

Over and Underthinking: The Case Against Design Thinking

Stanford Center for Professional Development – T500 Webinar

Overthinking:

- An obsession with minimizing risk leads to the inability to make decisions fast enough to respond to disruptions. (“analysis paralysis”)

Underthinking:

- A bias toward action leads to making fast decisions that prove to be shallow, imprecise and less than effective. (“ready, fire, fire, fire, aim”)

Wrong Thinking:

- Using the wrong problem solving style to solve a problem (“whaaaa?”)

There are many ways to solve a problem. There are many kinds of problems. The challenge is to match the problem solving style to the correct problem.

Problem Solving Style	Method	Tools	Outcomes
Design	<u>Build</u> your way forward	Empathy, Prototyping, Iteration	Multiple novel answers
Engineering	<u>Solve</u> your way forward	Equations, Analytics	Multiple sufficient answers
Business	<u>Optimize</u> your way forward	Maximizing, Satisficing	Single point answer
Research	<u>Logic</u> your way forward	Deduction, Induction, Abduction	Internally consistent answer

Assignment: Over, Under and Wrong Thinking

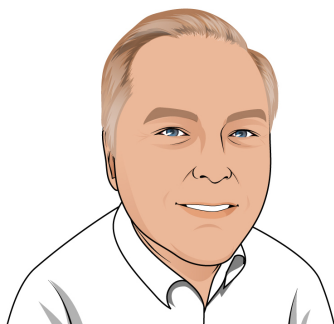
1. On the following worksheet page, tell us about a problem you solved using Design Thinking.
2. Next think about problems where Design Thinking may not be the best approach. Tell us why.
3. Last, tell us how you match your problem solving style to the problems you face. Where did you have a success solving a tough problem and you did not use Design Thinking?

We will discuss your answers at our upcoming **T500 Webinar on Friday, October 24**.

Send us your worksheet ... and a picture. Please write your answers in the DOCX file (using English, please!) and send them to us with a picture of you (.JPG or .PNG).

Send your worksheet and picture to: **t500_bc41@sendtodropbox.com**

Please send us your worksheet and picture no later than Wednesday, October 22



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