thinking styles are used for

strategy

figure out which path to take for our organization based on knowledge of who is thinking what as they pursue their purpose

A. define metrics of support by thinking style + tower/block (layered on OppMap)

B. realize who we are not supporting (recognize the narrowness of current solutions) (aligning org's capabilities beneath towers then doing gap analysis)

C. prioritize who to support first/next/not (urgency based on who is being harmed) by thinking style + lens (discrimination, physiology, culture, environment)

ideas & design

focus on diverse solutions based on knowledge of who is thinking what as they pursue their purpose

A. create tailored/differentiated experiences by thinking style + lens (discrimination, physiology, culture, environment)

B. track strength/weakness analysis of your solution over time, by thinking style

C. frame other studies by thinking style (e.g. surveys, card sorts, usability tests, big data models, etc.) for cross-reference

D. clarify the matrix of scenarios, with casts of characters based on different thinking styles