VISUALS	Description/Idea	V.O.
		VO: So Let's Talk.
	, ,	about Thinking.
	Period at the end of sentence is blink- ing for timing, emphasis.	Design Thinking.
		Putting humans
	(text/image: not technology)	

		at the CENTER of our Solutions Products and Processes.
or im	nage: (not a machine)	
		Because the HUMAN BEING
sh	utrest.ck	Is the NEXT
	shutterstr.ck	BIG

shutterstr.ck	THING
Add a blinking period for emphasis w/ SFX (ding!)	•
BIG	Big brains
	at important places
(text or logo size grows) Harvard logo	
Google logo	
AARP logo	
	use Design Thinking

Examples: AirBNB, Pill Pack, Uber Eats, etc.to make Big Things HappenIn Big Ways.In Big Ways.In Big Ways.In Big Ways.In Big Ways.In Big Ways.In Big Ways.It's the same great process we've been using at AARP for years.In Big Ways.In Big Ways.In Big Ways.It's the same great process we've been using at AARP for years.In Big Ways.In Big Ways.In Big Ways.In Big Ways.In Big Ways.In Big Ways.In Big Ways.It's the same great process we've been using at AARP for years.In Big Ways.In Big Ways. <t< th=""><th></th><th></th></t<>		
(Text: Yeah, we're doing that here at AARP.)It's the same great process we've been using at AARP for years. Embracing the best of the best from industry leaders(Interst in the section of the section of the section of the section of the best from industry leadersInterst in the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of		to make Big Things Happen
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	Text/logo: The Design Thinking Team Text/logo: The Champs Network (everyone)	To help YOU
Iterative Iterative	Text/logo: The Design Thinking Team Text/logo: The Champs Network (everyone)	To help YOU Put the human
	Text/logo: The Design Thinking Team Text/logo: The Champs Network (everyone)	To help YOU Put the human At the CENTER.

	Flexible	Flexible
	Strategic	And Strategic.
		Here's how it works:
	(lightbulb)	Step 1. UNDERSTAND
	Aha	Get clarity and team agreement
	Audio: SFX of people agreeing.	On what you're solving
#2 LISTEN	-mg-	Step 2: LISTEN
		Use your senses
		Do a great interview (or 2)
	Cherre Prov Action Inspection	Put yourself in their shoes

+ ×÷	And sum it all up.
	Step 3: Ideate
(Good Idea)	
	To come up with
(Better ideas)	The
- ''''''''''''''''''''''''''''''''''''	Best
	IDEA.
	Step 4: Prototype.

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(Text: what does this baby look like in practice?)	What does this baby look like in practice?
	Test, tweak and implement.
53	Step 5: Deliver
(Text/image: Here we go.)	
	The best part?
	Design thinking can be applied to all kinds of
Text treatment: "Messy / Complex / Hard"	
	problems.
	It's nimble, constructive and forward-thinking
	And it's happening right now at AARP.
Text: Trust the process.	
	You've got the tools for success, right at your fingertips.

	So let's recap.
1	Design thinking rocks.
2	2. All the cool kids (AARP) are using using it to solve REAL problems for REAL humans in MEANINGFUL ways.
3	3. We
AARP	
YOU.	have all the resources you need to make it happen
	And BEST OF ALL?
Image: problem	Design Thinking applies to a so- lution/problem/situation that
Image: Human thinking, hard	You're working on
Image: Happy human with solution	RIGHT NOW
	(Text: So let's get started.)
	Learn more here (url).