DESIGN THINKING IN THE STRATEGIZING PROCESS

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Abstract - Previous studies have identified the significance of design thinking in organizational strategic processes. While conceptual benefits of including design thinking in the strategic process are known, the process of implementing a design-centric strategic process is not clear. Design thinking has evolved from visualizing and making products and technologies that are useful and aesthetically attractive to users to solving strategic problems and discovering unmet needs and opportunities. This emergence of design thinking has thrust design thinking to the center of organizational strategy. Our study extends the knowledge and significance of design thinking in the strategic process by developing a design-centric analysis and implementation approach, identifying and describing useable design return on investment metrics, and conceiving non-quantifiable strategic benefits.

Keywords – Strategy ; Design Thinking; Strategizing Process.