

# INTRODUCTION TO thinking strategies

Since the inception of the studio at the UBC Sauder School of Business and the introduction of “design thinking” and subsequently “thinking strategies”, it has been crystal clear that we need clear examples of what in the world we are talking about. How do these strategies inform the way the world does business?

Thanks to support from the UBC Teaching and Learning Enhancement Fund grant in 2010/2011 and 2011/2012, we have been fortunate to have Sunil Mirpuri, now a graduate of the UBC Sauder School of Business, focusing on finding and writing up these examples.

We struggled about whether or not they were “case studies” and decided that they are, rather, a snap shot of how various companies have used various thinking strategies. We starting out looking only for design thinking examples, but thought better of that. Instead we have a range of thinking strategies demonstrated in our examples.

We have chosen a tight format – partly to have a creative constraint and partly to fit with the idea that someone can grasp these examples and ideas fairly quickly. They are designed for business students and for anyone interested in how thinking strategies inform business decisions.

We hope you enjoy them and we welcome feedback and critique to improve upon them.