

Zero-Nine Design



## Abstract for the International QDB – INSME Expert Training

### Design Thinking for Innovation in Practice – an Effective Toolkit to Manage Competitiveness

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#### The Problem With the Future

More than any other type of question, I'm asked about the future, "...what's the next big thing?" or, "...what do you see are the upcoming trends" or, "...what will be next takeover technology?". Although we could describe at length advanced technologies that would pin your ears back, there is not nor ever has been, a magic formula that says if what's coming next will be big. In Ancient Greece at the temple of Apollo in Delphi the Sacred Oracle was visited by future seekers from around the world in hopes of a glimpse into the fate that awaited them. Today business' new hope for that glimpse into the future is "innovation". Like a crystal ball generously revealing secrets "innovation" is what business, finance and market analysts crave. A title, headline or mention of the word and even the most savvy and seasoned executives turn their attention in hopes of getting key to innovation's promise of solving their particular "future problem". In this section we'll look at the bright side and the dark side of the Innovation Movement as it is postulated and practiced today. We'll look at breaking it down to reveal its most useful aspects of its DNA and whether it will work for your vision, your groups, your business and your goals.

#### Design Thinking is Just the Beginning, an Introduction to Design Doing

Cultures run deep, they come in all sizes from the smallest teams to entire nations. Business has seen old paradigms dissolve and obsolete structures fade. For many firms there has been no better way to start a cultural shift in their organizations than implementing the base principals of Design Thinking. Businesses around the globe have benefitted greatly from the Design

Thinking model and testimonial to the positive impact on teamwork, creative output and collaboration continue to impress. We know cultural dynamics take time to get started, they take time to build and most certainly they take time to shift. Can we shift in the directions of our sails, can we make those shifts last. Historians use “The Theory of Rising Expectations” to explain when and why cultures and societies shift. In this section we will look at culture’s hidden grip on us, our groups, our teams and how businesses shift, intended and otherwise.

### **Creativity Is In All of Us, Winning Inner Creative Battles**

Creativity requires mastery, a level of understanding that only comes from the kind of familiarity one achieves through discipline, dedication and personal will. It also requires that we apprentice ourselves to the craft or goal we so much desire. For many of us it’s been a long time since we apprentice ourselves to anything. When we’re young we all did wildly creative things, every day and most likely received little recognition, maybe even derision. We all had what developmental biologists call Neoteny, the ability to see things with a newness and freshness that was effortless for us when we were kids. Unfortunately that ability is all but lost on most adults. In fact as we become more successful, our skills and abilities grow and our achievements increase some lose that ability all together. In this section we’ll look into the benefits of apprenticing oneself with wonderment like the child in all of us waiting to give us creative support and encouragement. We’ll talk about winning inner creative battles that can free us to contribute our natural raw creativity to our work, our businesses and our lives.