

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.

Abstract



Synthesis

**Insights,
Patterns &
Themes**

Frameworks

Strategy

**Principles &
Opportunities**

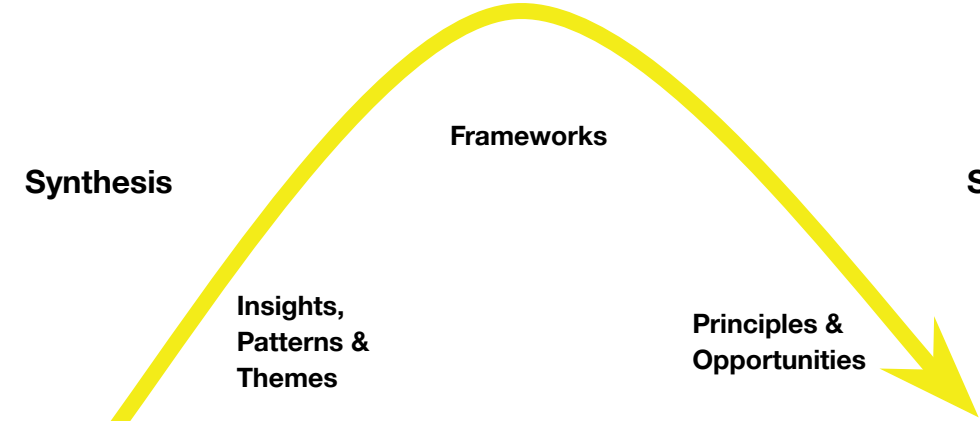


Observations

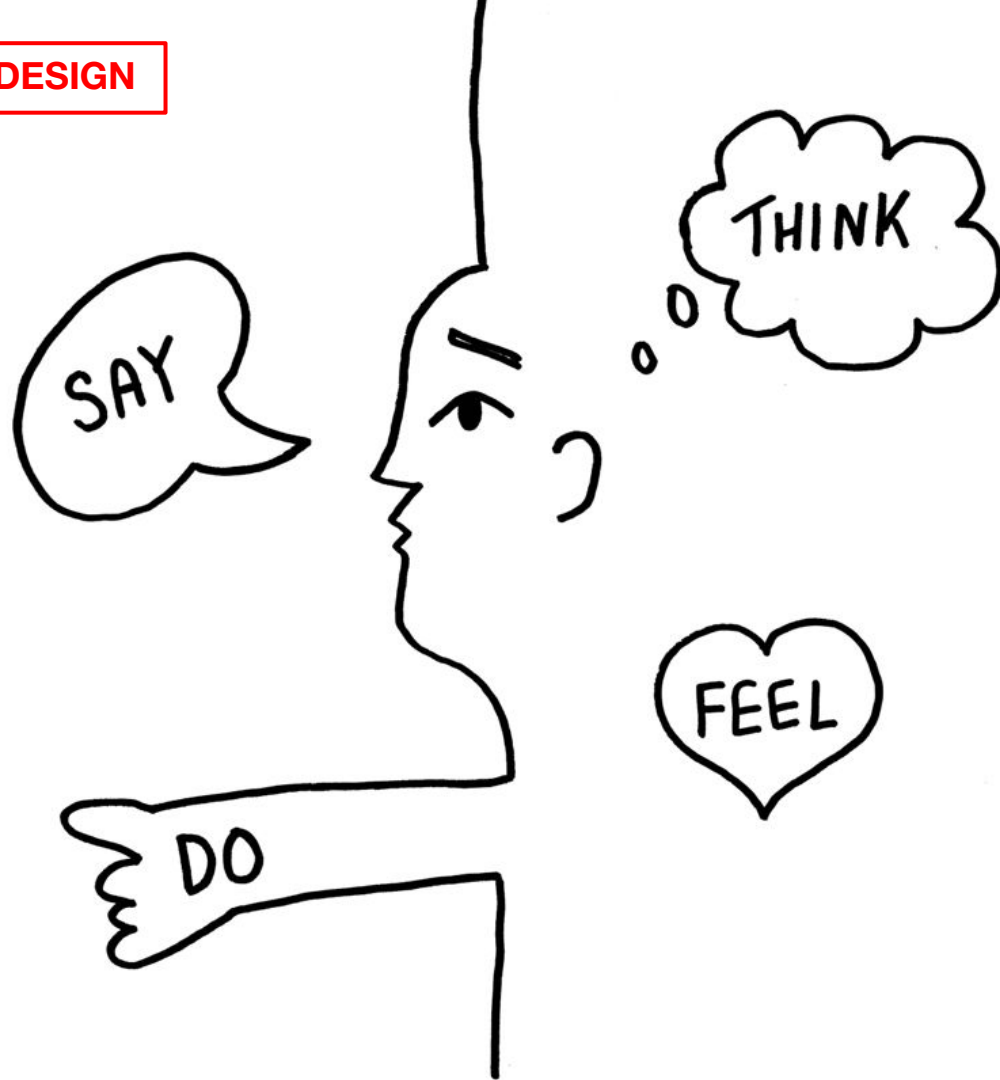


Solutions

Concrete



HUMAN CENTERED DESIGN



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

And then design from there.

How Might We ...

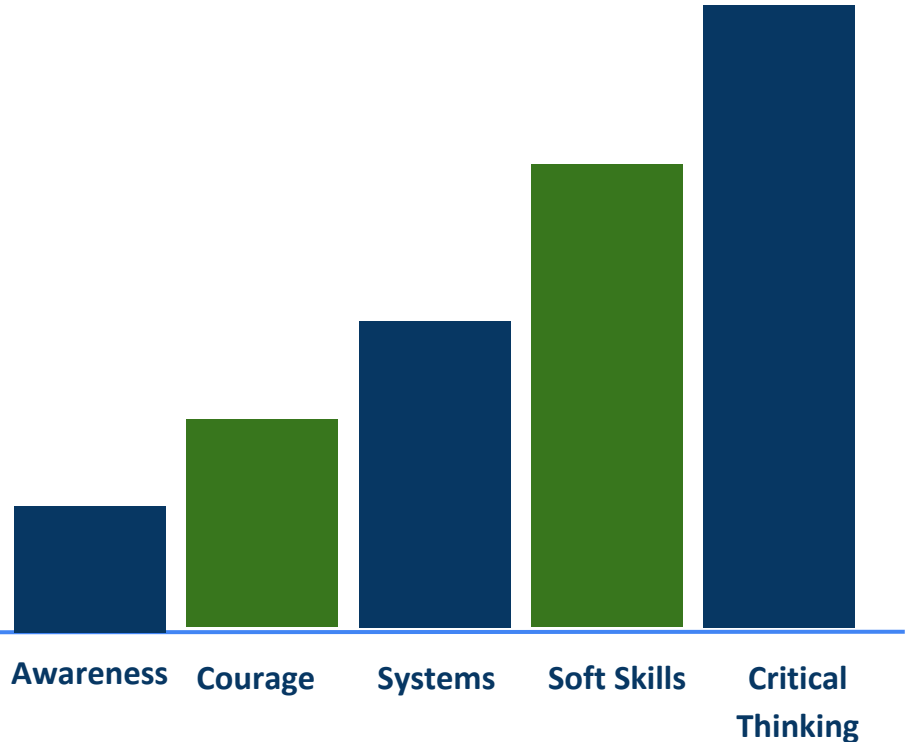
Every problem is an opportunity for design.
HMWs suggest that a solution is possible and offers the chance to answer them in a variety of ways. A properly framed HMW doesn't suggest a particular solution, but gives you the perfect frame for innovative thinking.

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**.

Persona Worksheet

Name:

Gender:

Age:

Profession:

Education:

Quote:

Needs:

Goals:

Daily Routine:

Likes/Dislikes:

Motivations:

Frustrations:

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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