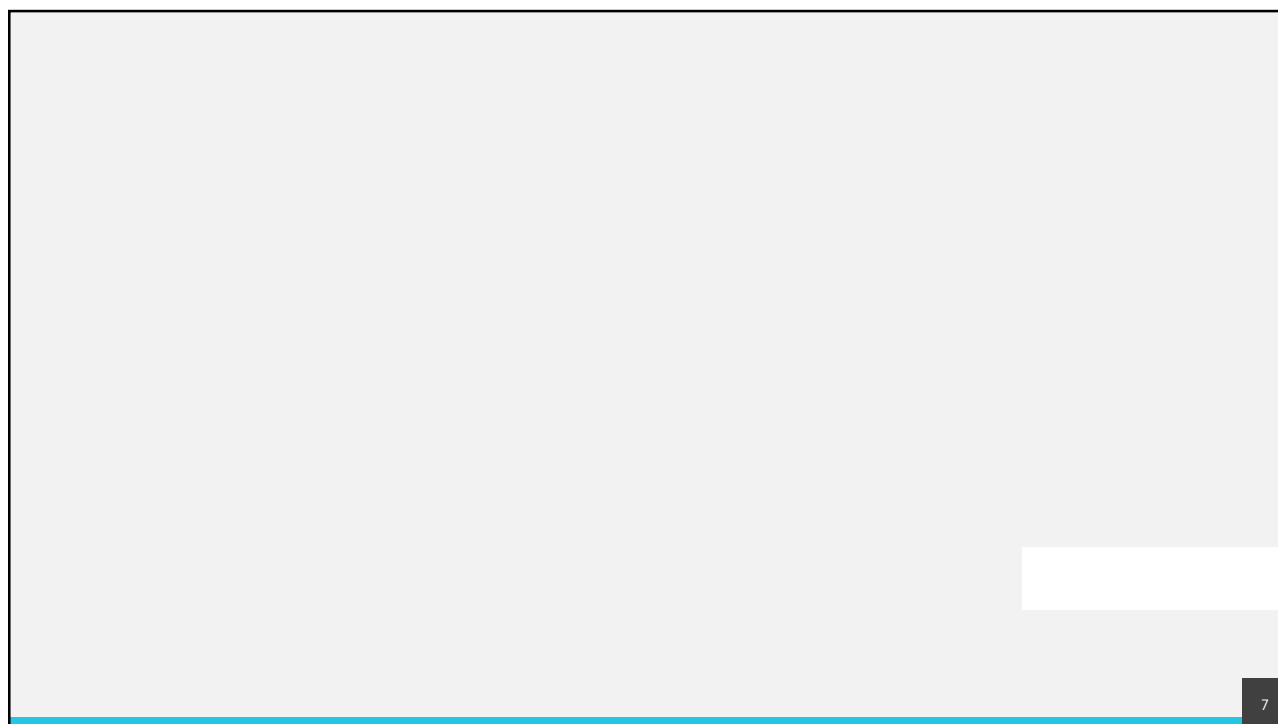
5

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8

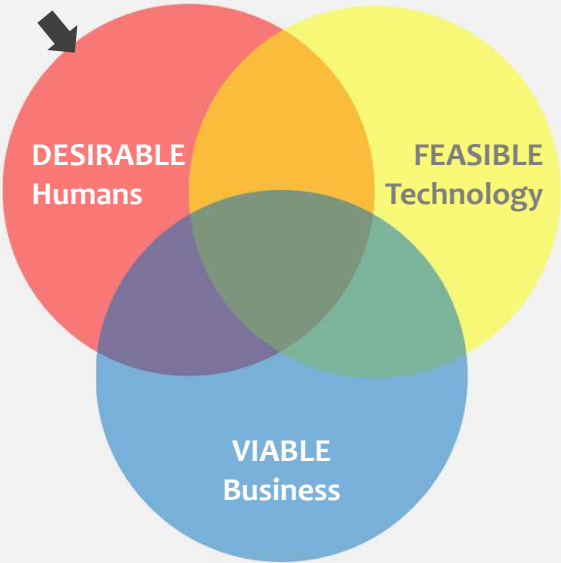


Got Failure?

Bring it!

9

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Design Thinking

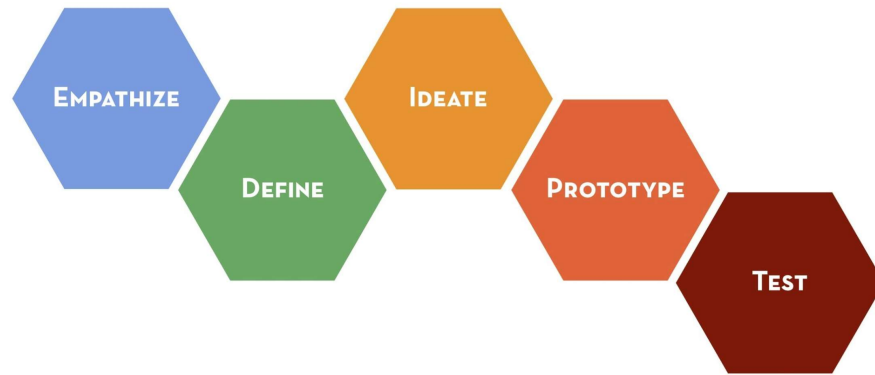
An Introduction

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Design Thinking Model, Stanford d.school

Five Components:



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Design Thinking Model, Stanford d.school

Five Components:



Empathize:

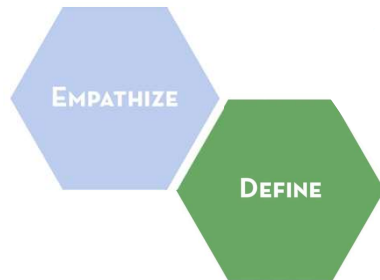
- Gain Perspective
- Interview
- Observe
- Struggle along with your 'customer'
- Understand their 'pain points'
- What truly matters?

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Design Thinking Model, Stanford d.school

Five Components:



Define:

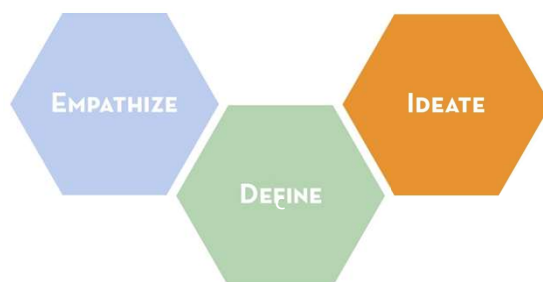
- The 'real' problem
- Understand requirements and constraints
- Understand the perspectives
- What are the real needs?
- What's in the way?

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Design Thinking Model, Stanford d.school

Five Components:



Ideate:

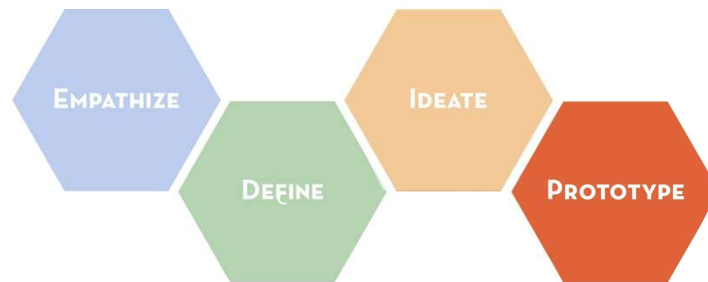
- Brainstorm
- As many as possible
- Crazy is a compliment
- Improvisation

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Design Thinking Model, Stanford d.school

Five Components:



Prototype:

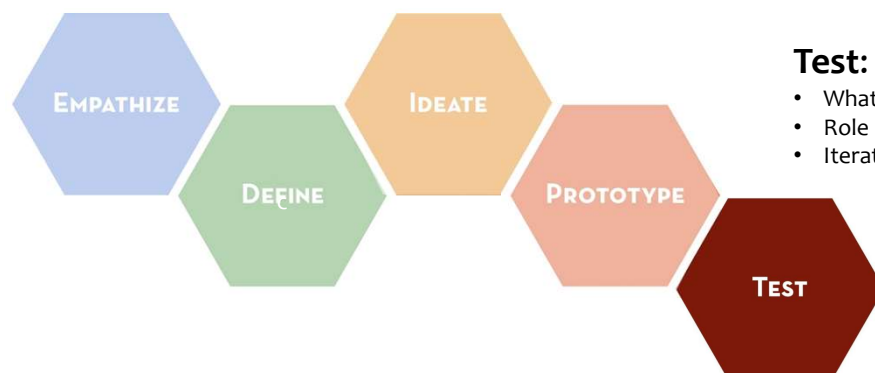
- Basic mockups/storyboards
- Paper/cardboard/markers
- Keep it simple
- Fail fast
- Improve
- Iterate quickly

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Design Thinking Model, Stanford d.school

Five Components:



Test:

- What did/didn't work?
- Role play
- Iterate quickly

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ACCOUNTABLE

COURAGE

Vulnerable

TRUST

GROWTH

AUTHENTICITY

MINDSET

Set the Example Watch the Results

Give it a try!

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How to Build Your Creative Confidence | David Kelley

*“Creative Confidence is the notion that you have big ideas,
and that you have the ability to act on them.”*




<https://www.youtube.com/watch?v=16p9YRFol-g>

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Thank You!

Donna Szymanowski 

dszymano@yahoo.com 

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