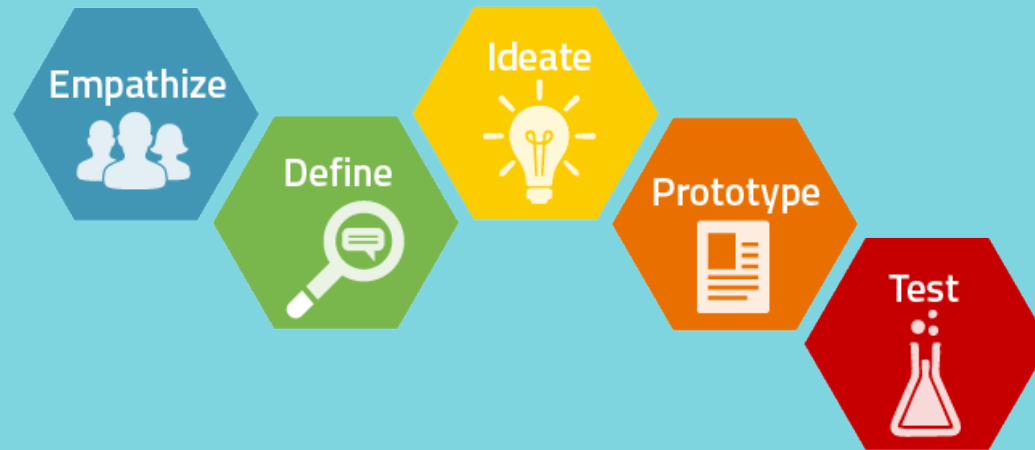


Redesigning Teaching & Learning

DESIGN THINKING



Sunshine State Teaching
& Learning Conference

Kristen Migliano, Ph.D.
kmigliano@lynn.edu
www.linkedin.com/in/kristen-migliano

Warm Up Activity: Actionable Values

Our Values Frame

On a sticky note, write a Value you believe an engaging classroom experience is built upon.

Affix it to our “Values Frame”

Use only 1-4 words

Objective

Reimagine course content delivery through facilitation of a design thinking process to engage learners and empower them to develop potential solutions to individual, organizational, and societal challenges.

Application

Redesign a core curriculum business course in innovation & entrepreneurship from a traditional lecture, to the implementation of a 5-stage design thinking process inclusive of all class participants simultaneously.

Prototype

The redesigned course utilized design thinking principles and served as a prototype in and of itself, resulting in successful achievement of student learning outcomes and improved student engagement.

The course redesign is now broadly accepted as the preferred approach for classroom instructional strategies in the Business of Innovation course at Lynn University, ranked by U.S. News and World Report among “most innovative colleges.”

The Student Learning Outcome

Identify & apply an innovative mindset and apply value-added solutions to an issue (or challenge).

The Original Assignment

CREATE AN INNOVATIVE VENTURE

Provide an overview of your innovative venture.

This overview should include:

Is it a product or service? What is its name? How will it make money? How will it make a positive impact? How is it a good match with and for you?

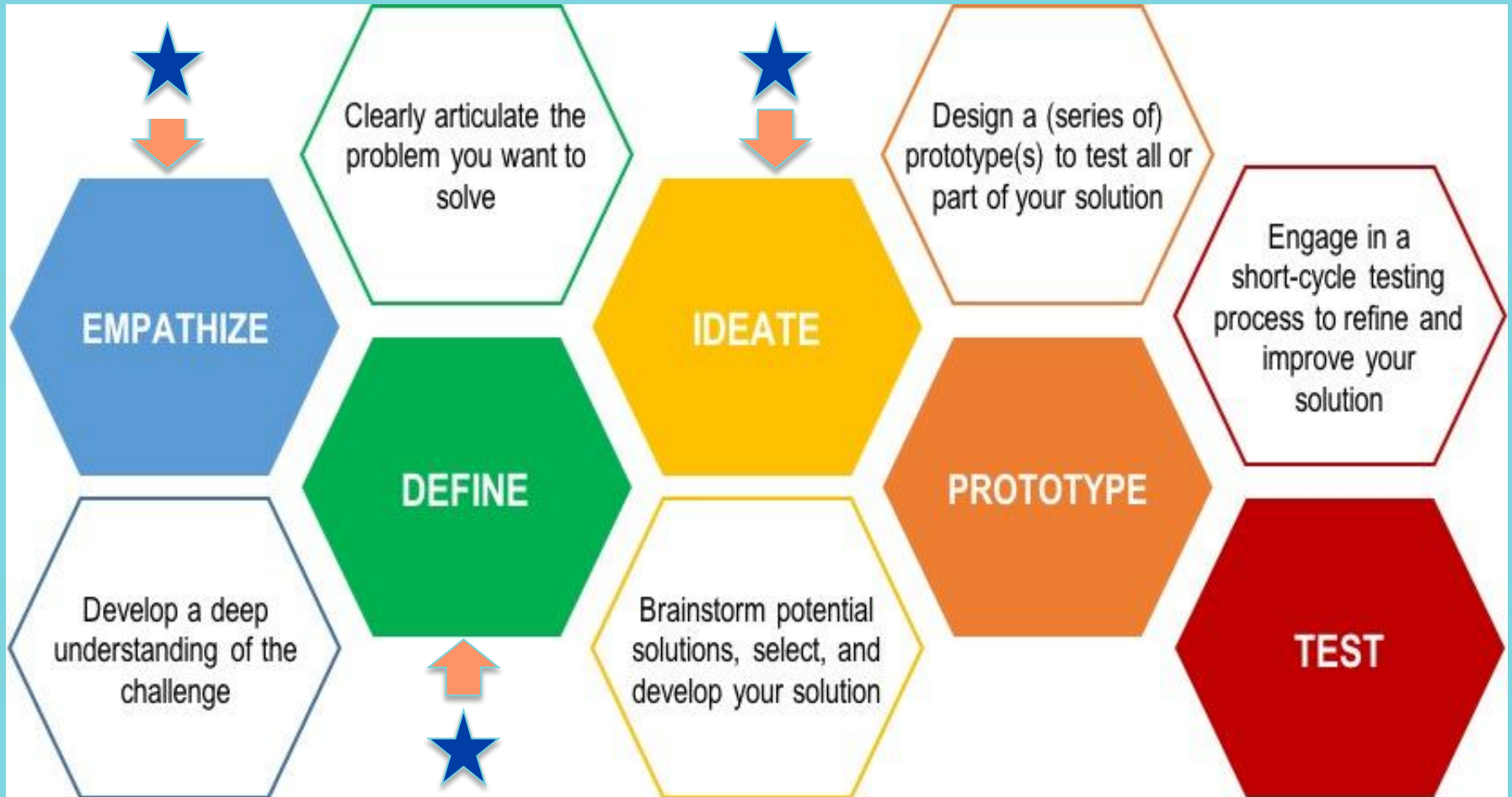
EXPLAIN AN INNOVATIVE MINDSET

Answer each of these questions thoroughly:

What are the views of an individual or an organization to mindfully seek innovation?

Identify THREE value-added solutions you propose for your innovative venture. In other words, what are 3 ways it will add value to the market? This is your product or service's "Value Proposition."

Design Thinking



Reimagined assignment

Purposeful Innovation: Start Something That Matters

In Class Presentations utilizing Design Thinking

Empathy

What is the Problem? What are the Circumstances creating the Problem?

How will the “Something” improve the community it is in?

What Demographics are impacted with this “Something”?

What market with the “Something” Serve?

Define

Propose the Solution.

What is the Social Responsibility of the “Something” to the market/community/industry/or world?

How does the “Something” channel Social Enterprise or Conscious Capitalism? What is its “Noble Intent”?

Ideate

How will the “Something” Create Value?

What is the Target Market currently underserved?

Prototype & Test

Propose a Prototype, rough draft, creative vision, or possibly a Brand? Brand the “Something.” Does it have a Logo? A mission stmt? An MTP?

Formula for Infusing Creativity

Challenge Orthodoxies

Harness Trends

Leverage Resources

Understand Needs

Source: Gibson, R. (2015). *The 4 Lenses of Innovation: A Power Tool for Creative Thinking*. Hoboken, NJ: John Wiley & Sons.

Let's Ideate



Rules of Engagement

Be Engaged

a.k.a. put your phone away

Assume a Beginner's Mindset

a.k.a. be curious & find patterns

Yes, and...

a.k.a. don't judge/take turns/be a team player

Creativity  's Constraints

a.k.a. bias toward action

Sky's the Limit

a.k.a. apply divergent thinking

Reflect: Did We Infuse Creativity?

Challenge Orthodoxies

Did we question the common practice of instructional lecture?

Did we not just “flip” the classroom, but completely “uplift” the classroom?

Harness Trends

Initially a tool for product design, Design Thinking has now emerged as a powerful problem-solving methodology across fields & sectors.

Leverage Resources

Did we “reimagine” instruction in the same space, with the same technology and students, same amount of time, and same assessment expectations?

Understand Needs

Did we empathize with our customer/audience/students to gain insight into their experiences, preferences, & expectations?

Literature Review

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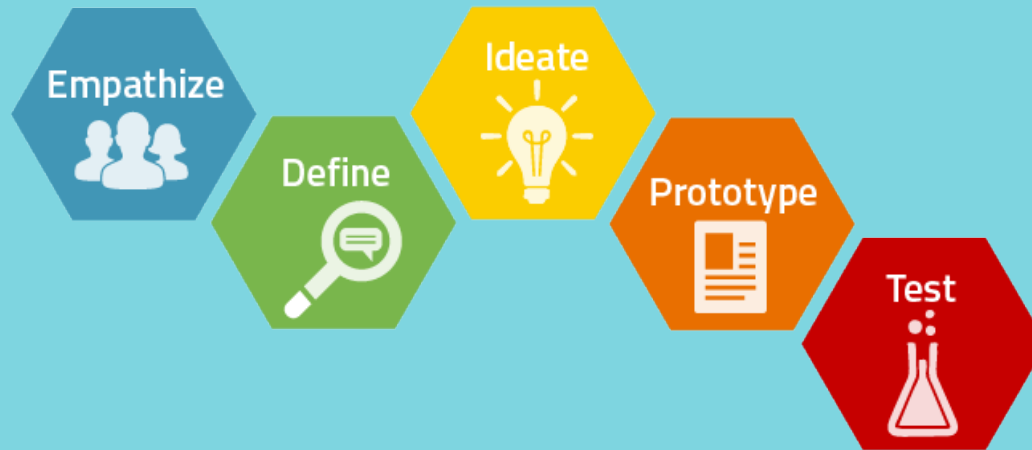
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Kristen Migliano, Ph.D.

Lynn University College of Business & Management

kmigliano@lynn.edu

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