



OBTC 2016 at Walsh University June 8th – 11th, 2016

Submission Template

SUBMISSION GUIDANCE

- * Remove all identifying properties from this document **
- * All files must be saved in PDF format **
- *Please include ALL supplementary text at the end of this document**
- *Only one document should be submitted**

Submission Template for the 2016 OBTC Teaching Conference for Management Educators

1) Title, Abstract & Keywords

Title: Beyond the Brain: Incorporating the Senses into the Design Thinking Process for Whole Body Thinking...aka “Sense-ful Design Thinking”

Abstract:

Design thinking is a process for solving problems, achieving goals, and discovering new opportunities. Yet, design thinking protocols thus far have not incorporated recent advances in our understanding of the role of “senses” in decision making. By incorporating “sensing” in the design thinking process, this class exercise aims to add whole-body thinking to the discussion. It is premised on the argument that can design better decisions by tapping into our full set of senses.

Keywords

Design Thinking; Decision Making; Thinking Skills

2) Format

- ☒ Activity or exercise
- ☐ Roundtable discussion (60 minute only)
- ☐ General discussion session

2a) For activities and exercises only, is yours best suited for

- ☒ A traditional classroom
- ☐ An online class
- ☐ Either

2b) For activities and exercises only, is yours best suited for

- ☐ Undergraduate students
- ☐ Graduate students
- ☒ Either

3) Time Requested:

☐ 30 Minutes

☐ 60 Minutes (*Roundtables must select 60 minutes*)

☒ 90 Minutes (*60 is okay if time is tight. Debriefing can be compressed.*)

4) Planning Details:

Flat table for set up.

5) Teaching Implications:

Overview

In the tradition of experiential learning this in class activity is designed to integrate theory and behavior in a manner that is theoretically sound, logically accessible, and translatable to action.

The core of the exercise requires participants to design a tea ceremony. They will be provided with basic tea making supplies and challenged to design a ceremony that purposely engages all of the “senses.” After working as group to design the ceremony, the group will be asked to proto-type their design, followed by a critique.

Learning Objectives

By way of background, this exercise is part of a three-day class on Design Thinking. The class has its own learning objectives.

With regard to this specific exercise, the participants will practice and learn how to:

Empathize - learn about (values, motivations) of the audience for which you are designing either a decision or a project.

Sensate – become aware of and actually access the physical sensations the accompany high quality/self-aware thinking

Ideate -- Brainstorm creative ideas while suspending judgment and encouraging creativity

Prototype: actualize the design outcome by creating a sketch/role, play, or scene

Test – by presenting to a group of constructive critics to learn what might work and what might not work.

Selected References/Suggested Readings

- Angier, N. (2010, February 2). Abstract Thoughts? The Body Takes Them Literally. *New York Times*.
- Colicchio, T. (2007). *Think Like a Chef*. New York: Clarkson Potter.
- Fauconnier, G., & Turner, M. (2002). *The Way We Think: Conceptual Blending and the Mind's Hidden Complexities*. New York, NY: Basic Books.
- Gelb, M. J. (1998). *How to Think like Leonardo da Vinci*. New York, NY: Delacorte Press.
- Hodgson, M. (2015, November 15). *Roses, Tar and Decaying Burlap*. Retrieved from Wall Street Journal: <http://www.wsj.com/articles/roses-tar-and-decaying-burlap-1447625944>
- Linden, D. (2016, February 2). *Touch: The Science of Hand, Heart, and Mind*. Retrieved from The Diane Rehm Show: <https://thedianerehmshow.org/shows/2016-02-02/david-linden-touch>
- Norman, D. (1988). *The Design of Everyday Things*. New York, NY: Doubleday.
- Wonder, J., & Donovan, P. (1984). *Whole Brain Thinking*. New York, NY: William Morrow and Company, Inc.

Associated Management Topics

small groups, organizational rituals, work and project design, decision making, creativity

6) Session Description and Plan:

Exercise Overview

Groups of 5 are asked to design a tea ceremony. An observer records the decisions and logic employed by the 4 designers who are challenged to design a ritual that will incorporate the senses in all aspects of a tea ceremony. Such ceremonies have long been associated with collaborative decision making and information sharing (see Aston Martin video). Teams will be judged not by their knowledge about such ceremonies, or the ceremony they design, but rather their thinking process, use of their senses, respect and appropriate willingness to learn. The group must use the limited set of resources to prototype their ritual.

Hypothesis: Business is in the process of shifting toward becoming more dependent on the contributions of cognitive and creative workers. They increasingly require people who are better at using all of their senses to make decisions. Better decisions are made by people who are fully aware of all senses (i.e., whole body thinkers).

Process Outline

15min: Design thinking overview, the role of the senses in decision making, adding the senses to d/thinking, rituals in organizations

Videos:

o <https://www.youtube.com/watch?v=zLmObbh0GAU>

o <https://www.youtube.com/watch?v=fUR5Ysesqdl>

5min: set up and explain components for prototyping step

5min: Outline exercise with class/group – teams of 5 with 4 designers and 1 observer – observer considers the design elements that access the targeted sense e.g. How does the proposed design access smell?

30min: Assessment - worksheet provided

30min: Debrief and discussion

5min: Post-activity take-away capture

7) Application to Conference theme:

Beyond the goal of helping students learn key elements of Design Thinking the exercise highlights of importance of rituals as part of the human experience. We purposely chose the metaphor of a tea ceremony to help bridge the gap between the ancient and the contemporary. In the hyper-intense workplaces that populate American enterprise, making time to be aware of both self and others has become a luxury. Teaching students how to design activities/workplace rituals focused on “awareness” is both about personal development and helping to craft organizations **United in Service** to the common good.

8) Unique Contribution to OBTC:

This exercise is new; it has not been presented at OBTC or anywhere else.

We are new to OBTC. Nonetheless our hope is that the proposal might be different in two ways. First, we anticipate that its focus on design thinking might still be new to OBTC. Design thinking came to public awareness about a decade ago but it's still missing from the curriculum in the vast majority of business schools. And second, the exercise calls attention to the importance of ritual. Rituals are part of our daily lives and certainly part of our organizational lives. New workplace designs (highly mediated by modern communication technologies) are forcing us to pay greater attention to the utility and design of workplace rituals. Rituals are not merely events; they are at the center of how individuals “experience” life in the organization.