Design Thinking for Social Workers: Creating a New Competency

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WE WILL:

1. Expose and immerse attendees to the design process as a tool for innovation
2. Learn, think and act on empathy and why it's important to continuously build it
3. Use and learn how to create "How might we..." statements to test ideas.
Co-Create/Co-Design: new forms of collaboration where people, experts, and governments work together to provide better public services. Design can play a transformative role in promoting this kind of change.

At some point in a social worker’s career...

100% of them will encounter a problem that needs to be solved, a crisis that needs collaboration, or a dilemma that calls for creativity.
Provocation #1:

We cannot do our work without some form of design.
What is design thinking?
Human-centered Design
Social Design
Service Design
Social Innovation
Systems Thinking
Systems Redesign
Visual Thinking
Hybrid Thinking
Design Innovation
Strategic Innovation
Design Thinking
User Experience Design
Different kinds of thinking:

Engineer Thinking
SOLVE your way forward.

Business Thinking
OPTIMIZE your way forward.

Research Thinking
ANALYZE your way forward.

Lean Thinking
STREAMLINE your way forward.

Design Thinking
BUILD your way forward.

Social Work Thinking
HELP your way forward.
HUMAN CENTERED DESIGN

SAY

THINK

DO

FEEL
Connect with the people that you are designing for – their lives, their interests and their motivations.

And then design from there.
How Might We ...

Every problem is an opportunity for design. HMWs suggest that a solution is possible and offers the chance to answer them in a variety of ways. A properly framed HMW doesn’t suggest a particular solution, but gives you the perfect frame for innovative thinking.
Provocation #2:

How might we ... incorporate design thinking in **creative** and **innovative ways** in curriculum to enrich social work education and the future of the profession?
Workforce Needs

1. Courage
2. Soft skills
3. Collaboration
4. Personal Awareness
5. Critical Thinking Skills
6. Understanding Systems
Provocation #3:

How might we ... use design thinking to **empower** social work students and **strengthen** social workers in the field?
Provocation #4:

How might we ... use empathy via a design lens to see experiences, people, things, and our work differently?
SOCIAL WORK GRAND CHALLENGE TOPIC:

Ending Homelessness
Needs
Collaborators
Environment
What are your clients’ needs?
Who are your collaborators?
What environment do you work in?
Form a group!
Select 1 Client **Need**
Select 3 **Collaborators**
Select 1 **Environment**
Use the Persona Worksheet for developing who you need to co-create with.
Ideation

(shhh)
Delimit to one idea and develop your guiding question that begins with:

How might we ... ?
What do you need to accomplish this work?
Who would like to present?
Provocation #5:

We should not do (human-centered) social work without some form of design.
Thank you!

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