



Jo Ann Hendricks,
UMN MLS Graduate student
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Virajita Singh, Instructor

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Resilient Communities Project

University of Minnesota

330 HHHSPA

301—19th Avenue South

Minneapolis, Minnesota 55455

Phone: (612) 625-7501

E-mail: rcp@umn.edu

Web site: <http://www.rcp.umn.edu>

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Why Design Thinking

Design thinking requires observing and listening to the people who use the product or perform the work—the practitioner or the use-source. Design thinking requires listening and observing before analyzing the data, creating solutions, and then building and refining prototypes of solutions. This process starts with a challenge directly experienced by people.

Highlights from the surveys conducted at the Open House:

- The names citizens gave their neighborhoods
- The neighborhoods that were and were not represented
- The enthusiasm by the organizations as well as the citizens for the Open House

Highlights from the meetings with Jeff, Mike, Virajita, Maggie, and myself.

- Neighborhoods are often thought of as lines on a map that define land (or place)
- Communities are networks of people connected by a common interest or activity
- The use of bee hives for neighborhoods and bees' flight pattern for community networking demonstrates the buzz of interaction already taking place

Recommendations

- Listen
- Partner with organizations and companies
- Promote Creativity
- Give Recognition

(see details on back)

Recommendations

- **Listen**
Malcolm Gladwell talked about why Paul Revere was such a hero. He says it was because he knew everyone in the area and he knew what was going on. Gladwell labels Revere a “Connector” (*The Tipping Point, 2000*).
The city needs to always have a Paul Revere or a Paul Revere Dept.
An ear to the ground. An awareness of the community goings on and attitude--
Spoken, written, on-the street, virtual and digital.
“What’s the buzz...tell me what’s a happening..” (A L Webber, *Jesus Christ, Super Star, 1973*)

- **Partner with organizations and companies**

The organizations and companies already have a vested interest in the welfare and vitality of Minnetonka. That commitment and interest is a resource to be used.

- Connect with the people in the organizations
- What can the city do for you (the organization/company)?
- What can you (the organization/company) do for the city?

- **Promote Creativity**

Most importantly, the people who work for the City of Minnetonka must promote creativity in their own lives and in the lives of their fellow citizens.

The city needs good energy, vitality, new ideas, visions for the future. That will not come from relying on and using old habits, processes or ideas.

Plus, creative acts are a great way of seeing how people are engaged. Want people to be engaged? Get them an opportunity to express an idea or an opinion (like naming their neighborhood in a meeting room.)

- **Give Recognition**

Give recognition where it is due and in a meaningful manner.

Want to know what people think is a meaningful manner?

- Ask them.
- Or give them a choice.