






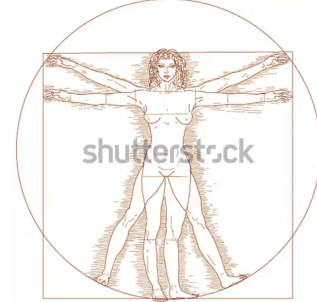
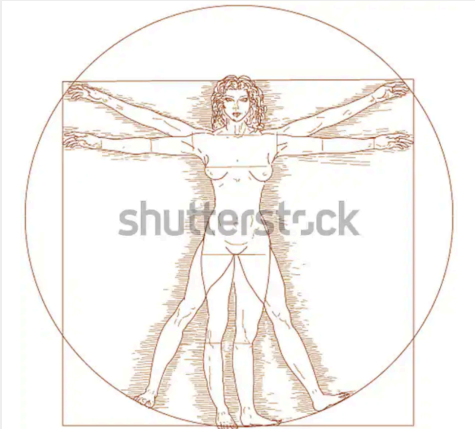
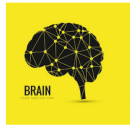

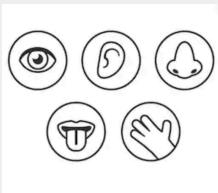

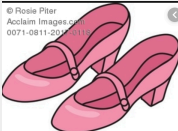


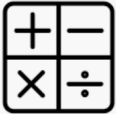




VISUALS	Description/Idea	V.O.
		VO: So Let's Talk.
		about Thinking.
	Period at the end of sentence is blinking for timing, emphasis.	<b>Design</b> Thinking.
		Putting humans
	(text/image: not technology)  O	

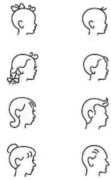

	 An icon showing three stylized human figures (two men and one woman) standing in a row. Above them are seven black dots arranged in a semi-circle, representing a group or community.	at the <b>CENTER</b> of our Solutions  Products  and Processes.
	or image: (not a machine)  A black and white icon of a machine with a lightning bolt symbol, crossed out by a diagonal slash inside a circle, indicating a prohibition or restriction on machines.	
		Because the <b>HUMAN BEING</b>
	 A small, stylized version of Leonardo da Vinci's Vitruvian Man, showing a human figure inscribed within a circle and a square. A 'shutterstock' watermark is visible.	Is the <b>NEXT</b>
	 A larger, detailed version of Leonardo da Vinci's Vitruvian Man, showing the human figure inscribed within a circle and a square. A 'shutterstock' watermark is visible.	<b>BIG</b>

		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 Happen
	More examples, play with image size.	In Big Ways.
	(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
	Tools	
	Processes	
	Templates	
	Text/logo: The Design Thinking Team	With a network of design thinkers
	Text/logo: The Champs Network	
	(everyone)	To help YOU
		Put the human
	(customer)	
		At the CENTER.
		For Big Solutions that are
	Iterative	Iterative
	Flexible	Flexible

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

		And sum it all up.
		Step 3: Ideate
	(Good Idea) 	
		To come up with
	 (Better ideas)	The
	 (lots of them)	Best
		IDEA.
		Step 4: Prototype.

		
	(Text: what does this baby look like in practice?)	What does this baby look like in practice?
		Test, tweak and implement.
		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 solution/problem/situation that
	Image: Human thinking, hard	You're working on
	Image: Happy human with solution	<b>RIGHT NOW</b>
		(Text: So let's get started. )
		Learn more here (url).