Design Thinking Resources

This list was compiled from Leticia Britos Cavagnaro, Stanford University & Werner Kuhr, Colorado School of Mines

>> EMPATHY AND PROBLEM FRAMING/ SYNTHESIS

- David Foster Wallace’s *This Is Water*
- Book: Exposing the Magic of Design by John Kolko
- Video: *The Power of Empathy*
- Animated Talk: *The Empathic Civilization*
- Animated Talk: *The Power of Outrospection*
- Video: *Not everyone sees what you see. Can you see what they see?*
- Interactive Website: *Got problems?*
- Reading: *Looking Past the Horse*
- Video: *Developing Empathic Leaders through Design*; Sami Nerenberg (Design for America)
- *Empathy Museum*
- *Observing with fresh eyes*

>> IDEATION

- Reading about human inventiveness
- Video: *A Child’s Creativity*
- Isaac Asimov on the value of brainstorming
- Video (TEDx): *Demystifying Creativity, by Javier Fernandez-Han*
- Video: *What if…*

>> PROTOTYPING

- Video and Reading: Pretotyping Manifesto by Alberto Savoia
  - Video
  - Reading
- Video (TEDx): *Knowing is the enemy of learning* by Tom Chi
- Readings: "Failure sucks, but instructs"
  - Blog
  - Harvard Business Review
- Reading: *Experience the world, instead of talking about experiencing the world*
- Video: *Why You Need to Fail*, by Derek Sivers

>> DESIGN THINKING IN GENERAL

Articles:
- IDEO’s David Kelley on Design Thinking
- **Solving Problems for the Real World, Using Design**
- **Design Thinking… What is That?**
- **Better Service, Faster: A Design Thinking Case Study**
- **Reclaim Your Creative Confidence**
- **Design for Action**
- **Expanding the Definitions of Design**
- **Design Thinking and Organizational Change**
- **Design Thinking for Social Innovation**
- **Design Thinking in Business Schools**
- **What is Design Thinking, Really?**
- **The Value of Brainstorming**

**Books:**
- **Creative Confidence: Unleashing the Creative Potential Within Us All**, David Kelley and Tom Kelley
- **Make Space**, Scott Doorley and Scott Witthoft
- **The Achievement Habit**, by Bernie Roth
- **The art of innovation**, Tom Kelley
- **Change by design**, Tim Brown
- **The Ten Faces of Innovation**, Tom Kelley
- **Glimmer: How design can transform your life and maybe even the world**, Warren Berger
- **The Design of Business**, Roger Martin
- **The opposable mind**, Roger Martin
- **Design and Designing**, Steve Garner, **Chris Evans** (Eds.)

**Documentaries:**
- **Extreme By Design**

**Toolkits:**
- IDEO **Human Centered Design Toolkit**
- NESTA’s **Prototyping Framework**
- IDEO’s **Design Thinking for Educators Toolkit**
- IDEO.org **Design Kit**

**Interviews:**
- NYT's **interview with Tim Brown**
- Metropolis **interview with Tim Brown**

**Talks:**
- **Tom Kelley** @ the Entrepreneurial Thought Leaders series at Stanford, 2008.
- **Tim Brown** @ 2008 Serious Play conference
- **Tom Chi** on rapid prototyping:
Blogs/websites:

- The Whiteboard (d.school)
- IDEO blog
- Design Thinking (Tim Brown's blog)

Blog posts:

- The Importance of Right Brain Thinking

Other:

- Bruce Mau's Incomplete Manifesto for Growth
- Bruce Mau's Institute Without Boundaries

>> START-UPS

Books

- The Startup Checklist: 25 Steps to a Scalable, High-Growth Business by David S. Rose
- The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change) by Clayton M. Christensen
- The Innovator's Solution: Creating and Sustaining Successful Growth by Clayton M. Christensen and Michael E. Raynor
- The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know by Alejandro Cremades, Barbara Corcoran
- The Discipline of Market Leaders: Choose Your Customers, Narrow Your Focus, Dominate Your Market by Michael Treacy, Fred Wiersema
- The Design of Everyday Things: Revised and Expanded Edition by Don Norman
- Don’t Sell Me, Tell Me: How to use storytelling to connect with the hearts and wallets of a hungry audience by Greg Koorhan
- The Story of Purpose: The Path to Creating a Brighter Brand, a Greater Company, and a Lasting Legacy by Joey Reiman
- The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers by Ben Horowitz
- Shoe Dog: A Memoir by the Creator of Nike by Phil Knight
- Lean Customer Development: Building Products Your Customers Will Buy by Cindy Alvarez

- Tim Brown @ 2009 Commonwealth Club
- Awakening Creativity by George Kembel
- Fabio Sergio, Frog Design
• The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
• Zero to One: Notes on Startups, or How to Build the Future by Peter Thiel, Blake Masters
• Hooked: How to Build Habit-Forming Products by Nir Eyal, Ryan Hoover
• Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist by Brad Feld, Jason Mendelson
• How Google Works by Eric Schmidt, Jonathan Rosenberg
• Twitter is Not a Strategy: Rediscovering the Art of Brand Marketing by Tom Doctoroff
• Crazy Is a Compliment: The Power of Zigging When Everyone Else Zags by Linda Rottenberg
• The Decision Maker: Unlock the Potential of Everyone in Your Organization, One Decision at a Time by Dennis Bakke
• Delivering Happiness: A Path to Profits, Passion, and Purpose by Tony Hsieh
• How To Win Friends and Influence People by Dale Carnegie
• The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich by Timothy Ferriss
• Stacking the Deck: How to Lead Breakthrough Change Against Any Odds by David S. Pottruck
• Rework by Jason Fried, Heinemeier Hansson, David
• The Art of Thinking Clearly by Rolf Dobelli
• Essentialism: The Disciplined Pursuit of Less by Greg McKeown
• Antifragile: Things That Gain from Disorder (Incerto) by Nassim Nicholas Taleb
• The Startup Game: Inside the Partnership between Venture Capitalists and Entrepreneurs by Draper III, William H., Eric Schmidt
• Startup Life: Surviving and Thriving in a Relationship with an Entrepreneur by Brad Feld, Amy Batchelor
• Startup CEO: A Field Guide to Scaling Up Your Business, + Website by Matt Blumberg
• Startup Boards: Getting the Most Out of Your Board of Directors by Brad Feld, Mahendra Ramsinghani
• Do More Faster: TechStars Lessons to Accelerate Your Startup by Brad Feld, David Cohen
• What Every Angel Investor Wants You to Know: An Insider Reveals How to Get Smart Funding for Your Billion Dollar Idea (Business Books) by Brian Cohen, John Kador
• Seven Men: And the Secret of Their Greatness by Eric Metaxas
• Smartcuts: How Hackers, Innovators, and Icons Accelerate Success by Shane Snow
• Rookie Smarts: Why Learning Beats Knowing in the New Game of Work by Liz Wiseman
• Intelligent Leadership: What You Need to Know to Unlock Your Full Potential by John Mattone
• The Innovators: How a Group of Hackers, Geniuses, and Geeks Created the Digital Revolution by Walter Isaacson