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, Problem Finding Problem Solving, 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 an interdisciplinary group of 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 Wednesdays from 10 am to 12 noon in the Cal Design Lab in Wurster Hall. 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 at the University of California. He teaches in three UC departments: Haas, the Information School and the College of Environmental Design. He is a partner in the innovation consultancy, Collective Invention, Inc. (www.collectiveinvention.com) Clark has practiced architecture, product design, graphic design, corporate strategy design, and global brand management. He runs corporate and graduate workshops in innovation practices and communications. He has advanced training as a CEO coach and innovation facilitation.

Founder of numerous businesses, Clark was also a Director of State Street Corporation where he founded the Innovation and Communications Lab to manage innovation globally. He was the first designer to sit on the Executive Committee of a Fortune 500 company.

Clark has been teaching at Berkeley for over a decade. He is a Director of Spark Design Awards, the international pan-discipline innovation and design awards competition (www.sparkawards.com). He was the Founding Director of the Cal Design Lab in Wurster Hall. Clark can be reached at kellogg@berkeley.edu.