

# Best Practice: Apply Design Thinking to Problem-solving

**Source:** [http://www.stanford.edu/group/dschool/big\\_picture/design\\_thinking.html](http://www.stanford.edu/group/dschool/big_picture/design_thinking.html)

**Video:** [http://fora.tv/2009/08/14/George\\_Kembel\\_Awakening\\_Creativity](http://fora.tv/2009/08/14/George_Kembel_Awakening_Creativity) (1hr, 12min)  
Lecture at Chautauqua Institute, from summer 2009, on design thinking and creative problem solving by George Kembel, director of the **d.school** at Stanford University.

Design thinking starts with **empathy** and uses collaborative and participatory methods, repeating all five steps of the process as many times as needed to achieve a complete solution.

