Innovation drives most successful companies. Design thinking is enabling innovation – whether start-ups or Fortune 500 companies. Innovation is a process that requires diligence, discipline and focus. And, mental frameworks that enable curiosity, empathy and suspending judgment. It requires imagination and human capital. It also requires shared tools, practices and habits of mind. Innovation is not restricted to “creative” people.

This course, based on the required MBA course, *Fundamentals of Design Thinking*, will introduce students to the tools and practices of innovation, to deep customer insight, and to design thinking in business. This is a learn-by-doing lab. Students will work collaboratively to understand and then solve problems.

The goal of this course is to equip students with innovation skills and practices. You will learn research methods, ethnographic interviewing/observation, analysis and synthesis, reflective thinking, persona and scenario creation, ideation processes, rapid prototyping cycles and designing experiments, iterative design and how to tell the story of “Never Before Seen” ideas.

Sessions will take on Thursdays from 12-2 pm in the Haas Innovation Lab (iLab) in Memorial Stadium. Class time is spent learning-by-doing; using hands-on innovation and human-centered design practices. Teams present work for critique and iterative development. The course will feature short lectures, guest talks, campus-based fieldwork, site visits, research and readings. Projects will be launched in the sessions and each student project team will be coached and mentored.

About the Instructor: Clark Kellogg is a lecturer in Innovation and Design Thinking at Haas. He has taught innovation practices in the iSchool, the architecture school. He is a partner in the innovation consultancy, BIG - The Berkeley Innovation Group. (theberkeleyinnovationgroup.com) Clark has practiced architecture, product design, graphic design, corporate strategy design, and global brand management. He is also a practicing studio artist. He runs corporate and graduate workshops in innovation practices and communications. He has advanced training as a CEO coach and innovation facilitation.

Founder of three design firms, Clark also founded the State Street Corporation’s Innovation and Communications Lab to manage innovation globally. Prior to that he was the Creative Director of The Nature Company, responsible for product development, brand, store and catalog design. Info at kellogg@berkeley.edu or 510-388-2967