

SERVE HERE AMERICA

Learning Module Week 12: Design Thinking, Inquiry and Curiosity, and Keeping Your Interests “Real”

During this class, participants should explore the concept of design thinking and how to best understand the needs of the end consumers. In this case, the end consumers are the participants own organizations that will directly benefit from the case study projects.

Suggested Reading:

- “Design Thinking for Social Innovation” by Tim Brown and Jocelyn Wyatt (July 2010) in *World Bank*
https://openknowledge.worldbank.com/bitstream/handle/10986/6068/deor_12_1_29.pdf?sequence=1&isAllowed=y
- “Wisconsin Innocence Project Mulls Avery Case 9 Years Too Late” by Shafaq Hasan (January 2016) in *Nonprofit Quarterly*
<https://nonprofitquarterly.org/2016/01/08/wisconsin-innocence-project-mulls-avery-case-9-years-too-late/>
- “Facebook and the Times vs. Independent Media? Is That Fight Even Fair?” by Meredith Betz and Debbie Laskey (May 2015) in *Nonprofit Quarterly*
<https://nonprofitquarterly.org/2015/05/26/facebook-and-the-times-vs-independent-media-is-that-fight-even-fair/>
- “Why Google, Target, and General Mills Are Investing in Mindfulness” by Kimberly Schaufenbuel (December 2015) in *Harvard Business Review*
<https://hbr.org/2015/12/why-google-target-and-general-mills-are-investing-in-mindfulness>

Learning Objectives:

- Participants should discuss ways of implementing elements of the design-thinking model, based on Brown’s and Wyatt’s article, in discussions with staff members at their own organizations.
- Instructors: we recommend inviting a design-thinking expert to this session if one is available in the area. Otherwise, there are some excellent TED talks that can assist with the presentation.