

A New Journey Begins



LEWIS COLLEGE
OF BUSINESS



Monday Morning Memo From the desk of Dean Don Capener

June 17, 2024

Design thinking and Agile strategy are innovation frameworks that can be used by businesses to develop new products, services, or processes. Janyce Fadden from the University of North Alabama taught those of us attending the Southern Deans Conference in Dallas Texas.

Below are some key differences between these two approaches.

Design thinking came out of corporate product development. It is a human-centered approach to innovation that focuses on understanding the needs of users and developing solutions and products that meet those needs. It is a non-linear process that involves iterative cycles of prototyping and testing.

Agile strategy is a more business-oriented approach to innovation that focuses on developing and executing strategies quickly and efficiently. It is a linear process that involves sequential steps, such as market research, strategy development, and execution. It involves doing more than iterations around problems and product solutions.

Design thinking is a human-centered, non-linear process which is iterative.

Agile strategy is a focused, linear, business-oriented approach which is sequential. It is a strategic approach to develop and execute strategies quickly and efficiently.

I recommend **design thinking** when:

Developing new products, services, or processes

Trying to understand the needs of their users

Dealing with complex or ambiguous problems

Agile strategy might be best applied to:

Trying to develop and execute strategies quickly and efficiently

Dealing with rapidly changing markets

Launching new products or services

Which approach is better?

The best approach for a business will depend on its specific needs and goals.

Design thinking is a good choice for businesses that are focused on developing solutions that meet the needs of their users. Agile strategy is a good choice for businesses that are focused on developing and executing strategies quickly and efficiently.

HATS Middle School Career Camp

On June 13, The Lewis College of Business hosted the HATS Middle School Career Camp. Assistant Director of the iCenter, Paige Leonard, and iCenter Manager, Maddy Branham gave a tour to the attending students and conducted a Design Thinking activity.

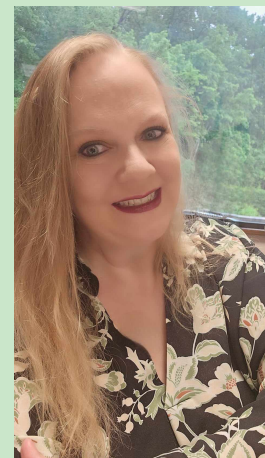
The Heart of Appalachia Talent Search Program is a federally funded TRIO Program that provides academic support to 600 middle and high school students in Mason and Wayne Counties who demonstrate the ability to succeed in a post-secondary institution. The HATS Program has a well-established record of helping students achieve academic as well as personal success. Working with students, the Talent Search staff is committed to helping students reach their full potential.

Student Orientation

Last week marked the first week of orientation for the Fall 2024 Semester. We welcomed 75 new Business Students, who had a full-day orientation program that included meeting with an advisor to go over their class schedules. The next orientation week is scheduled for July 8-12.

Welcome our New Assistant Director of Graduate Programs

Kelly Sowards will assume the role of Assistant Director of Graduate Programs in July 2024. She is a dedicated professional with over a decade of experience in higher education administration. Kelly served as the Office Administrator Senior for the Graduate College of Education and Professional Development at Marshall University for the past ten years, demonstrating exceptional organizational skills and a passion for supporting academic endeavors. With a Master of Science degree in Human Resource Management, Kelly brings a wealth of knowledge and expertise to her new position.



Student Highlight

Brady Doyle - Finance

Hometown: Coal Grove, Ohio

Brady's passion for Finance stems from its seamless integration with accounting and broader business

concepts. Finance offers him a lens into the future, enabling him to assess business value and performance—a skill set vital for his career aspirations. Starting in public accounting, Brady aims to emulate Warren Buffett's philosophy of interconnectedness between investing and business acumen, striving to become a versatile professional adept in business, investing, and accounting, charting a fulfilling career trajectory.



For more information contact [Andrew Kesling](#)

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