

The Disruptor's Design Thinking Primer*

[What is Design Thinking?](#)

A constantly-updated definition of Design Thinking and collection of topical content and literature from the Interaction Design Foundation.

[Get Started with Design Thinking](#)

- If you are new to design thinking and/or want a basic exposure to design thinking concepts, take the free course, [“Get Started with Design Thinking.”](#)
- Throughout this 14-lesson / 2 hours course, you will learn the theory of Enterprise Design Thinking from experts and see real examples.
- Finish the course and receive your Practitioner Badge which can be shared on LinkedIn and Acclaim.

[How is Design Thinking used in 2020?](#)

By: Marty Seinamets | From Medium February 25th, 2020

[Design Thinking: A Powerful Tool for Your Nonprofit](#)

By: Dana Mitroff Silvers | From December 10, 2013

[Needed: A More Expansive View Of Design Thinking](#)

By: [Joe McKendrick](#) | From Forbes.com - February 24th, 2020

[The Business Value of Design](#)

By: McKinsey & Company | From the McKinsey Quarterly - October 25, 2018

[Why Design Thinking Works](#)

by Jeanne Liedtka | From the September – October 2018 Issue of HBR

For more information or to discuss how design thinking can benefit your organization, contact John Kundtz at the disruptor@chasetheapex.com **“From Empathy to Transformation.”**

*As referenced on The Disruptor’s podcast [Building Trust and Surviving Digital Disruption](#) with Nicholas Jayanty on The Apex Podcast, released on July 24, 2021.

<https://www.forbes.com/sites/falonfatemi/2019/01/15/why-design-thinking-is-the-future-of-sales/?sh=205048654683>