ITEM 10 April 4, 2019 PRTC Regular Meeting

#### **Presentations and Information Items**

• Strategic Plan Update



Strategic Plan
Update PRTC
Commission Meeting
April 4, 2018

Chuck Steigerwald Director of Strategic Planning

### **Design Thinking**

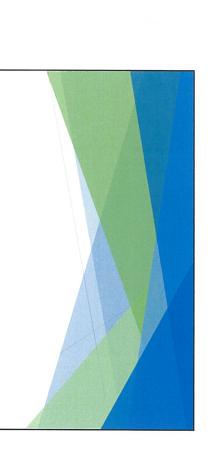
- AKA Human Centered Design
- Design engineering should be humancentered
- Agile project management
- Creates team environments that are collaborative and innovative
- Thoughtful design, rapid prototyping, and quick, real-world testing

### **Central Tenets**

- Everything starts and ends with understanding people
- Empathy provides critical insight
- Prototype quickly to gain insights
- Adaptable to an organization while maintaining the core elements

# Design Thinking Iterative Process

- Empathize
- Define
- Ideate
- Prototype
- Test



## How Design Thinking Fits In

- More project-based efforts
- Formalize agile processes
- Adaptive to organizational size
- Productive partnerships
- Builds internal communication

## Coming Up Next

Strategic Plan progress

