STRATEGIC DESIGN AS CATALYST FOR ORGANIZATIONAL INNOVATIVENESS

HelsIT 2015

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What is strategic design?
How does it work?
What does it do?
ARTS & HUMANITIES
narratives
meaning
inquiry

STRATEGIC DESIGN

SCIENCE & ENGINEERING
facts
data
solutions
Applying traditional design principles, evolved in the process of designing objects, to larger issues that do not necessarily involve objects at all.
Designed objects and user interfaces

Education

City planning

Organizations

Healthcare
THE EVOLUTION OF DESIGN THINKING
IT'S NO LONGER JUST FOR PRODUCTS. EXECUTIVES ARE USING THIS APPROACH TO DEVISE STRATEGY AND MANAGE CHANGE.
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“You have to stop thinking in terms of 19th century bureaucratic rules, where everything is on paper. That ends up meaning redesigning government and how you interact with people.”

— Toomas Hendrik Ilves, President of Estonia
› Start with people
› Design to ask better questions
› Be inclusive
› Prototype and iterate
› Redesign the way you make decisions
Start with people
Design to ask better questions
Be inclusive
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NEW YORK CITY INNOVATION (NYCDOT)
GUI FOR 10 000 INTERCONNECTED THINGS
› How do we best visualize and interact with 10,000 things?!

› How do people relate to technology?
Social Web of Things

Alerts (0)  Notifications (7)  Requests (2)

1. Pill Bottle - Medicine Dispenser
   - Wants to be your friend.
   - Accept
   - Decline
   - More info

2. Tele & Co - Telecom Operators
   - Wants to be your friend.
   - Accept
   - Decline
   - More info

News Feed

Welcome
Joakim Formo
What's on your mind?

News Feed

Live Weather Report - less than a minute ago
The cold front has just reached the west coast with a 12-degree drop in temperature to 5 below freezing. The cold front reaches Home in about 30 minutes.

Thermostat - less than a minute ago
Preemptively boosting heating to reduce the extra energy needed to withstand the forthcoming drop in outdoor temperature.

Traffic - less than a minute ago
The traffic is light today, no need to worry about being late.
THE CLOUD EXPERIENCE
PUBLIC CLOUD SERVICE AQUIRED BY GOOGLE AND CLOSES WITHOUT NOTICE
Pay 500 for each component in Public Cloud.

YOUR CLOUD IS NOT RELIABLE
Pay 500 and blame someone.

YOU DON'T TRUST ANYTHING. ENGAGE A LAWYER JUST IN CASE
Pay 1000 to the Law Firm.

SECURITY BREACH
Pay 500 for each component in Public or Multitenant Private Cloud and move all components back to Private Cloud or Local Sites.
culture
Altered narratives
Emotional connection
The thinkable is expanded
117,000 employees
78% Men
40% of global mobile traffic
in 180 countries
37,000 patents
since 1876
ANTI-INNOVATIVE MINDSETS

- Territorial defensiveness/tactics
- Not-invented-here attitude
- Fear of failure and risking accountability
- Inflexible targets and goals
- Excessive administration and control
- General nitpicking
- etc...
MINDSETS ARE SKILLS
MINDSETS FOSTERED IN DESIGN EDUCATION

› Nonlinear imagination
› Holistic perception
› Comfortable with uncertainty
› Inquisitive
› Intrinsic motivation
› Change-willingness
› Empathy and self-reflection
› Perseverance
GET EXCITED AND EXPERIMENT A LITTLE