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](https://www.youtube.com/watch?v=Oc4Fl9rJd6w)
- Book: Exposing the Magic of Design by John Kolko
- Video: [The Power of Empathy](https://www.youtube.com/watch?v=Oc4Fl9rJd6w)
- Animated Talk: [The Empathic Civilization](https://www.youtube.com/watch?v=Oc4Fl9rJd6w)
- Animated Talk: [The Power of Outspection](https://www.youtube.com/watch?v=Oc4Fl9rJd6w)
- Video: Not everyone sees what you see. Can you see what they see?
- Interactive Website: [Got problems?](https://www.gotproblems.org/)
- Reading: [Looking Past the Horse](https://www.youtube.com/watch?v=Oc4Fl9rJd6w)
- Video: [Developing Empathic Leaders through Design](https://www.youtube.com/watch?v=Oc4Fl9rJd6w): Sami Nerenberg (Design for America)
- [Empathy Museum](https://www.empathymuseum.org/)
- [Observing with fresh eyes](https://www.youtube.com/watch?v=Oc4Fl9rJd6w)

>> IDEATION
- Reading about human inventiveness
- Video: [A Child’s Creativity](https://www.youtube.com/watch?v=Oc4Fl9rJd6w)
- Isaac Asimov on the value of brainstorming
- Video (TEDx): [Demystifying Creativity, by Javier Fernandez-Han](https://www.youtube.com/watch?v=Oc4Fl9rJd6w)
- Video: [What if...](https://www.youtube.com/watch?v=Oc4Fl9rJd6w)

>> PROTOTYPING
- Video and Reading: Pretotyping Manifesto by Alberto Savoia
  - Video
  - Reading
- Video (TEDx): [Knowing is the enemy of learning](https://www.youtube.com/watch?v=Oc4Fl9rJd6w) by Tom Chi
- Readings: "Failure sucks, but instructs"
  - Blog
  - Harvard Business Review
- Reading: [Experience the world, instead of talking about experiencing the world](https://www.youtube.com/watch?v=Oc4Fl9rJd6w)
- Video: [Why You Need to Fail](https://www.youtube.com/watch?v=Oc4Fl9rJd6w), by Derek Sivers

>> DESIGN THINKING IN GENERAL
Articles:
- [IDEO’s David Kelley on Design Thinking](https://www.youtube.com/watch?v=Oc4Fl9rJd6w)
- **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:
- **Tim Brown** @ 2009 Commonwealth Club
- *Awakening Creativity* by George Kembel
- Fabio Sergio, *Frog Design*

**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
- **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 Ronenberg
- **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. Potterick
- **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
- **Start Up 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
- **Smartenings: 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