

# Design Thinking in Learning: 4 Steps to Create Better Learning Experiences

Problem finding before problem solving

# Agenda

Introduction

The Double Diamond

Discover

Define

Develop

Deliver

Q&A

# Introduction

Let's get to know each other

# Poll question:

## What is your role?

# Nice to meet you

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Maestro is a learning innovation company that creates meaningful behavior change through disruptive, strategy-led learning experiences.

We partner with clients to: Drive better job performance, inspire a culture of learning across teams, and create positive change for the business.

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# Learning Principles

- No. 1 **Learning exists to create change**
- No. 2 **Learning is a process**
- No. 3 **Learning should meet people where they are**
- No. 4 **Learning works best when beautifully designed**

# Introducing the Double Diamond

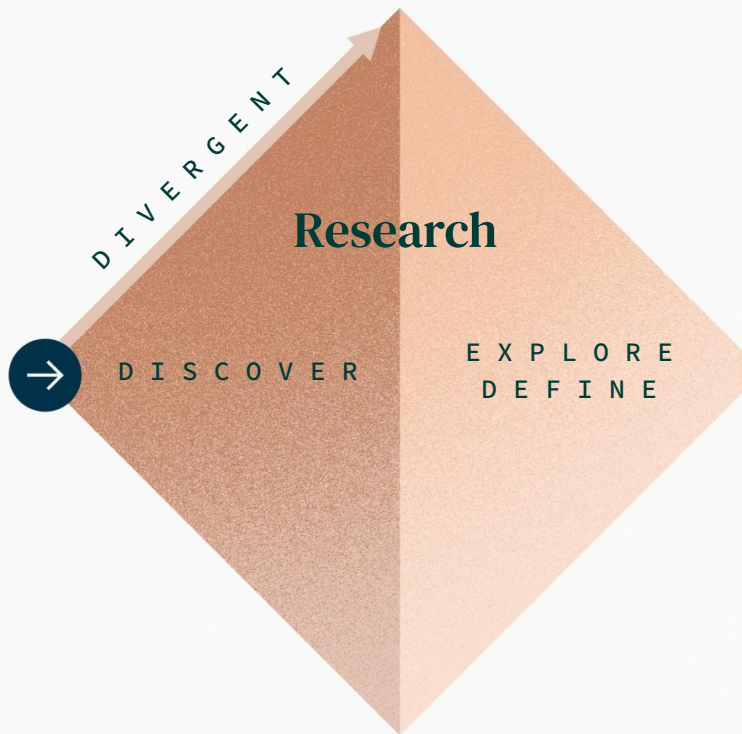
A design thinking framework



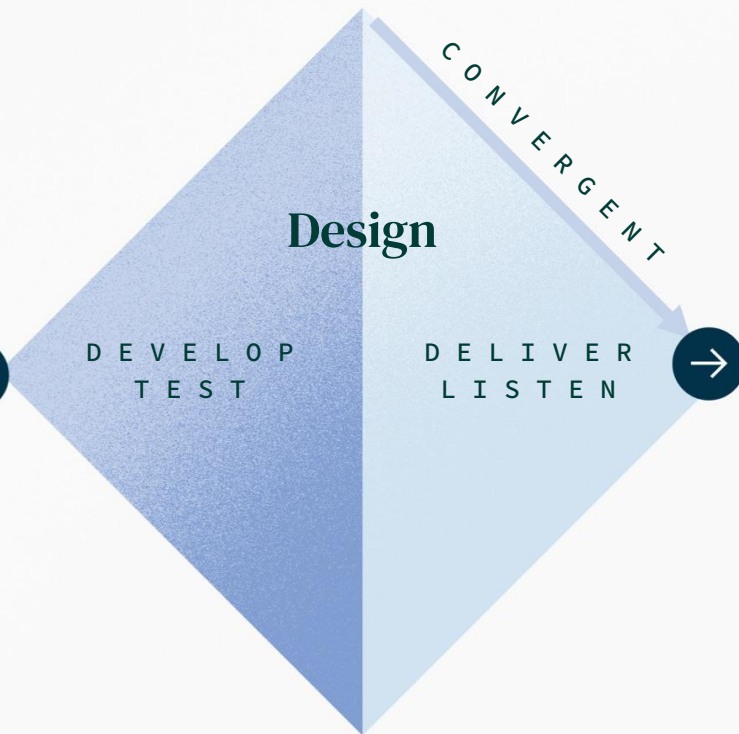


# Problem *finding* before problem *solving*

## Problem finding



## Problem solving

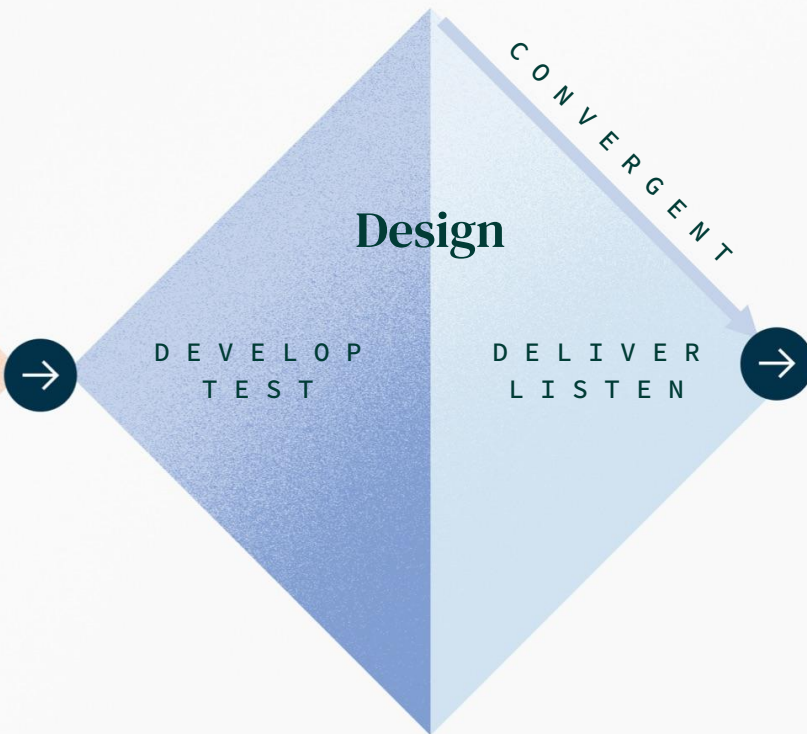


## Problem finding



Tool: Learning Environment Analysis

## Problem solving



Tool: Brainstorming guide

# Discover phase

Problem Finding

# Review of existing assets







# Working session

# Focus areas

Nature of the challenge

Learner profile

Constraints

# Field observations





# Avoid leading questions

What did you do right there?

Why is that important?

What happens if you don't do that?

What do you do if you get stuck?

How did you learn how to do that?

# Interviews



# High-level interview outline

Introductions and getting to know you

The specifics of their role and success in it

Learning content and how it might be best delivered

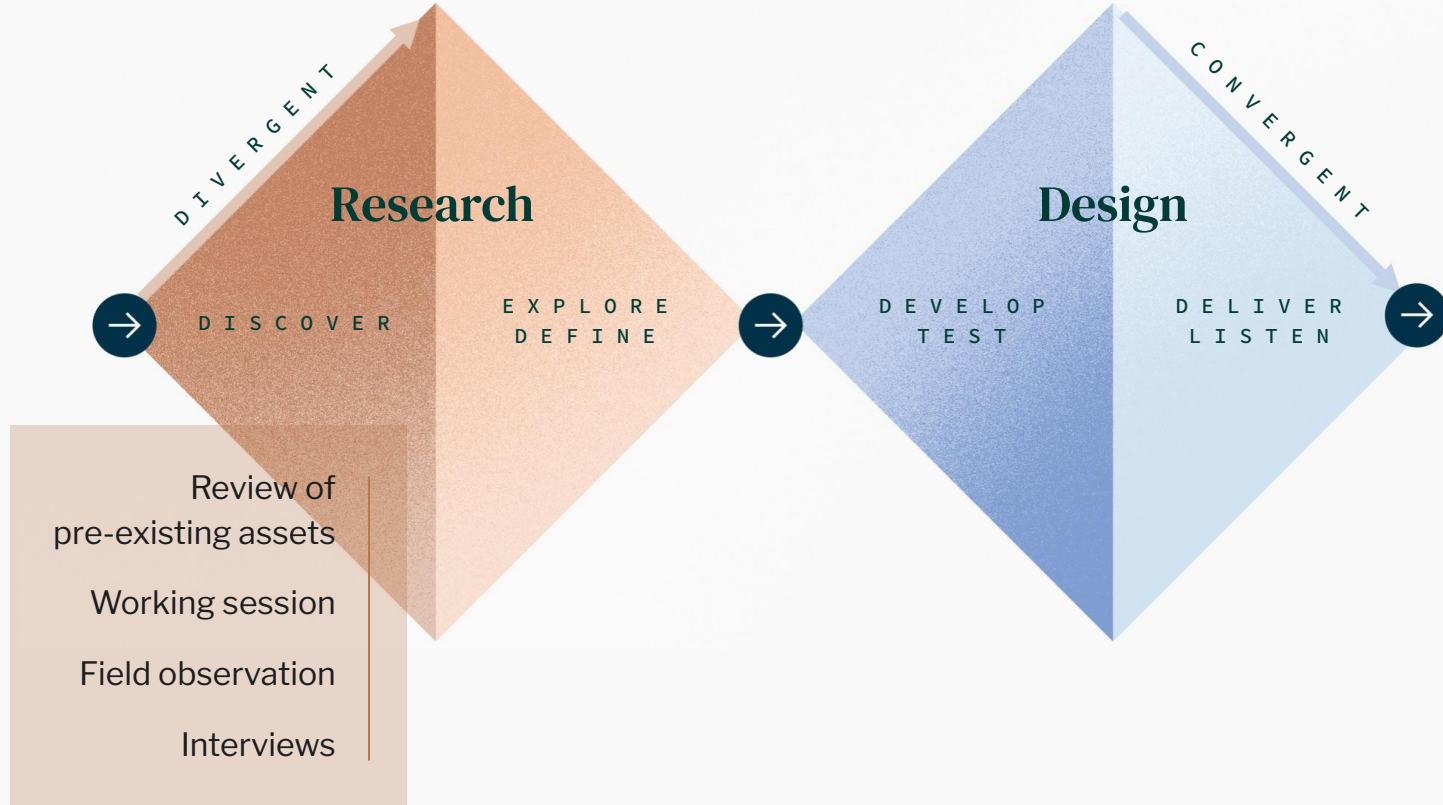
Wrap up

# Poll question:

When was the last time your team conducted learner interviews?

## Problem finding

## Problem solving



# Define phase

Problem Finding

# Analysis of findings





A photograph of three people (two men and one woman) sitting around a wooden table in a modern office setting, looking at and pointing to documents. The woman is in the center, wearing a yellow sweater. The man on the left is wearing a light blue sweater, and the man on the right is wearing a teal sweater. The background is a blurred office space with shelves and windows.

# Findings report



# Bringing it back to the working session focus areas

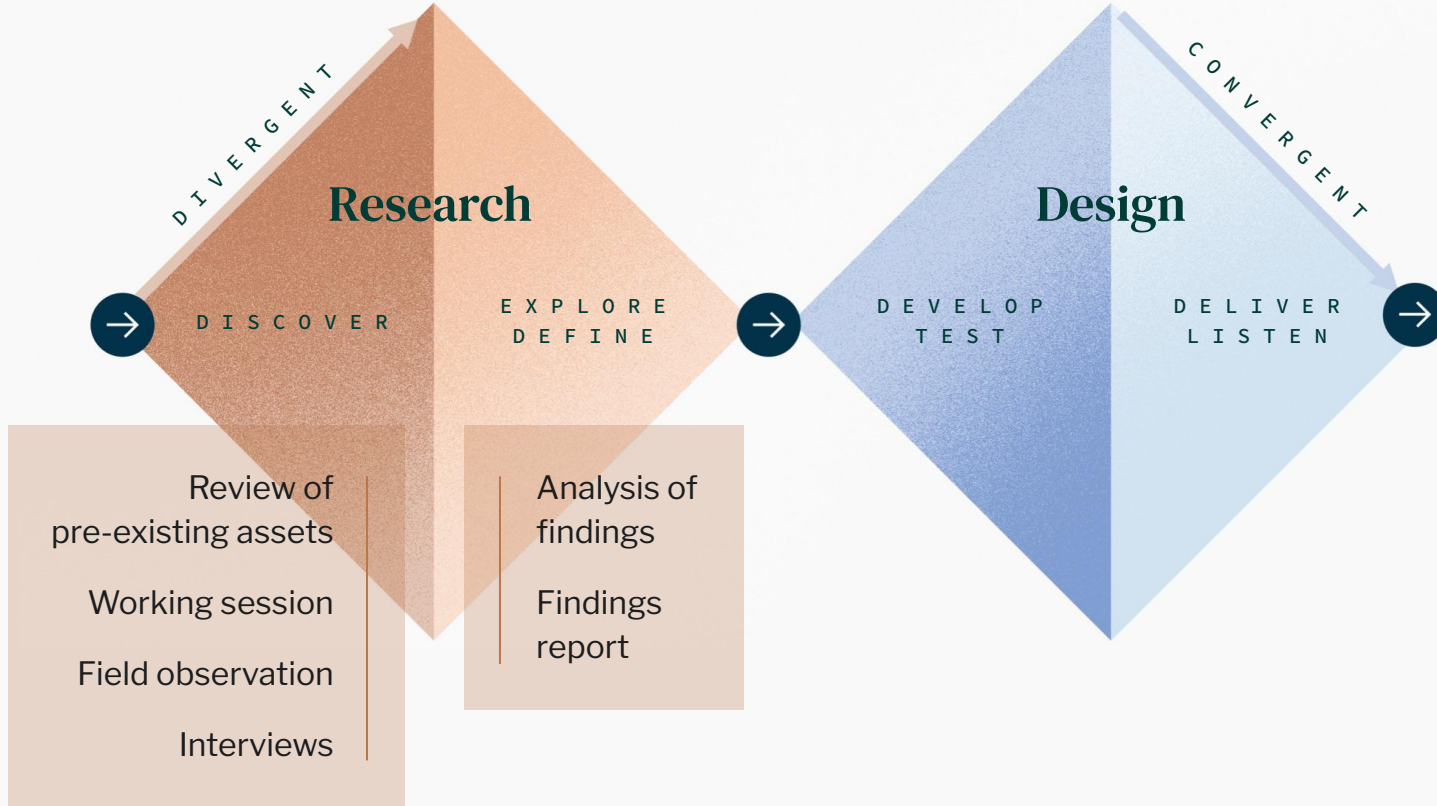
Nature of the challenge

Learner profile

Constraints

## Problem finding

## Problem solving



**Tool: Learning Environment Analysis**

# Develop phase

Problem Solving

# Poll question:

How satisfied are you with your  
current learning design  
brainstorming sessions?

*Our focus:*  
quantity drives  
quality

# Brief-in

Write the brief using your LEA findings:

- Problem statement

- Problem statement insights

- Proposed success criteria

- Learner profile

- Constraints

Brief-in your brainstorm team:

- Recruit your team

- Share the brief in advance

- Consider assigning “homework”

# Brainstorm at-a-glance

Brainstorm rules

Format

Facilitation

Prompts & activities for divergent thinking

# Sample brainstorm rules

## Live boldly.

Don't prejudge your ideas! If it comes to mind, write it down and share it out loud!

## Wonder more.

What else? Prioritize quantity over quality for this brainstorm.

## Lead with heart.

Remember that something really small can make a big difference for a learner. No idea or detail is too little to share.

## Take ownership.

We're counting on you to stay engaged in the discussion and make it as productive as possible.

## Check your ego.

This is a "Yes, and..." space. We don't critique or evaluate ideas on the spot.



# Brainstorm format

In-person vs. virtual

Synchronous vs. asynchronous





# Brainstorm facilitation

# Sample Brainstorm Activities

# Warmup

## Learning-specific

What's something you recently learned or attempted to learn? Walk us through your experience!

## Topic-specific

What's an example you've seen of a team coming together to become more than the sum of its parts?

# *Kolb's model:* Tell-Show- Do-Review

What if learners only had 5 minutes at a time?

What if we had to rely mostly on graphics?

What if we had to tell a story?

What if learners couldn't use any digital tech?

# Constraints



# Brainstorm facilitation

# Idea analysis

Reconcile ideas against LEA findings  
(challenge, audience, constraints)

Push on those constraints – budget, team capabilities, etc.

Use group consensus to advance ideas



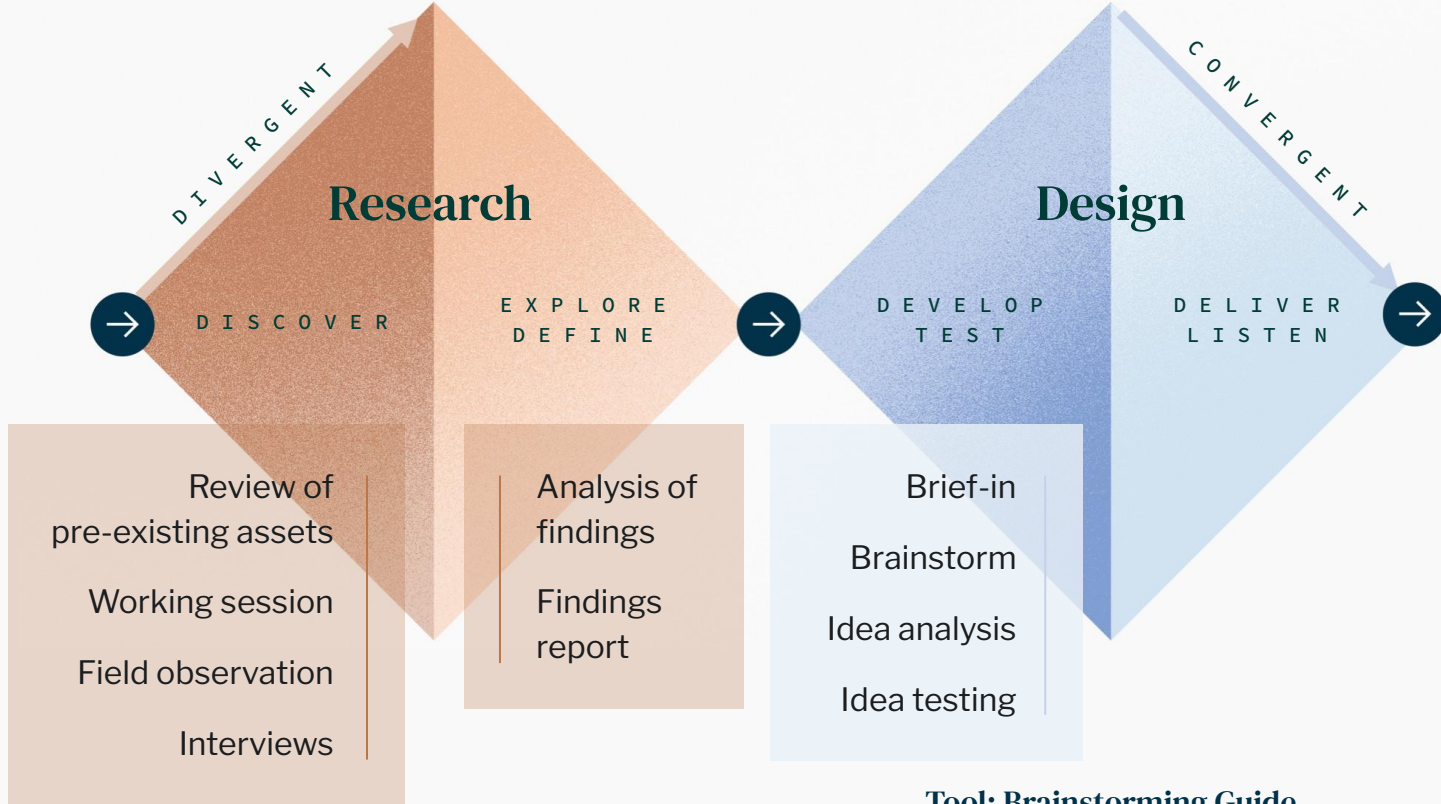
Proof of concept

Prototype

# Idea testing

## Problem finding

## Problem solving



# Deliver phase

Problem Solving



# Production

Leverage the “Silver Rule”





# Pilot

# Launch + Measurement

Set a schedule to collect and review quantitative and qualitative data at each Kirkpatrick level:

01 Reaction

02 Learning

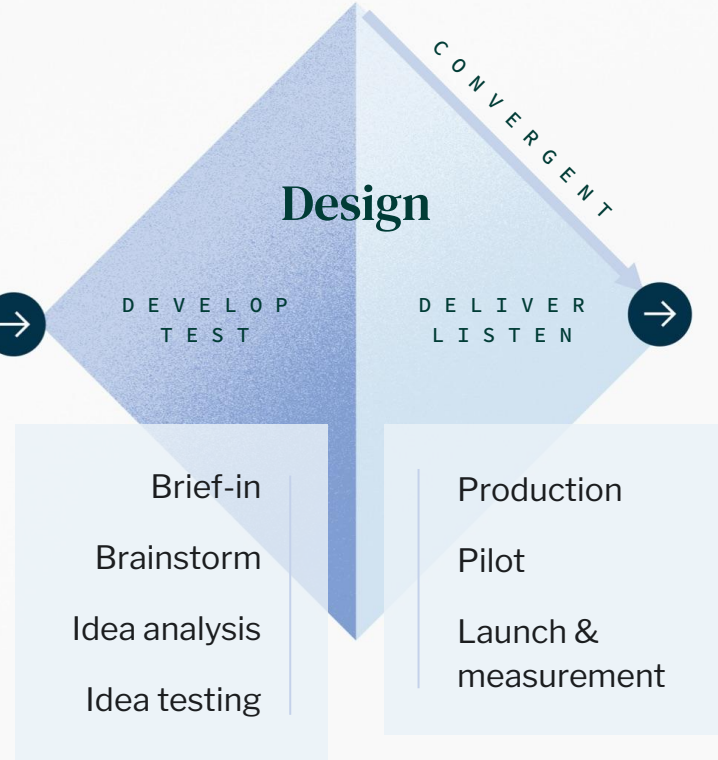
03 Behavior

04 Results

## Problem finding



## Problem solving

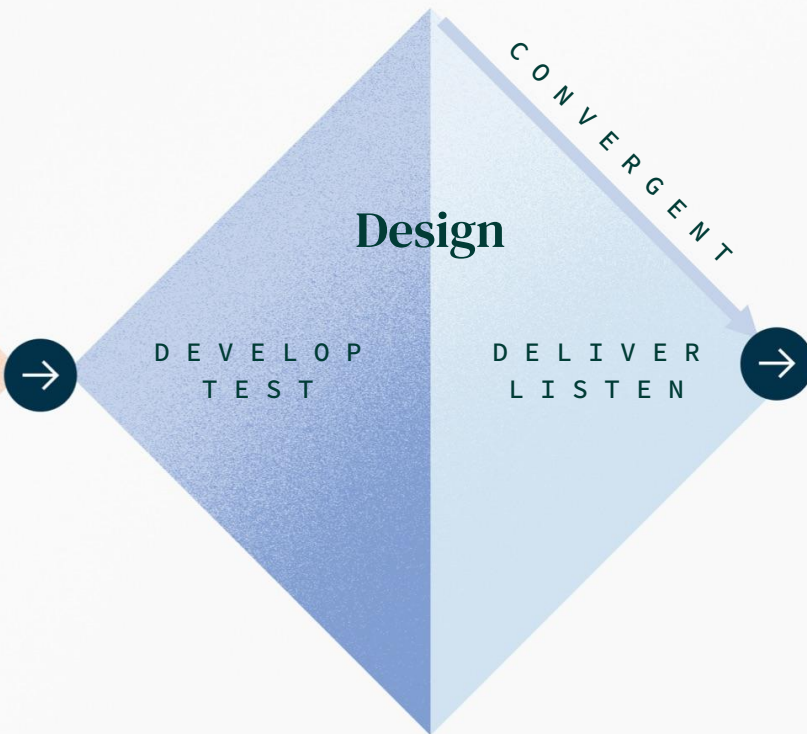


## Problem finding



Tool: Learning Environment Analysis

## Problem solving



Tool: Brainstorming guide



# Q&A

What do you think?



# Thank you

Like what you see? Let's talk!

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