World Café Guidelines

Connect Ideas

PLAY!

DRAW doodle

LISTEN to understand

CONTRIBUTE your THINKING experience to

FOCUS on what MATTERS

Listen together for PATTERNS, INSIGHTS Deeper
- Lean Start-Up and Design Thinking – Mary Raber
- SBDC and other Regional Resources - Jon Leinonen
- SmartZone - Patrick Visser
- Technology Transfer and IP – Mike Morley
- ICE and Husky Innovate - Lisa Casper
DIFFERENT KINDS OF THINKING:

ENGINEERING THINKING

Solve your way forward

BUSINESS THINKING

Optimize your way forward

RESEARCH THINKING

Analyze your way forward

DESIGN THINKING

Build your way forward

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DESIGN THINKING is...
... a good approach to WICKED PROBLEMS

A wicked problem is a problem that is difficult or impossible to solve because of incomplete, contradictory, and changing requirements that are often difficult to recognize.