The Design Thinking Recipe*

*A guide for managers of change
to spice up Design Thinking!*

SELECTION

**Is Design Thinking
the right answer?**

Not always!

Companies should try to understand whether Design Thinking is the right answer for their specific needs or if other or integrative innovation mindsets are required.

ENVIRONMENT

**Does the company have
the ideal preconditions
for applying Design Thinking?**

Spaces, timing and a positive attitude towards risk are fundamental elements for the application of Design Thinking to make its adoption effective.

AMBASSADORS

**Who are the first
ambassadors inside the company
and what is their role?**

Companies should identify internal ambassadors that see the value of the Design Thinking mindset and are ready to adopt it and transmit it to colleagues.

EXPECTATIONS

**Are expectations properly
and effectively managed?**

Companies should declare and properly communicate the expectations around the Design Thinking adoption, managing both aspects related to innovation results and aspects related to additional side effects.

EXECUTIVES ENGAGEMENT

**Are executives engaged
in a meaningful way?**

Companies should create the conditions to engage and involve executives in understanding Design Thinking. They are not always required to actively deliver results, but should be leading the project driven by goals and values.

ROLES & COMPETENCES

**Which are the roles and
competences needed in applying
a Design Thinking path?**

Companies should build an effective collaboration framework between internal employees and external experts with defined roles and responsibilities. It is important to choose the most appropriate internal resources and involve decision makers.

TIME

**Is Design Thinking given
formalized and valuable time?**

Companies should make sure that people involved in the Design Thinking adoption feel entitled to take the proper time for the various activities. They should create the conditions to let these activities be perceived as valuable by the rest of the company.

RESULTS

**Are first activities creating tangible
and actionable results?**

Companies should ensure that activities in place for the adoption of Design Thinking are creating tangible results that are actionable and could bring effective changes for innovation inside the organization. Furthermore it is crucial to define and agree on KPIs to measure the success of the Design Thinking path.

VOCABULARY

**Are the people involved
talking the same language?**

Companies should make sure that Design Thinking is spoken with a common language to be more effective and better understood. This language should be used by internal and external people involved in its adoption.

STORYTELLING

**Are the involved people properly
communicating Design Thinking
results (final and intermediate)?**

Companies should create a proper storytelling framework in order to effectively communicate the various results of the Design Thinking adoption, whether they are final or intermediate. The delivery of these stories should be consciously planned in time.