DESIGN THINKING MINDSETS

There are nine different mindsets that people working in creative, design-like ways, embody to do the best work possible.

1. Collective Intelligence
   All of us are smarter than any of us, we must build on the ideas of others.

2. Optimism
   Believe all problems are solvable.

3. Embrace ambiguity
   Be prepared to feel confused, not have your sea legs, and not know where to turn.

4. Bias for action
   Act, even when you do not know where to turn and do not have your sea legs.

5. Reframe
   Practice the art of seeing things from different points of view.

6. Be Scrappy, not Precious
   Don’t be too precious about what you make, make things scrappy so you can iterate on them.

7. Flexibility
   Withhold judgment about yourself and others.

8. Empathy
   Empathy means imagining yourself walking in someone else’s shoes and feeling the toe pinch. It is the central mindset of human-centered design.

9. Creative Confidence
   The belief that we are all creative and we can use our own individual creativity to engage human-centered problem-solving.