
InnoFuture MOMENTUM - Brisbane

'How to use Design Thinking to drive Innovation'

"I wanted to learn to use my right brain. I want to think differently."

"I am interested in innovation/design thinking because..."

I want different results

I want to apply my skills to broader business strategy

Thinking outside the square offers more value

Because it is a change force at the heart of what we do – branding and change through branding

Right brain envy

Innovation is my hobby not my job

It's part of me

As a tool in my 'toolbox'

I recognise the value to drive differentiation in challenging environment

How we can use innovation to enrich

Have tried and failed – still believe

Choose to innovate or choose to die"

"How does a not for profit in the aged care differentiate itself in the market? By Design Thinking!"

"Innovation of human assumptions of belief will drive the betterment of the world."

Brad Graham, Second Road:

- Innovation is an outcome of the organization's activity. Design is an activity.[Brad Graham, Second Road]
- Design drives transformation for social change – RED (UK) – Design Democracy;
- Differentiate between 'creative thinking' and 'design thinking' which provides tools and methods. DeBono methodology deconstructs walls and borders of thinking';
- The challenge is to balance KPI's with leeway for creativity;

Damian Vassallo, Runge:

- In a market without competition, the challenge is a diminishing value of IP and ensuring own existence
- Goldratt (YouTube) – in four years to go from a year's total sales to become total net profit: leap, breaking constraints
- Design thinking with the goal of achieving Sustainability and Repeatability
- Theory U – methodology of conversation – give yourself time and space to breathe – stop aimless rush

Greg Loudoun, Acumen International:

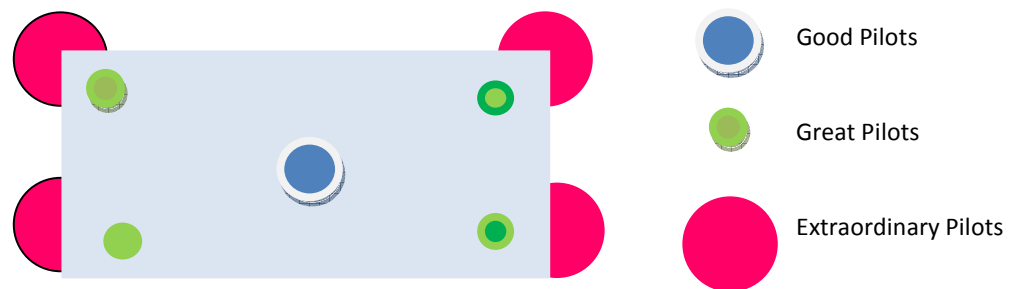
Australian perspective on where we are with innovation:

- Entrepreneurship and Intrapreneurship – became compromised through activity of disgraced entrepreneurs like Christopher Skase, Andy Groove
- Innovation – a word that requires courage and imagination to live by
- Result: Optimization – the big word that most CEOs like – because it is about clear bottom line and can be computed by accountants and current knowledge
- Problem with strategic planning: WRITING
 - Based on logic, tactical, KPIs, left brain
 - Has no memory value: nobody reads strategic plans, not many read their conference notes
- F18 fighter pilot analogy: [see graphic below]

- A. Good pilots (good companies) – can fly through the centre of an envelope
- B. Great (test) pilots (great companies) – learn to fly close to the edge, just within the safe space
- C. Extraordinary (fighter) pilots (innovative companies) – aim to fly outside the designated, safe space (without hitting the ground)

Can you fly outside the envelope with your current thinking?

- MBA – Management By Analysis – does not create innovative companies [think Cirque du Soleil]
- There are at least 10 types of innovation for different ‘Problems’ that can be identified with Design Thinking: check out DOBLIN and CHESKIN



Peter Vozvoteca, Suncorp:

- How to imbed innovation and design thinking into your organisation:
 - Love it
 - Win hearts and minds
 - Frustration breeds opportunity
 - Imagine ‘How will it look in 3-5 years?’
 - Have a compelling story
 - Embark on a cultural journey – allow five years
 - SEX it up – borrow and blend ideas from wider fields
 - X-factor is not a continuous thing, it cannot be ‘normal’ or ‘regular’ – or it isn’t X-factor
 - Campaign ‘Tour de Design’ with inspirational Robbie McEwan – cyclist
 - ‘Pain is only French for bread’ Robbie McEwan

Notes from John Murray – Momentum delegate:

“I offer one persons collection of thoughts noted:”

Design right brain communicate in left

Reaction V Creation

Not who is in the building but who you can communicate with

The Blue Ocean Strategy

Tell a compelling story, mention famous people with seductive occupations

Make the scary out there design safe by putting it through a process and having those scared experience that process

Design for economic outcomes of business driven by customers

Flexibility to design and re-design some of the process

The notion of a lens taking care of objection to particular style

Unmet unarticulated needs – circus V circus Oz example

Go looking for non customers – customers you haven’t got

Put in place the structure then build refinement

Flexibility to design and re-design some of the process

Andy Grove

BPMN

Renamed product VISION

Process Service

GOLDRATT

Youtube

DOBLIN

CHESKIN

RED

As a forum creator have the guts to intervene when someone talks to long

As a presenter have the humility to accept that you have talked to long

Peter Vozvoteka is a pioneer at the coalface entitled to stand and claim his position in the Australian Design Thinking community

There is resistance to “wasting time” on conversation inside organisations and you have to be equal to that resistance

My interest is in continual collection of experience for innovation feed, and I look forwards to seeing the value of design thinking crack the shell of Australian Corporate thinking.

And that is that folks – from your scribe and chief Inspirator. Add your own stories here -

<http://innofuture.pbwiki.com/>

Margaret Manson

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