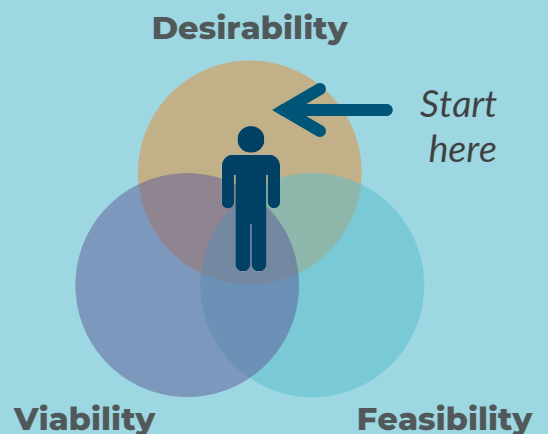# Forward Faster by Design
VIRTUAL SERIES

Adapting to Disruption:
A Human-Centered Approach

Key Takeaways

What is Design Thinking?

» A discipline that leverages the principles & practices of designers

» A way of thinking (mindset) and working (toolset)

» A human-centered approach to innovation

Desirability

Start here

Viability

Feasibility

What is Innovation?

People implementing *new ideas* that create *value*.

Human-Centered Messaging

KNOW

FEEL

DO

*Fall in love with **their** problem, not the solution.*

"

Faster Glass
imagine better ← innovate faster

Adapting to Disruption:
A Human-Centered Approach

How Might We Identify What Is Desirable?

1	Who are THEY?	External stakeholders Internal stakeholders
2	What do THEY need or want?	Now? Future?
3	What are THEIR constraints?	Real constraints? Perceived constraints?

How Might We Think About Feasibility?

1	Who are WE?	Reframing what business we're in
2	How might we address their needs?	Now? Future?
3	What are our constraints?	Real constraints? Perceived constraints?

How Might We Determine Viability?
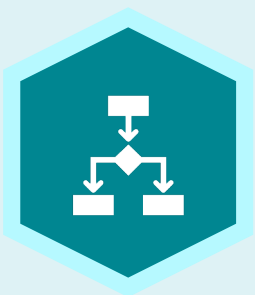
- BE REALISTIC
- DO THE MATH
- MAKE INFORMED DECISIONS