NovoEd

UNIVERSITY of VIRGINIA | DARDEN SCHOOL of BUSINESS

Darden Teaches Design Thinking on NovoEd

Innovation Requires Collaboration

Professor Jeanne Liedtka has spent her career arguing that innovation is something that can be taught. "A recipe for innovation isn't add genius and stir," she says. "Innovation happens when you treat it as an outcome that takes effort, expertise, new behaviors, and problem-solving skills."

At the Darden School of Business, Liedtka teaches future business leaders creative behaviors through Design Thinking. Based on this experience, Liedtka created an online course to teach design-thinking principles online.

Innovation requires a nurturing, collaborative environment. In order to scale this dynamic online, Liedtka turned to NovoEd. Its collaborative platform enables project-based learning through mentorship, peer-to-peer feedback, and teamwork.

The results were remarkable; over 95% of participants said they would recommend the course on NovoEd. Course participant Michael Latsko, a Director of HR Consulting Services, described the experience: "I enjoyed forming a team, saw interesting innovations, and learned new perspectives."

"If you got a problem to solve– small or big - design thinking offers a solution."

SMITHA RAO
PricewaterhouseCoopers

540	1,053	95%
assignments	forum posts	would recommend the course

What Does it Take to Teach Innovation?

Darden took advantage of NovoEd's collaborative platform to launch an eight-week course on Design Thinking.

- Modules were organized around the 15 principles of Design Thinking, including lessons on drafting design briefs, designing prototypes, and implementing feedback from stakeholders.
- Learners developed new skills by watching videos and by completing assignments relevant to real-world design problems, such as product marketing, employee motivation, and the organization of management.
- Learners collaborated by providing peer feedback, sharing ideas in team workspaces, and discussing best practices   in course forums.
- Mentors encouraged discussion by monitoring forums, responding to learner inquiries, and giving feedback.
- Learners took advantage of comments from peers and mentors to iterate on project designs.

Why Design Thinking Matters

Design Thinking is how companies as diverse as Microsoft, Pfizer Consumer Healthcare, and Mars Masterfoods sustain above average growth through innovative problem-solving.

By applying principles of design thinking, corporate executives bring elegant solutions to knotty problems. "Learning all the concepts and the real thought process behind Design Thinking was enlightening!" said Carlo Henrique Alves of Hewlett Packard.

"A recipe for innovation isn't to add genius and stir. Innovation takes new behaviors and problem-solving skills."

JEANNE LIEDTKA
Professor
University of Virginia
Darden School of Business

About Jeanne Liedtka

Jeanne Liedtka is a professor of business administration at the University of Virginia Darden School of Business. She has co-authored several books on design thinking, including Designing for Growth, Solving Problems with Design Thinking, and The Designing for Growth Field Book.

About NovoEd

NovoEd's collaborative learning platform empowers organizations to design and deliver experiential learning that accelerates business performance on a global scale. Since the company's founding at Stanford's social algorithm laboratory in 2012, global corporations, executive education providers, and training firms have relied on NovoEd to develop high-value capabilities through purposeful practice and application, coaching and mentorship, and group collaboration. NovoEd's proven approach to learning connects diverse groups of learners, mentors, and leaders in a high-impact online environment which unlocks an organization's collective knowledge and drives measurable outcomes.

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