



Breakthrough by Design podcast series

Breakthrough Beginnings: Creative problem solving with Coe Leta Stafford

Discover the benefits of design thinking and how to apply them to solve big challenges

Host:

Kim Christfort, Chief Innovation Leader, Deloitte Greenhouse®

Guest:

Coe Leta Stafford, Managing Director at IDEO U and Partner at IDEO

Kim Christfort: When you're up against a big challenge, sometimes the hardest thing to do is sit with it. We live in a world where we're rewarded for solving problems that arise immediately and efficiently. And contemplation without action can be seen as unproductive. That said, we know that to truly drive transformative innovation, investing time in deeply understanding a problem before

attempting to solve it, is critical to creating real positive change.

Coe Leta Stafford: "The mindset is – go into it with the curiosity. And you might come up with some difficult conflicting learnings, but like, that's exactly why you need to have them. Because if you want to get to authentic spaces, it needs to start with an awareness of where the conflict is."

Kim Christfort: Our guest today is a leading expert on creative problem solving, partner and design director at IDEO and Co-founder of IDEO's School for Creative Leadership. Coe Leta Stafford is a master of embracing the ambiguity of an unsolved problem and has committed her career to helping others be able to do the same.

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