



**Course Title: Using Design Thinking and Innovation Techniques to Change Your Organization**  
**Course Code: BUS 233**  
**Instructor: James Young**

**Course Summary:**

This course will be a very interactive, hands-on, and activity-oriented experience. Come prepared to lower your professional guard and access your creative flexibility. We will gather information concretely and process it actively. We'll apply what we observe to the practical world around us in order to achieve results.

In this experiential course, you will learn design thinking and innovation tools that anyone can use and methods for inspiring your peers to more innovative thinking. We will cover proven processes for engaging with customers and turning that research into insights that can be converted into actionable innovations. Techniques like rapid brainstorming and empathy mapping will help you uncover areas ripe for innovation and identify uniquely suited solutions. By the end of the course, you will have the tools for increasing your personal and group effectiveness, and techniques for gaining buy-in from a group and transitioning a team to a desired future state. As the person who brings these tools to your organization, you will be able to change how your company thinks and acts.

*Please see course page for full description and additional details.*

**Grade Options and Requirements:**

- Letter Grade (A, B, C, D, No Pass)
  - *All assignments will be graded on a completed / not completed basis.*
    - Attendance 10%
    - Participation 40%
    - Homework completion 10%
    - Final presentation 40%
- Credit/No Credit (CR/NC)
  - A passing grade (for "Credit") = at least 70% of expectations accomplished
- No Grade Requested (NGR)
  - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.

**Please Note:** *If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.*

Please contact the Stanford Continuing Studies office with any questions  
365 Lasuen St., Stanford, CA 94305  
continuingstudies@stanford.edu  
650-725-2650

**Tentative Weekly Outline:**

Week 1: Mar 31

Introductions

Experience: Really rapid user research

Presentation: Introduction to design thinking

Discussion: Invisible walls, creative bravery, and trust

Experience: Intro to sketch noting (guest lecturer)

Week 2: Apr 7

Experience: Tangible Thinking Workshop: How to use our collective minds and bodies to discover opportunities for innovation end-to-end with your product or service.

Learn about Graphical Facilitation (guest participant/lecturer).

Week 3: Apr 14

Presentation/Discussion: Gathering customer insights, basic recruiting, contextual inquiry, observation, and documenting. Building empathy maps, journey maps, and problem statements.

Homework: User research in the wild and related artifacts

Week 4: Apr 21

Experience: Uncovering patterns from our research

Experience: Brainstorming techniques that include the “go broad to go narrow” method

Other brainstorming and narrowing activities

Week 5: Apr 28

Experience: Crafting storyboards and prototypes, prototyping non-tangible experiences

Homework: Refine storyboards and prototypes.

Week 6: May 5

Experience: Rapid research and experiments with users

Homework: User feedback in the wild

Week 7: May 12

Presentation/Discussion: Building buy-in; expressing the journey and the art of storytelling in your workplace

Experience: Creating final presentations

Homework: Finish final presentation.

Week 8: May 19

Experience: Final class presentations