INDIVIDUAL READINESS FOR ADOPTING DESIGN THINKING

WILLIAN SEII
FACULDADE DE ECONOMIA, ADMINISTRAÇÃO E CONTABILIDADE DA UNIVERSIDADE DE SÃO PAULO - FEA

LILIANA VASCONCELLOS
FACULDADE DE ECONOMIA, ADMINISTRAÇÃO E CONTABILIDADE DA UNIVERSIDADE DE SÃO PAULO - FEA

DIÓGENES DE SOUZA BIDO
UNIVERSIDADE PRESBITERIANA MACKENZIE (MACKENZIE)

DIEGO LAURINDO AVANCINE
FACULDADE DE ECONOMIA, ADMINISTRAÇÃO E CONTABILIDADE DA UNIVERSIDADE DE SÃO PAULO - FEA

INDIVIDUAL READINESS FOR ADOPTING DESIGN THINKING

Introdução
The approach of Design Thinking (DT) is a thought process based on experience and intuition, different from the technical-rationality embedded in the business thinking (Dorst, 2010). The Cognitive-experiential self-theory (CEST) developed by Epstein (1994) stated that each individual has two process information systems running in parallel and interacting with each other; the rational system, and the experiential system. The implementation of DT in companies requires an organizational change and previous research highlight the importance of individual human factors in the change process.

Problema de Pesquisa e Objetivo
Only recently attention has been given to the change recipients in organizational change (Oreg et al., 2018), and the role of users in inspiring organizations to carry out DT is still not understood (Erichsen & Christensen, 2013). Thus, we aim to answer the research question: what are the individual attributes that influence the individual readiness for adopting Design Thinking? Therefore, this study analyzes the impact of thinking styles, knowledge and experience with DT, and understanding of DT on individual readiness for adopting DT.

Fundamentação Teórica
The literature review briefly presents the Design Thinking as a human-centered approach to problem-solving. Then, the discuss the readiness for adopting Design Thinking, based on Holt et al. (2007). The knowledge, experience and understanding of design thinking is also elaborated, followed by the thinking styles, based on Cognitive-experiential self-theory (Epstein, 2003). Finally, we present the research conceptual model.

Metodologia
Data collection procedure was executed via online and printed questionnaire. All recipients of the questionnaire had to answer the filter question related to the level of knowledge or experience with Design Thinking. The final valid sample size obtained had 251 respondents.

Análise dos Resultados
The results of the structural model demonstrated that all personal attributes investigated have a direct relationship with the individual readiness for adopting Design Thinking. All hypothesis were confirmed, excepted for H3 (high score of Rationality Thinking Style was positively associated with a high score of Readiness for adopting Design Thinking intead of negatively).

Conclusão
Individuals with high score of Rationality and high score of Experientiality Thinking Styles are those presenting higher scores of Readiness for adopting Design Thinking, there is a promising evidence from this research that the implementation of Design Thinking in organizations must consider both cognitive sides of individuals, specially experientiality (intuition), for so-long rejected and avoided at the light of Technical Rationality.

Referências Bibliográficas
Epstein, S. (1994). Integration of the cognitive and the psychdynamic unconscious. American Psychologist, 49(8), 709-724. Holt, D. T., Armenakis, A. A., Feild, H. S., & Harris, S. G. (2007b). Readiness for Organizational Change: the Systematic Development of a Scale. Journal Of Applied Behavioral Science, 232-255. Pacini, R., & Epstein, S. (1999). The relation of rational and experiential information processing styles to personality, basic beliefs, and the ratio-bias phenomenon. Journal of Personality and Social Psychology, 972-987.