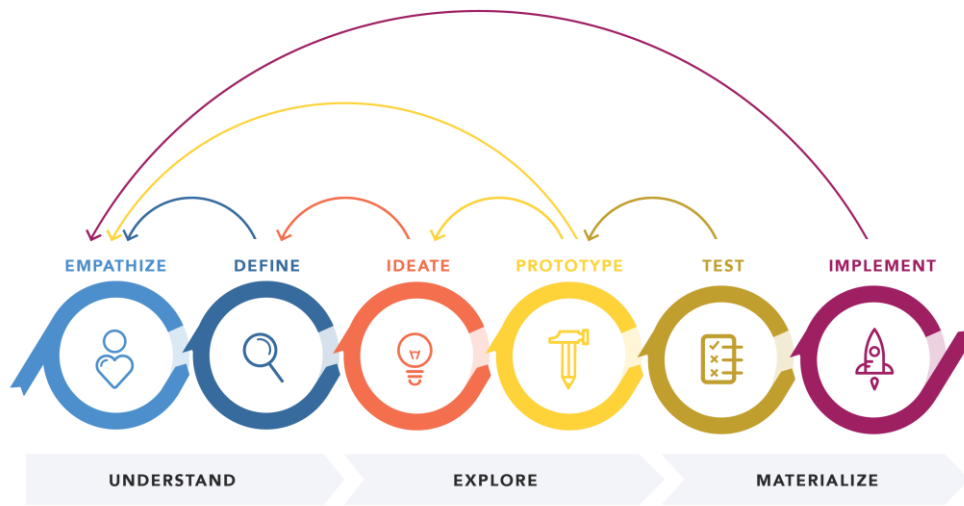


# Design Thinking: A Collaborative Process for Ministry Innovation



DESIGN THINKING 101 NNGROUP.COM

“Design thinking is an empathy-driven, human-centered approach to addressing complex problems. When ministry leaders embrace empathy, we encounter others in new ways that can shape ministry.”

---Bethany Stolle

“Design thinking taps into the capacities we all have but that are overlooked by more conventional problem-solving practices. It is not only human-centered; it is deeply human in and of itself. Design thinking relies on our ability to be intuitive, to recognize patterns, to construct ideas that have emotional meaning as well as functionality, to express ourselves in media other than words or symbols.”

---Tim Brown, *Change by Design*

“You have to pick something very concrete and very tiny, and not worry that you won’t fix all aspects of the problem. You start on one of the smaller problems, someone else focuses on something else, and eventually, after a long period of seeing no change, you will have enough scaffolding- support base - in place for the community to enjoy some results”

---Jon Kolko, *Wicked Problems: Problems Worth Solving*

## Recommended Resources

- Brown, Tim. *Change by Design: How Design thinking Transforms Organizations and Inspires Innovation*.
- Matryoshka Haus: <https://www.matryoshkahaus.com>
- Kolko, Jon. *Wicked Problems: Problems Worth Solving A Handbook & Call to Action*. Available as a free download: [www.wickedproblems.com](http://www.wickedproblems.com)
- Kolko, Jon. "Design Thinking Comes of Age." *Harvard Business Review*: <https://hbr.org/2015/09/design-thinking-comes-of-age>
- Stolle Creative: [www.stollecreative.com/resources](http://www.stollecreative.com/resources) (intersecting design process for faith-based ministry)
- Bethany Stolle E-Formation Presentation: *Theology by Design: A Practical Approach to Design Thinking for Congregations*: <https://youtu.be/ANe1RZX0mJg>
- Design Thinking 101: <https://www.nngroup.com/articles/design-thinking/>

