



Using Design Thinking to Enhance Technology Training in Sales Curriculum

We cannot solve
our problems with
the same thinking
we used when we
created them.
Albert Einstein



What is design thinking?

- Empathize
- Define
- Ideate
- Prototype
- Test



How might we reuse old tires to free up space in landfills?

Let's get started



How might we accelerate and/or enhance the learning experience with innovative technology?



**BUILD ON THE IDEAS
OF OTHERS**



DEFER JUDGEMENT



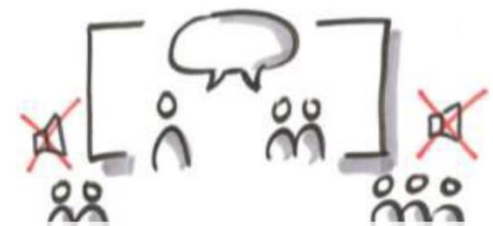
STAY FOCUSED ON TOPIC



FAIL EARLY AND OFTEN



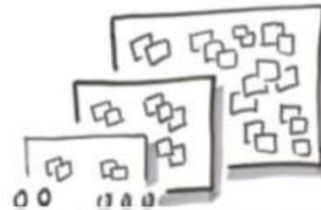
BE VISUAL



ONE CONVERSATION AT A TIME



THINK USER-CENTRIC

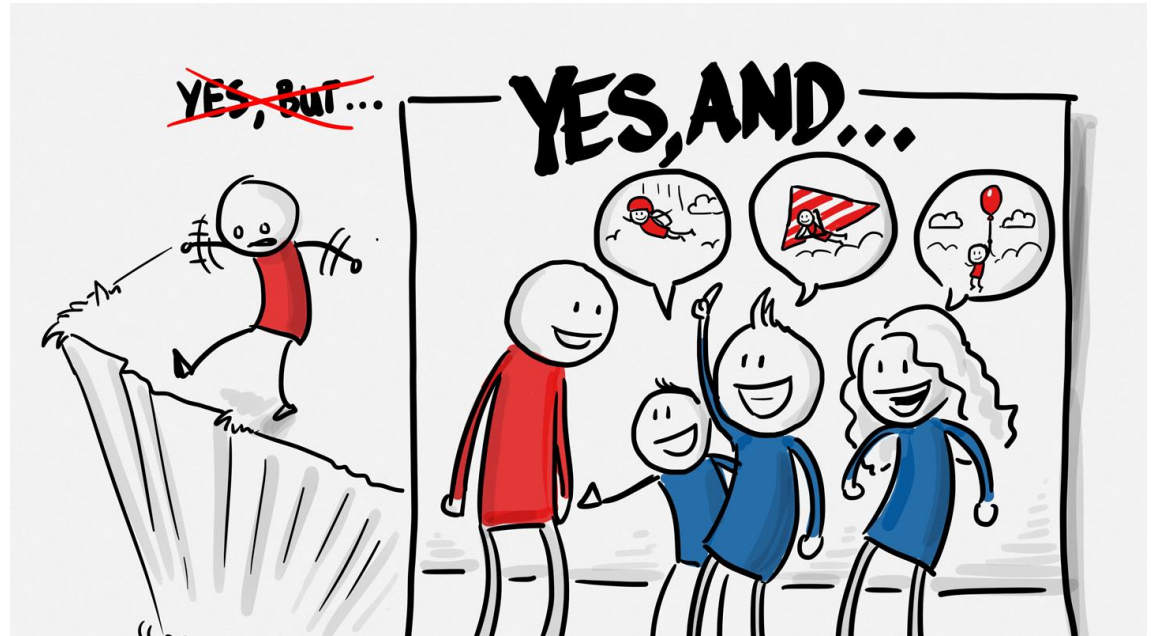


GO FOR QUANTITY



GO FOR WILD IDEAS

Ideate: 5 Minutes



YES, AND...
Prototype

FEEDBACK



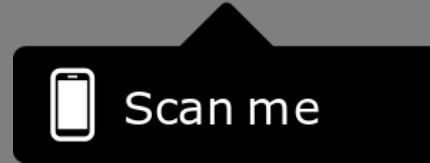
Challenge your thinking...
Iterate

Discussion



Share: 30 Seconds





Dr. Stefanie Boyer

Sboyer@Bryant.edu

@DrSBoyer

<https://www.linkedin.com/in/drstefanieboyer/>