



Sara L. Beckman and Michael Barry

# Innovation as a Learning Process: Embedding Design Thinking

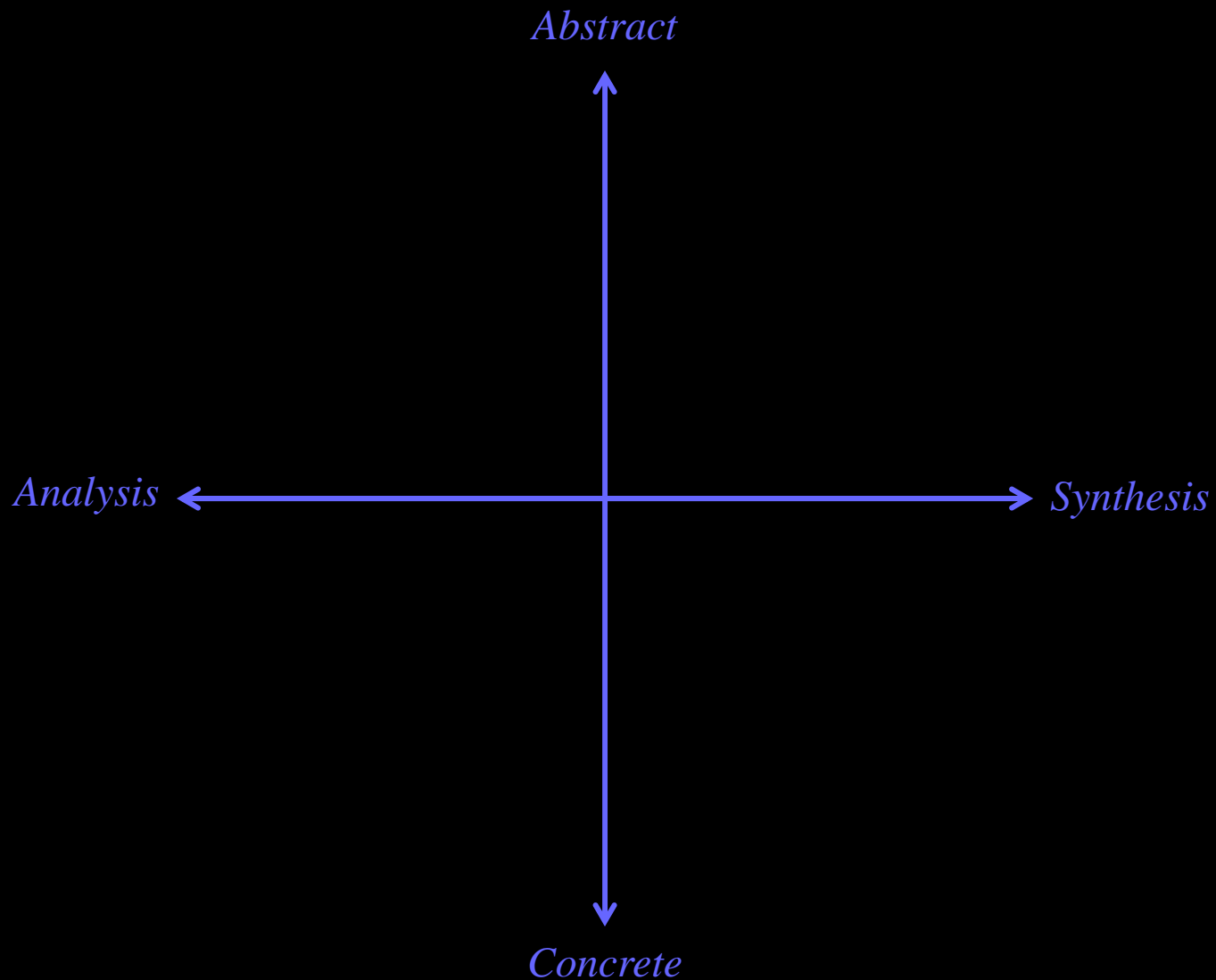
Leading through Innovation  
November 17, 2007

# Design Thinking

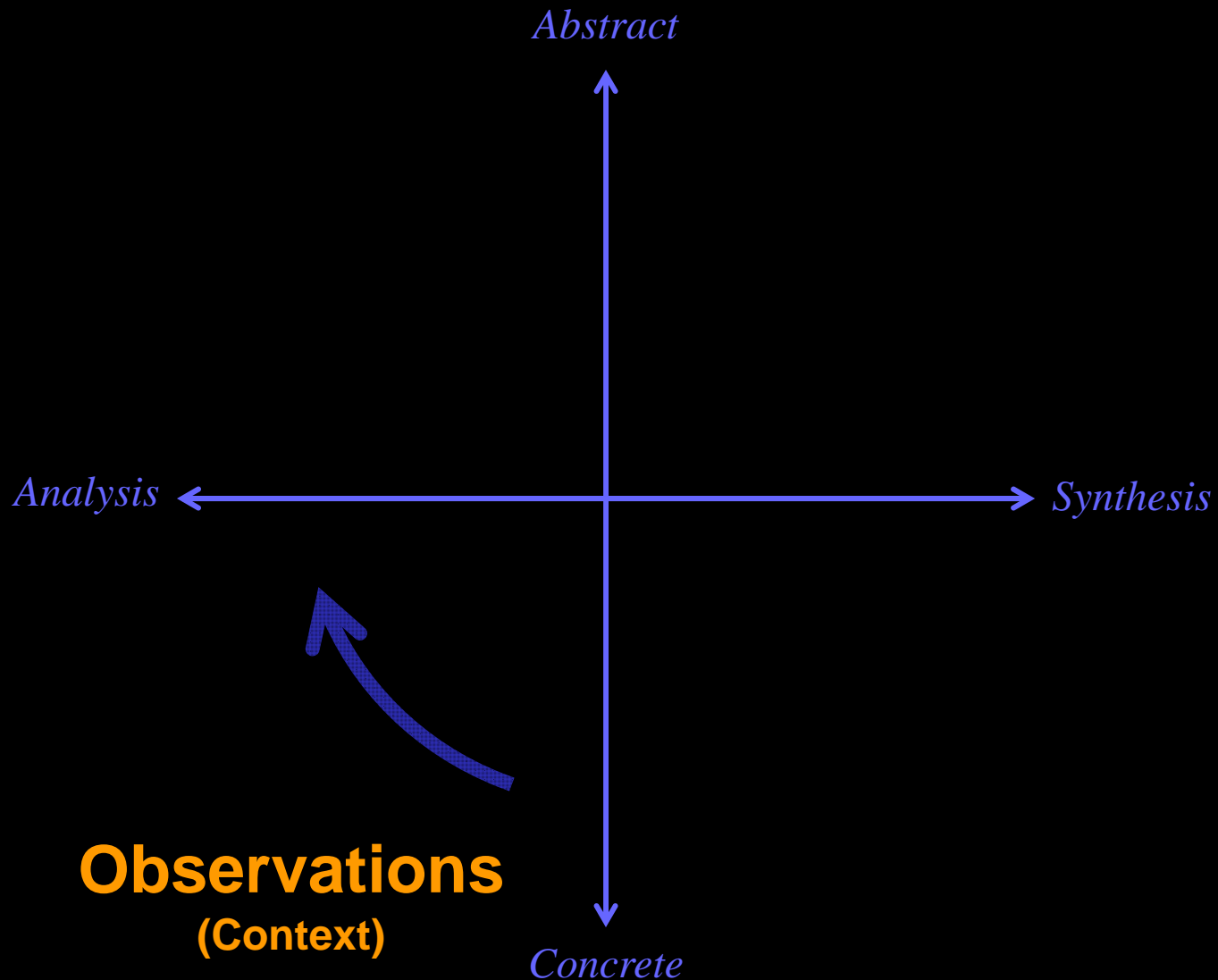
*Analysis* ← → *Synthesis*

A horizontal double-headed arrow is positioned between the words 'Analysis' and 'Synthesis'. The arrow is a solid blue line with arrowheads at both ends, pointing towards each word. The words 'Analysis' and 'Synthesis' are written in a light blue, italicized serif font.

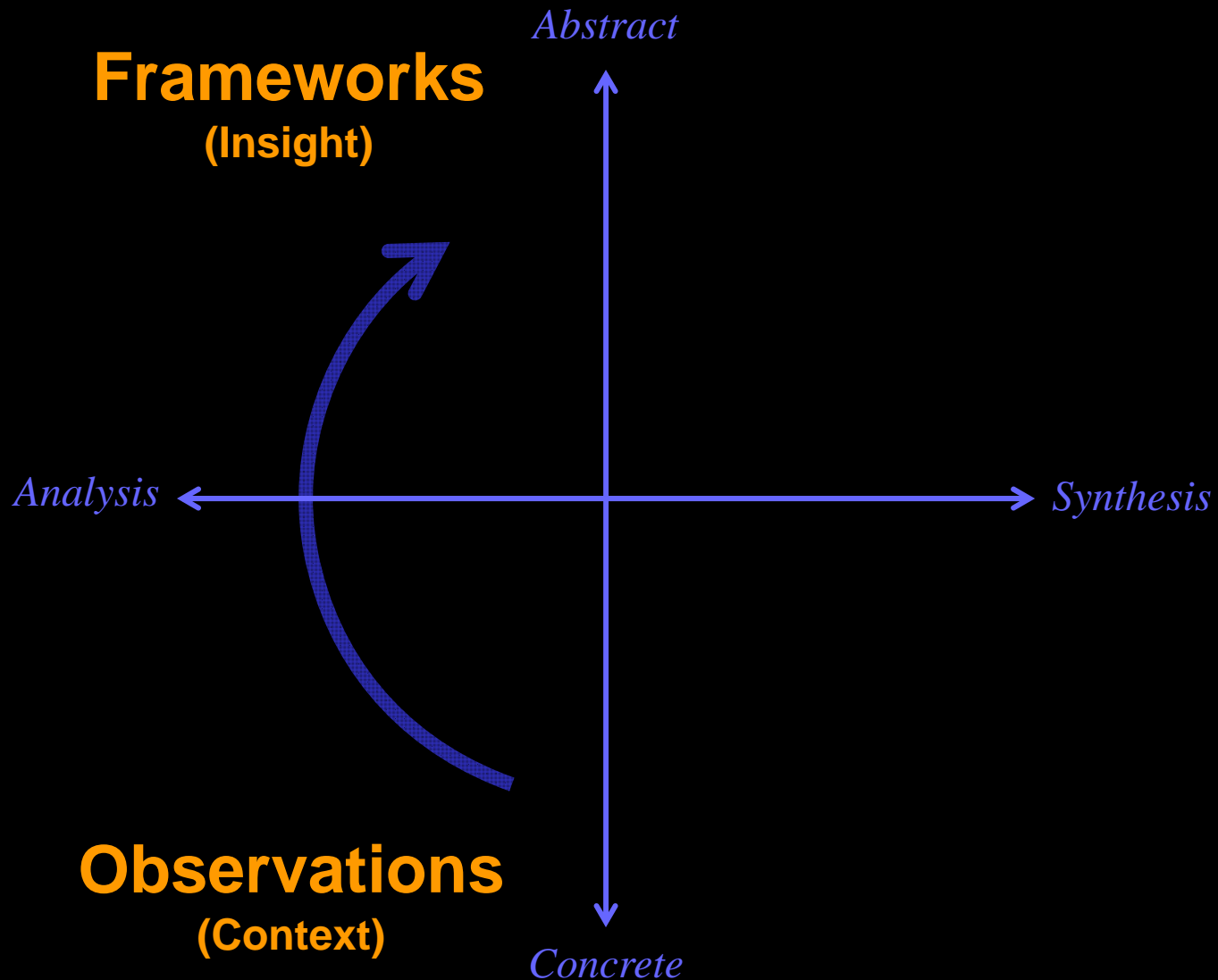
# Design Thinking



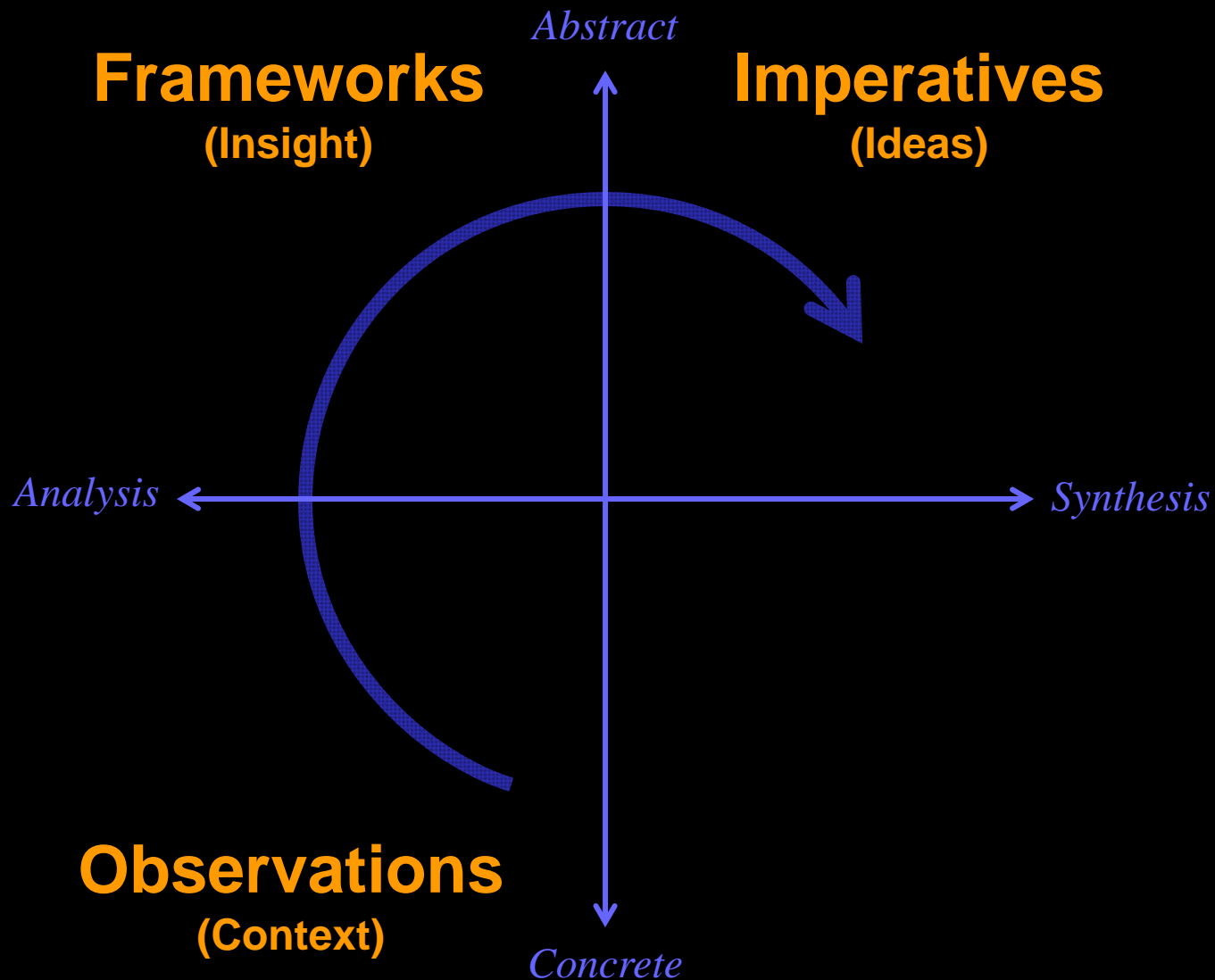
# Design Thinking



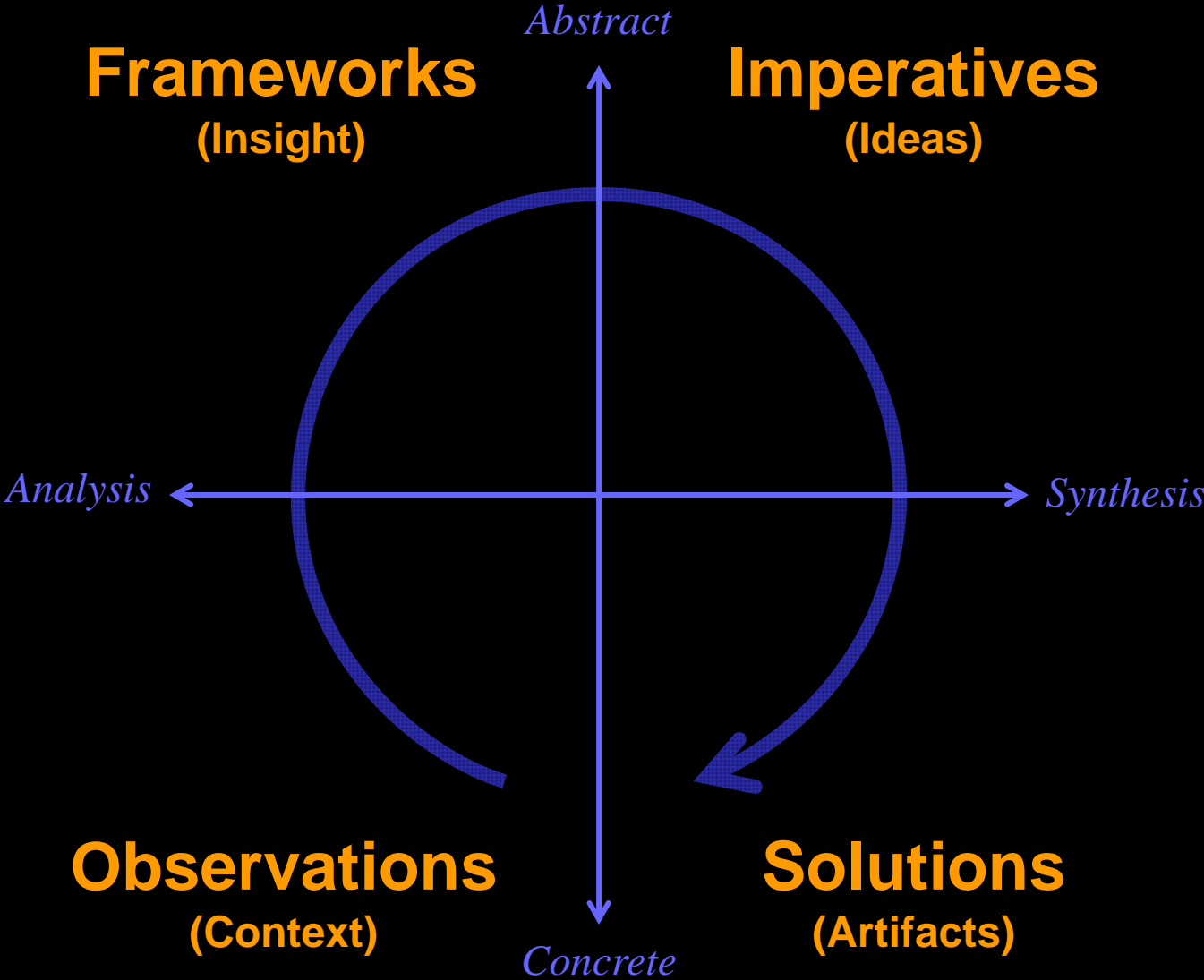
# Design Thinking



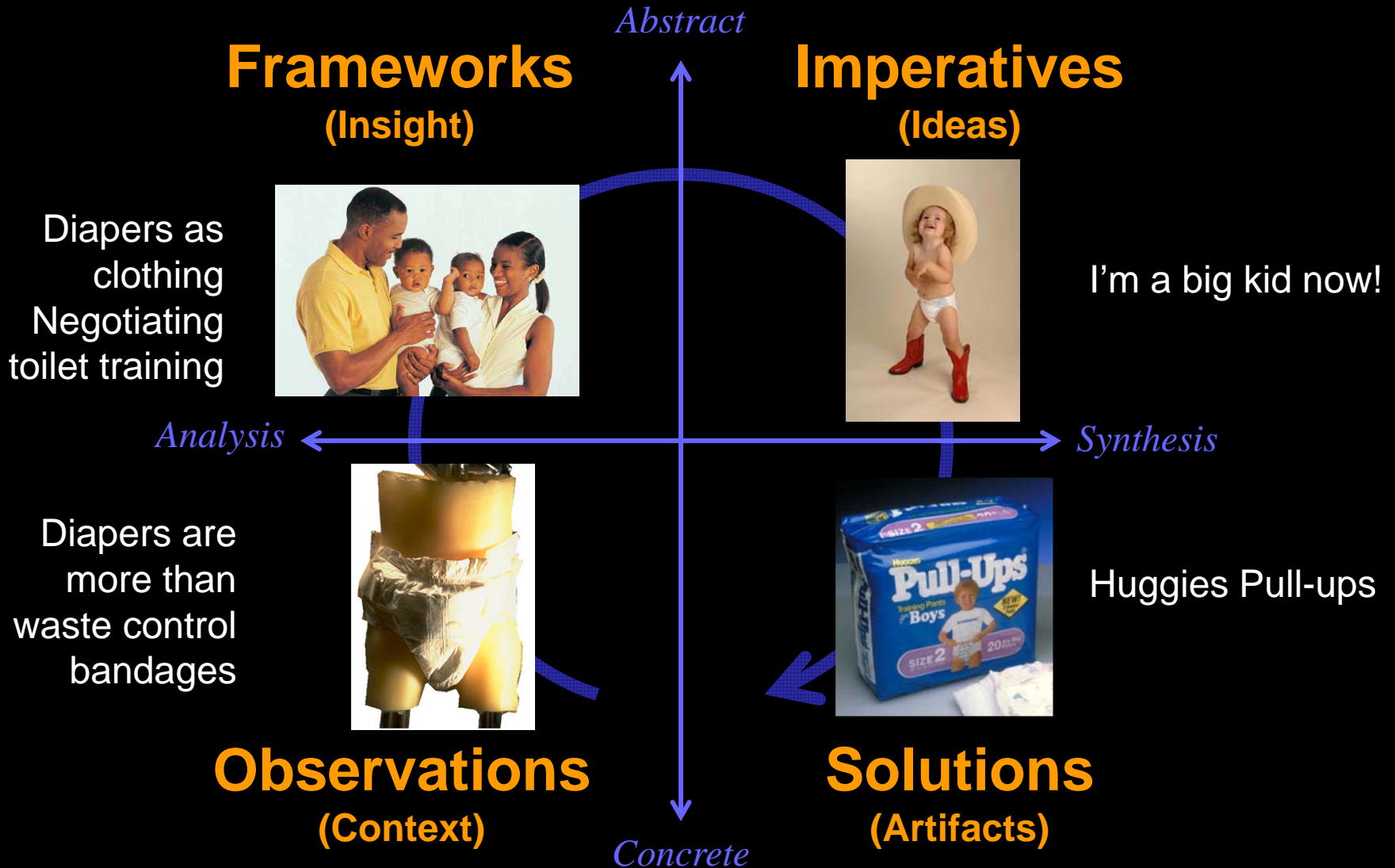
# Design Thinking



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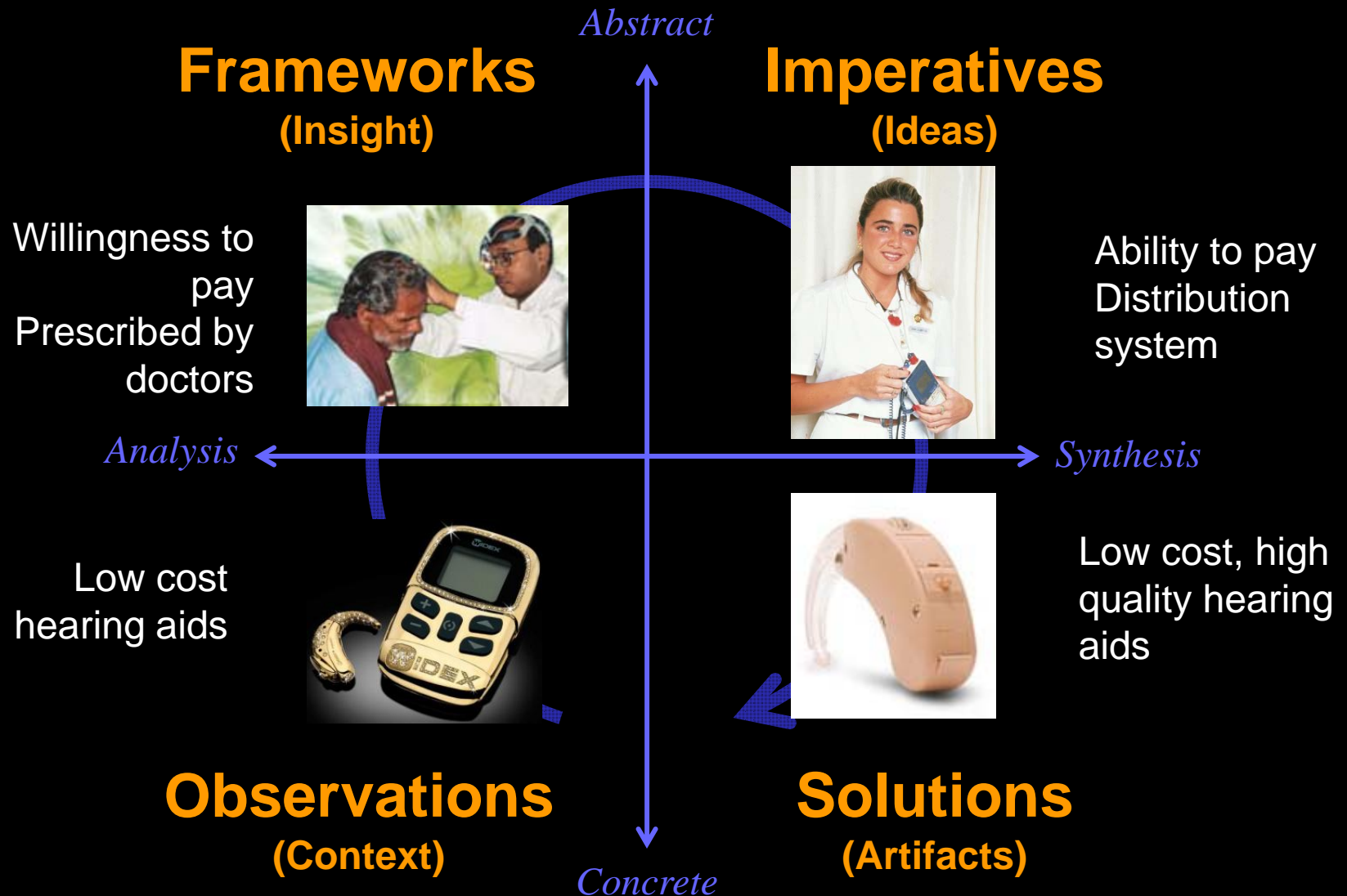


# Design Thinking Applied to Products

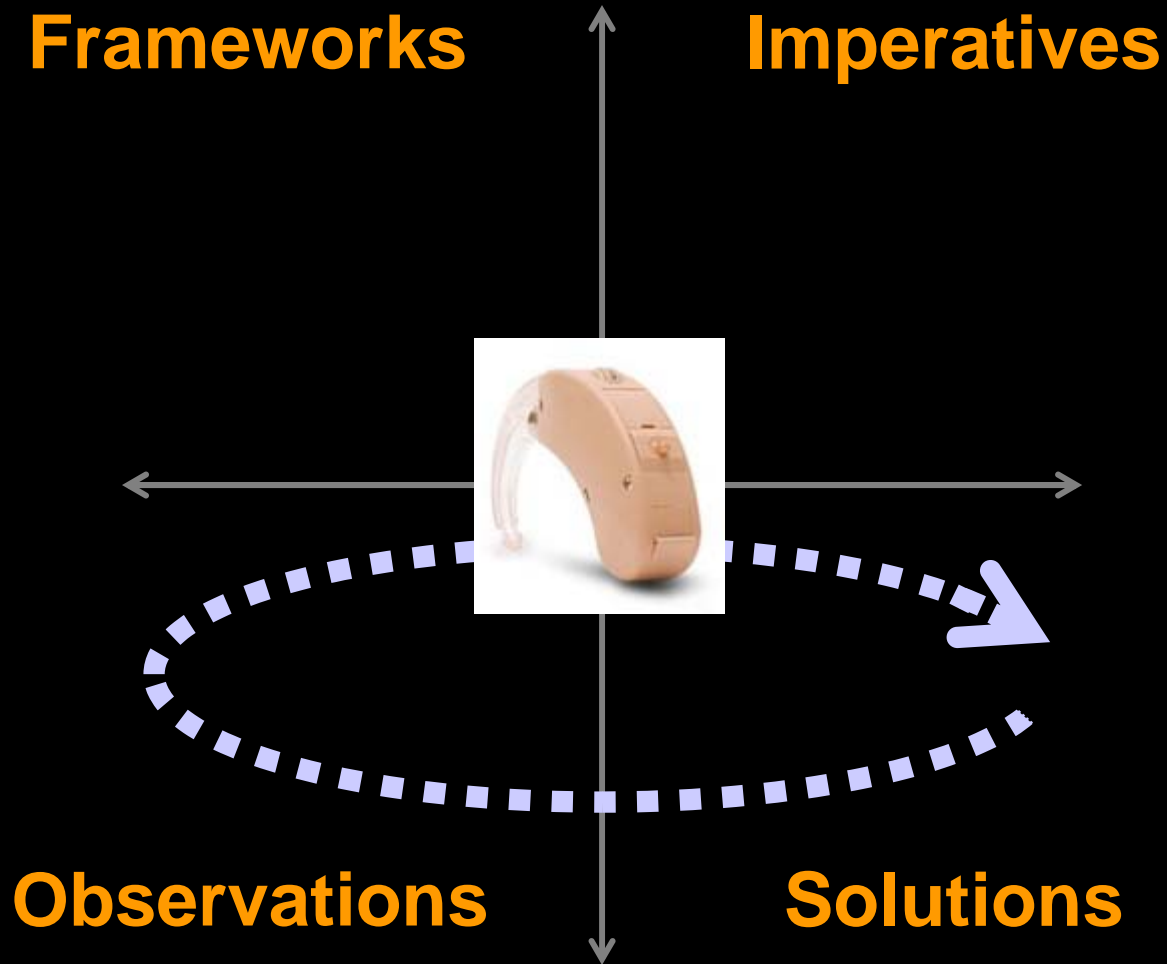




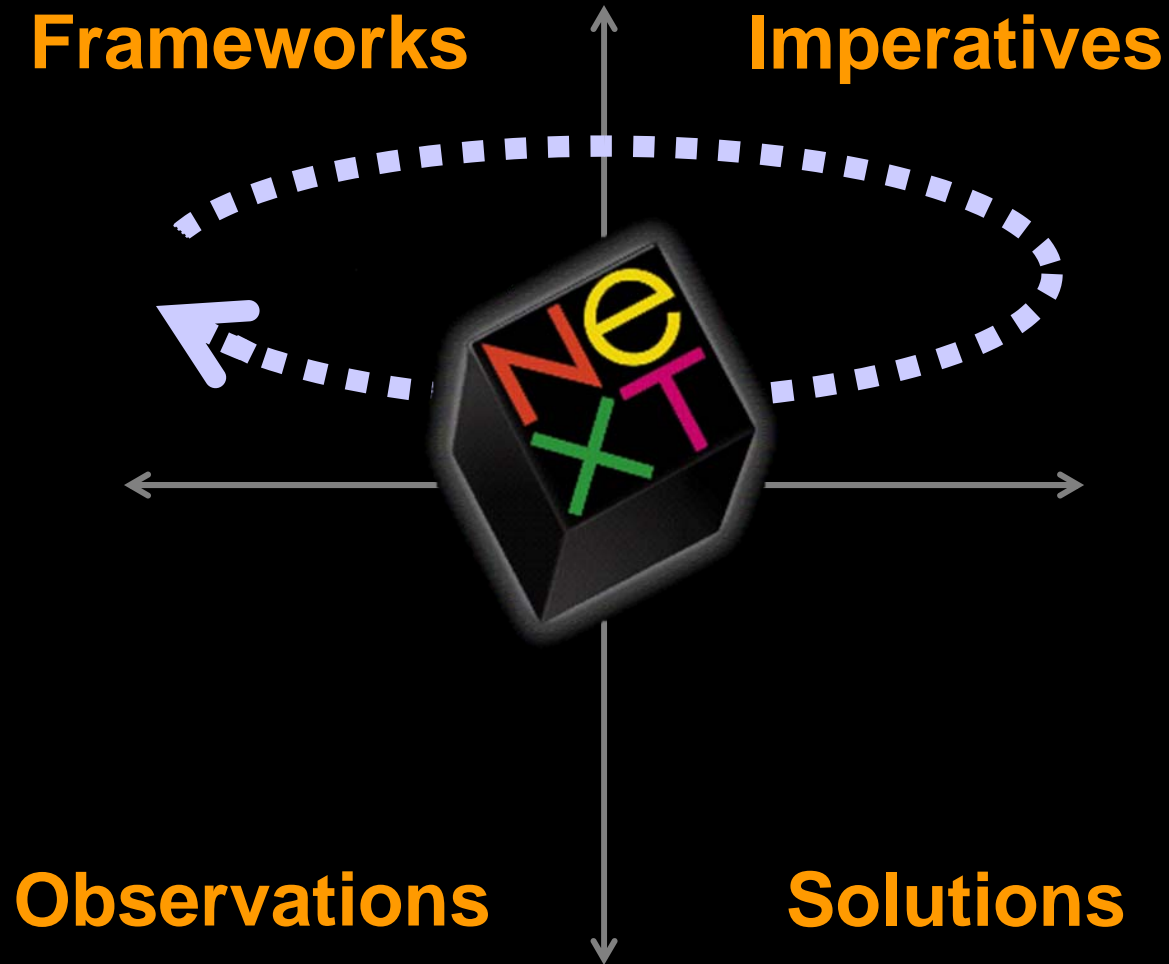
# Design Thinking Applied to Business Models



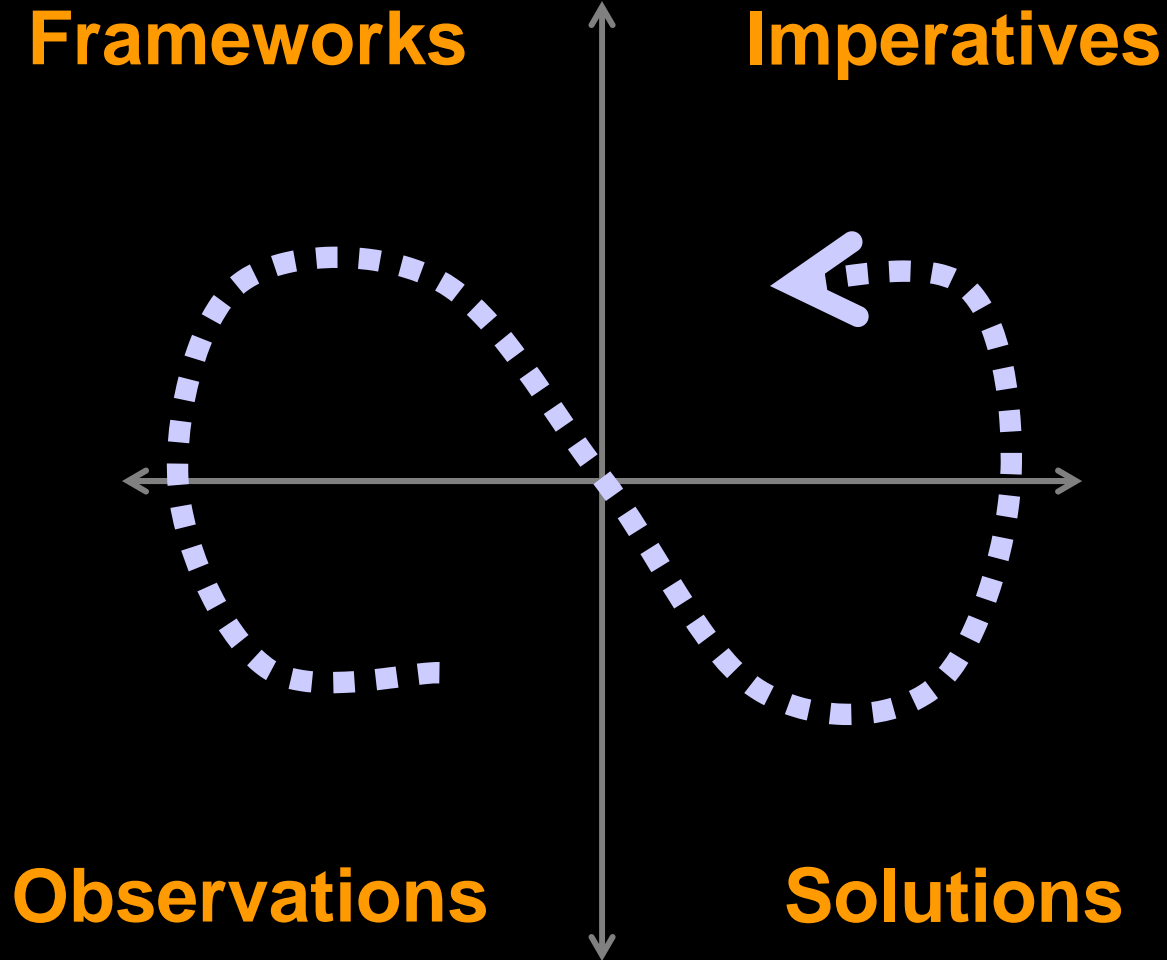
# Express - Test - Cycle



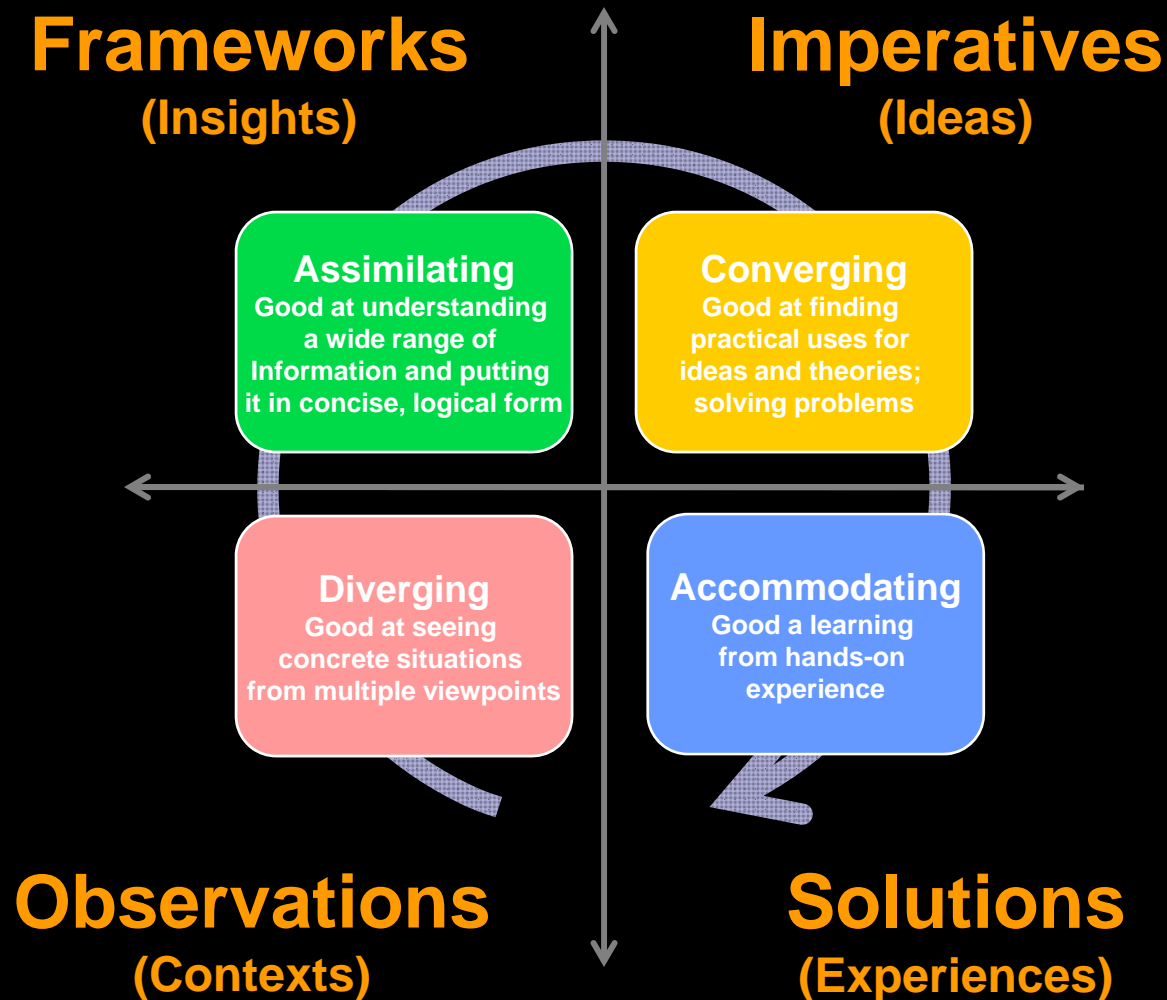
# Academic Isolation



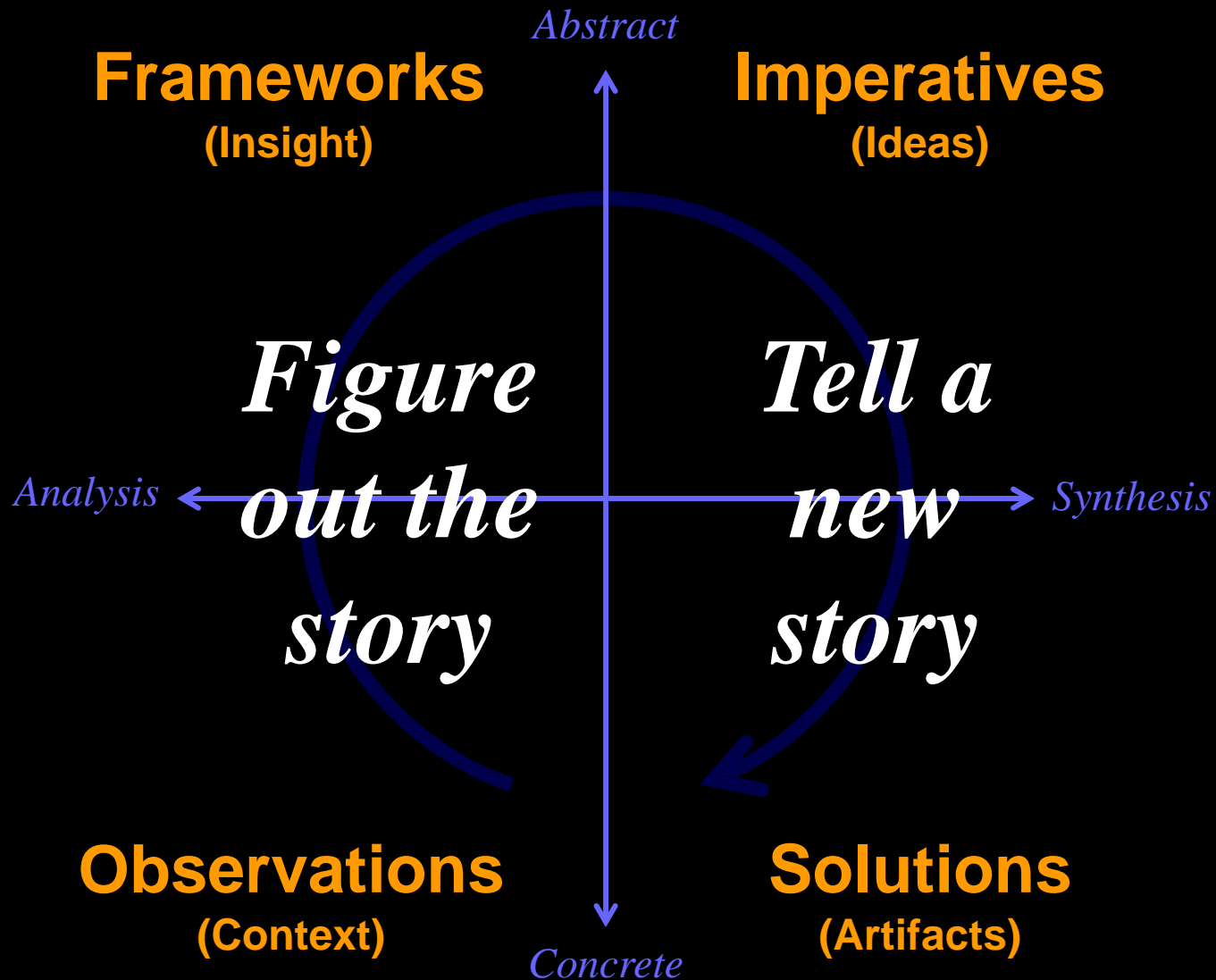
# Design Process Workaround



# Experiential Learning Theory



# Design as Story Telling





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