

their trust, offer them truly necessary goods, and help them by understanding the needs of the target audience and being ready to engage in dialogue.

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THE ROLE OF DESIGN THINKING IN BUSINESS MANAGEMENT

In the modern world, design thinking is an important tool for managing people. Design thinking is a mindset that allows the refinement and development of ideas, ultimately leading to a competitive advantage in achieving goals. Design thinking can be a crucial tool in business management as it fosters innovation, development, and change.

In the past, to succeed and build even a small company, one had to come up with a unique idea and present it beautifully before someone else did. However, over time, people's thinking has evolved.

In today's era of information overload from all sides, it's essential to make individuals feel their uniqueness and empathy towards their specific problems, assisting them in finding solutions. The new mantra is, "Don't tell me, don't show me; involve me." In other words, people need to feel that the company, business leader, or manager is addressing their unique problem.

Successful implementation of design thinking involves active participation of employees at all levels of the organization. This means that employees from different departments and levels should be involved in the decision-making process, innovation development, and business process improvement. This helps to bring different perspectives and expertise to problem-solving and solution development.

The promotion of collaboration and communication is another key aspect. Design thinking encourages collaboration and open communication among different departments and specialists. This helps to solve problems through the exchange of ideas and experiences, stimulating the development of innovative solutions as different groups work on new ideas (Kolko, 2015).

In Thomas Lockwood's book "Design Thinking: Integrating Innovation, Customer Experience, and Brand Value", the importance of design thinking as an innovative approach that helps companies create value for customers and develop their brand is emphasized. Design thinking allows organizations to understand customer needs and desires, creating products and services that meet these needs and provide customers with a pleasant experience (Lockwood, 2010, 34).

The book also emphasizes the importance of collaboration and communication between different departments and specialists within an organization because it contributes to the integration of innovation, customer experience, and brand development. Successful implementation of design thinking

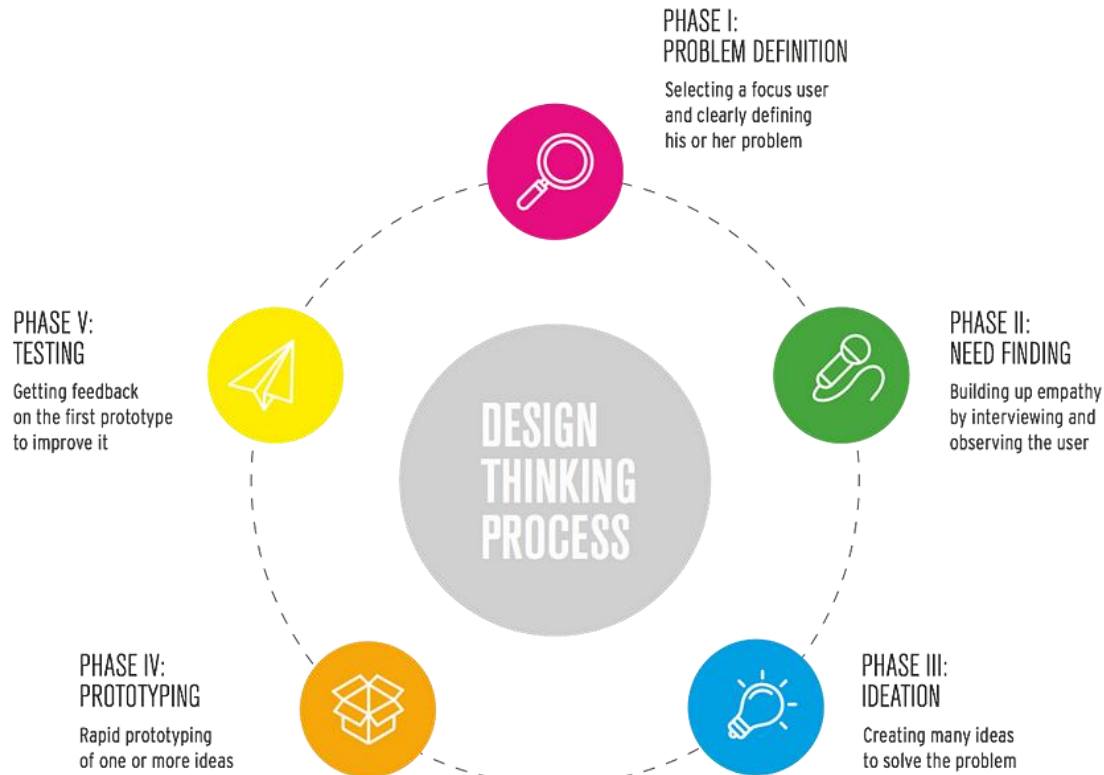
requires cultural changes and a shift towards a values-based approach, focused on meeting customer needs.

According to Tim Brown, the author of the book "Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation," user interviews are not the right research method. Only in the user's natural environment can one understand their problems and difficulties, which can lead to the development of a brilliant solution (Brown, 2009, 56).

Additionally, for an idea to have a high chance of success, it's important for individuals to have an emotional connection. An interesting, positive emotion is important for the modern consumer, while a particularly new product should align with an established human behaviour pattern. People find it challenging to accept something new; "products change, but habits remain."

To invent, experiments are necessary. These experiments must be well-thought-out, with clear goals and available resources. Conservative leaders avoid new projects, which leads to the destruction of new ideas at the root. This results in companies not growing and eventually collapsing. It's also important to limit the time for creativity because prolonged contemplation doesn't lead to results. Design thinking can turn into an unproductive creative flow without setting time frames. Although creating an experimental product takes time, after testing and fixing mistakes, the launch process speeds up and becomes faster than products created without this stage.

These ideas emphasize the importance of innovation, creativity, and adaptation to user needs in modern business. Implementing such approaches can help companies grow, create successful products, and remain competitive.



Bibliography

In conclusion, it's important to use design thinking in business as it helps generate new ideas, attract customers, increase customer satisfaction, engage partners in collaboration and communication, and elevate people's openness to honest feedback. This helps solve problems through the exchange of ideas and experiences. Successful implementation of design thinking requires cultural changes and a shift towards a values-based approach focused on customer needs.

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