Design Thinking at Stanford

How do thinking styles affect team composition?

Wed Sept 1

CI Living Rm Glasgow Hall East, 3rd Floor

12:00—13:00

Dr. Martin Steinert, Deputy Director of the Center for Design Research at Stanford will discuss how this knowledge helped his team solve the convertible backdraft problem for BMW.

Steinert's work focuses on **intersections of technology, innovation and business strategy.** He investigates relevant, high-impact problems that engineering and technology-based firms face in the area of innovation and technology strategy.

Concentrating on factors that enable organizations to discover, develop and commercialize technologies, one of his goals is to understand what enables (or hinders) such companies or businesses to disruptively innovate, pushing the particular sector back "into the fluid phase or era of ferment."

Join in the discussion of military implications and thesis opportunities.

Deputy Director of the Center for Design Research at Stanford University, researches the intersections of technology, Innovation, and business strategy

Mission

To harness the creativity of DARPA program managers and America's science and engineering community to transition DARPA technology to our warfighters faster and more effectively.

Goal

Promote adaptability in DoD by getting additional revolutionary technologies to the field more quickly and by advancing technologies that will help us build in adaptability from first principles.

Strategies

- Establish strong organizational relationships connecting warfighters to DARPA's performers and demonstrate the transition worthiness of DARPA technology by rigorously assessing their strengths and limitations.

- Monitor the transition status of our programs and maintain a corporate memory of transition "lessons learned" to improve the transition prospects of our programs from their very inception.

- Invest in technologies to help us build adaptability into our systems via new tools and techniques to optimize product development.