Our mission is to Democratise Design Thinking.
naked ambition
/neikid : amˈbɪʃ(ə)n/

**adjective**

1. Naked means real. It’s not being afraid of showing the raw, unfinished, imperfect parts of our work and ourselves

**noun**

1. Ambition is something to be proud of. It means getting things done any way you can. Talking to humans. Rough Prototypes. Making things people want. Knowing it might fail and doing it anyway.
We teach the **habits of innovation** to corporate mavericks so they can lead their companies into new territory.
Is Design Thinking a buzzword?
Or really worth your focus?

@mynakedambition
What is the next chapter for Design Thinking?
One of the most promising approaches for understanding patients’ experiences has been design thinking.
Making the complex, simple.
By the very nature of what you do, you are all experience designers...
Welcome to your Design Jam
Tie your hair back.
We’re going on an design sprint...

...apologies in advance
Always be creating

British Design Council – Double Diamond

Discover

Define

Develop

Deliver

Problem Space

Solution Space

Discover - Research

Define - Ideation

Develop - Prototyping

Deliver - Implement

Diverge

Converge

Discover - Research

Define - Ideation

Develop - Prototyping

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Converge
Three Lenses of Innovation

Desirable
for our clients

Viable
for business

Feasible
with technology

As defined by IDEO
Design Thinking Principles & Mindsets

- Design Thinking Principles
- Human Centered
- Collaborative
- Experimental
- Contextual
- Iterative
- Ambiguous
- Tangible
Your brief today

How might we improve communication

For our waiting emergency department patients

So that they can make informed decisions regarding any delay
If you remember nothing else from today

You are not your user

We all share a responsibility to be innovative

We can all do this by adopting a designers mindset