



3650 68TH Street, Suite C
Des Moines, IA 50322
PHONE: 515.371.7711
FAX: 866.896.1660
WEB: WhiteRabbitGroup.com

Resources

Gamestorming by Dave Gray is a must read for anyone facilitating creative group work. The facilitation of groups who are discovering, designing and implementing remarkable end-user experience is essential to brand building.

Amazon link:

http://www.amazon.com/gp/product/0596804172/ref=as_li_tf_il?ie=UTF8&camp=1789&creative=9325&creativeASIN=0596804172&linkCode=as2&tag=httpdavegraco-20

Video talk by Dave Gray:

<https://www.youtube.com/watch?v=jwcy4Bv3XI>

The Design of Business by Roger Martin is a book I have used as a text to teach “design thinking”. I consider it well-written and accessible.

Amazon link:

http://www.amazon.com/Design-Business-Thinking-Competitive-Advantage/dp/1422177807/ref=sr_1_1?s=books&ie=UTF8&qid=1402352647&sr=1-1&keywords=the+design+of+business

Video interview of Roger Martin:

<https://www.youtube.com/watch?v=DZqLAJle7ok>

Stanford Design School is where some of the very best work on “design” and “design thinking” is being done. A very helpful “bootleg” version of their bootcamp for designers can be downloaded here for **FREE**: <http://dschool.stanford.edu/use-our-methods/the-bootcamp-bootleg/>

How Do You Know It's Change? 5 minute talk by Mike Wagner on the predictable dynamics of change.

<https://www.youtube.com/watch?v=cqncJ-7a5DU>

ABC Nightline – this is a story illustrating what it is like to be part of a design team working on a design problem. Well worth watching and mining for insights into how collaboration works.

Youtube Video of original broadcast:

<https://www.youtube.com/watch?v=taJOV-YCiel>