

Special E-Week Offering

Innovation by Design

Wed-Thu Mar 28-29

9:00-3:00

All around us we see "wicked problems" - complex, knotty, messy issues that demand solutions and yet defy all comers. The key players cannot agree on a solution approach, and often not even on a problem statement. These problems call out for innovation. In all likelihood, one of your projects or ambitions is stymied by a wicked problem.

In this workshop we will examine what makes problems wicked and how a design approach can be used to cultivate agreement among the key players. The design approach features interactive prototyping of possible solutions. We will also examine how this approach fits into the overall process of innovation and what skills you need for yourself and your team to design innovation proposals that are likely to succeed.

Leaders:

Peter Denning is an NPS Distinguished Professor, Director of Cebrowski Institute, and co-author of *The Innovator's Way*.¹

Martin Steinert, acting assistant professor at Stanford University, is deputy director of the Center for Design Research² and is a member of the Design Group at Mechanical Engineering.

To enroll, contact Cecelia Davis at cmdavis@nps.edu by Friday, March 16.

¹ Peter Denning and Robert Denham, *The Innovators Way*, MIT Press (2010).

² <http://me.stanford.edu/research/centers/cdr/index.html>