Design Thinking Compass - Capability Report

Results

Thank you for completing the survey, and your contribution to improve the capability report. The results on this page are updated frequently.
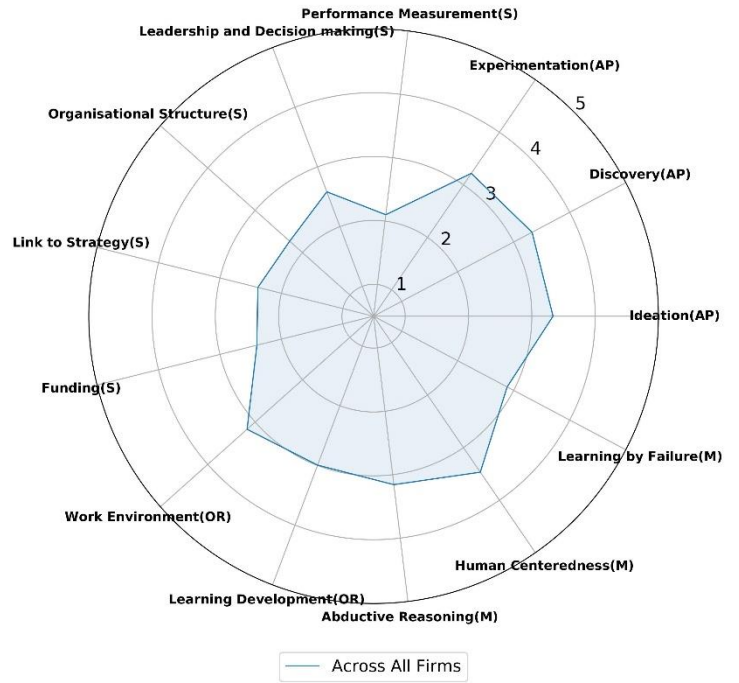
Since October 2020 we have asked more than 1,000 practitioners to rate their firms' Design Thinking capabilities based on our Multi-Dimensional Compass Model. The following plots will give an overview of the aggregated results with 1 meaning the lowest, and 5 for the highest Design Thinking Capability in the respective area.

Design Thinking Compass: Overall Firm-Level Capabilities

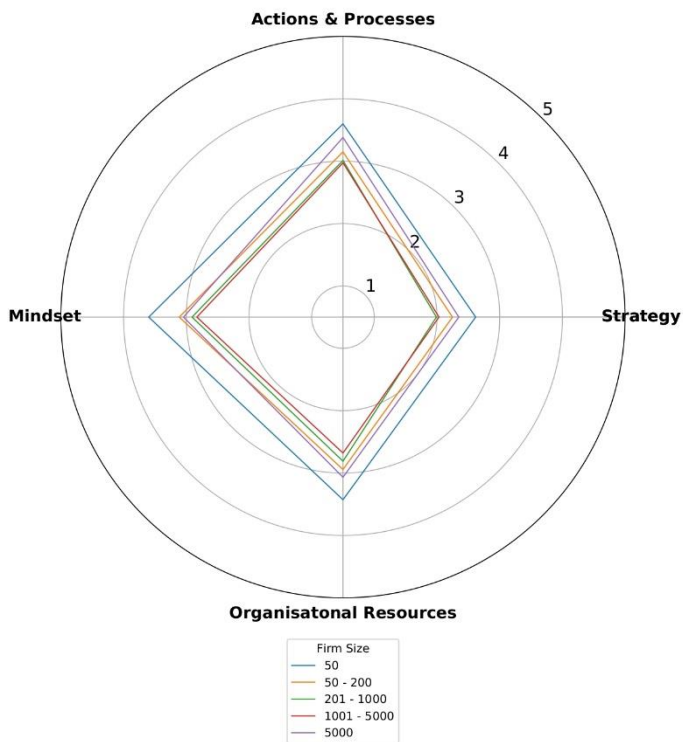### Design Thinking Capabilities across All Firms
(Dimensional Score, n=547)

Design Thinking Capabilities across All Firms
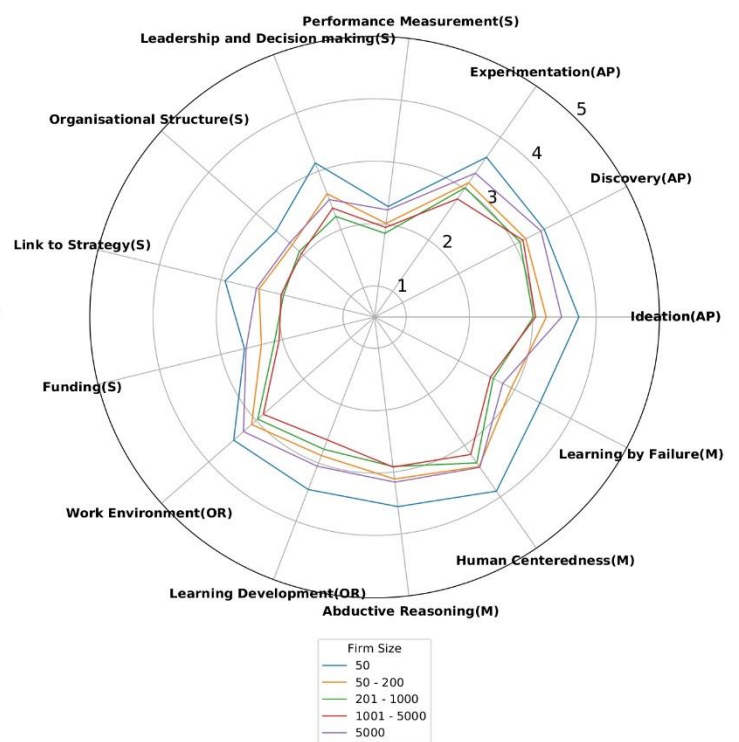### (Subdimensional Score, n=547)

Design Thinking Compass: Firm-Level Capabilities by Firm Size

Design Thinking Capabilities by Firm Size
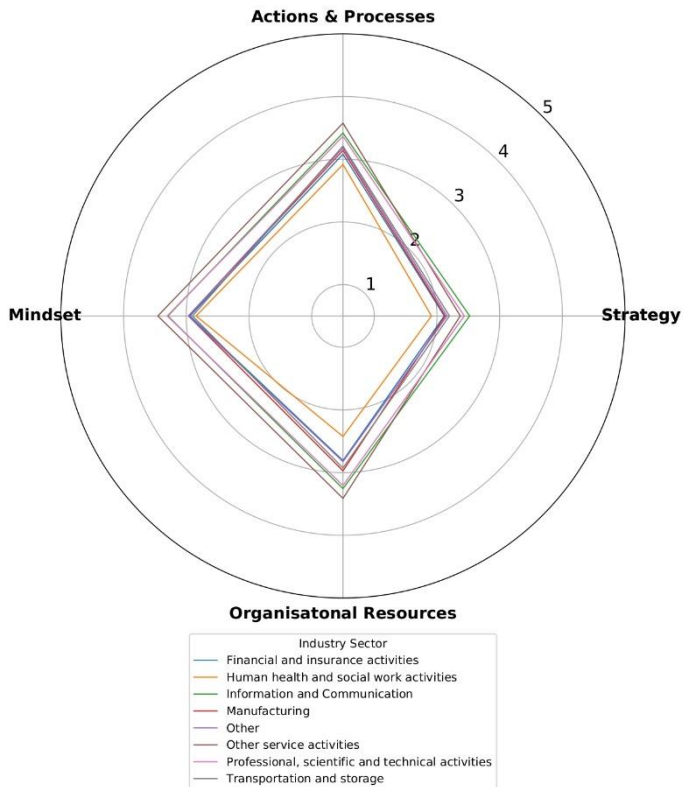### (Dimensional Score, n=547)

Design Thinking Capabilities by Firm Size
(Subdimensional Score, n=547)

Chair for Design Thinking and Innovation Research at Hasso Plattner Institute. Last updated: 10/2021
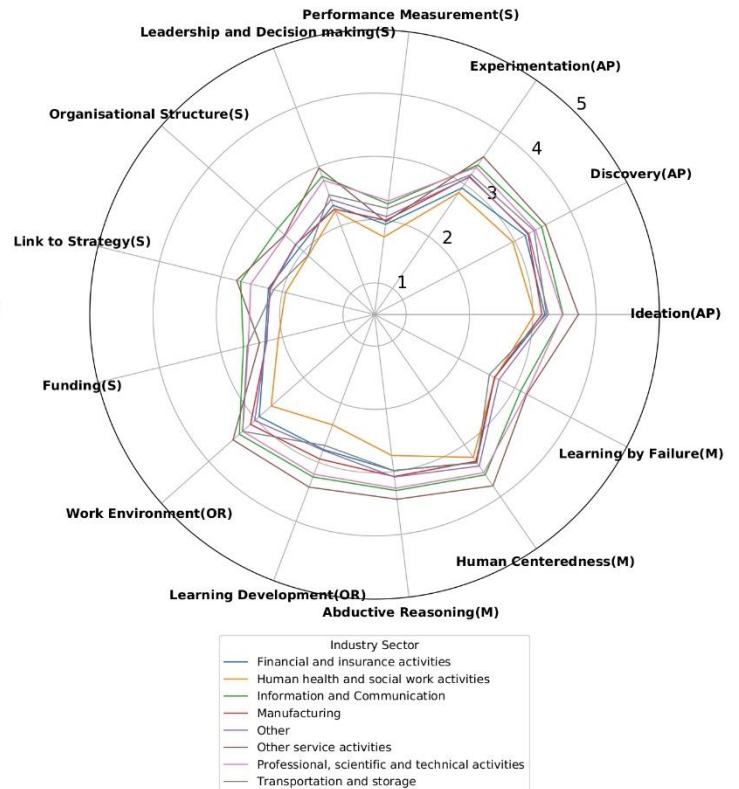
Design Thinking Compass: Firm-Level Capabilities by Industry

Design Thinking Capabilities by Industry Sector (Dimensional Score, n=547)

Design Thinking Capabilities by Industry Sector (Subdimensional Score, n=547)

Related Publication

Marx C., Haskamp T., De Paula D., Uebernickel F. (In press) The Nexus of Design Thinking and Intrapreneurship: insights from a large-scale empirical assessment. HICSS 2022.