

Designing Better Futures: Mindsets & Practices of Innovation

@LisaKaySolomon

Designing better futures

The Art
of the
Long View
Planning for the Future in an Uncertain World

DMBA



Singularity
UNIVERSITY

“
This present
moment used
to be the
unimaginable
future.”

Stewart Brand



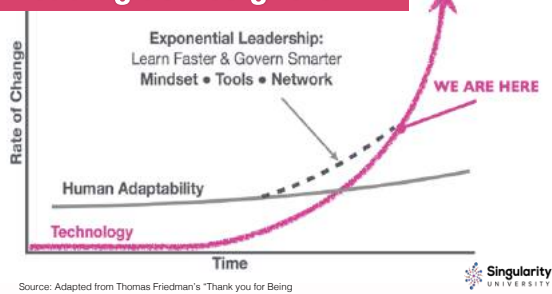
Our Present: A VUCA World

In a world filled with increasing volatility, uncertainty, complexity and ambiguity, leaders need to **approach strategy, innovation & impact much less like mechanics and more like DESIGNERS.**

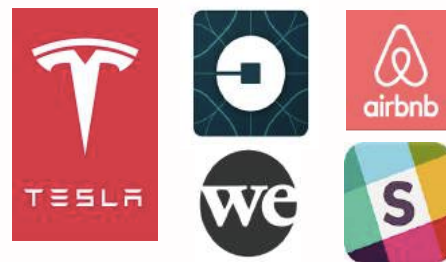
Our VUCA world is getting more VUCA

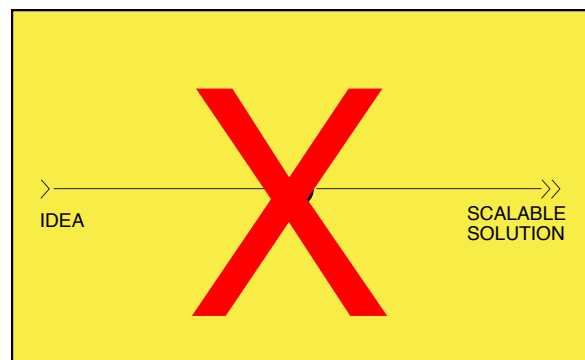
Time compression	<i>via technology and information</i>
Global complexity	<i>via geopolitics, climate issues</i>
New actors	<i>via disruptive startups, new stakeholders</i>
New org forms	<i>via networks vs. hierarchies</i>
More digital work	<i>via shift to less tangible activities</i>

Leading as Designers



Design as lever for value creation





**POV is a rally cry
infused with
common purpose.**



POV: Aspirational Future

**“How might we
make Aotearoa New Zealand
the global exemplar –
environmentally,
economically and socially?”**

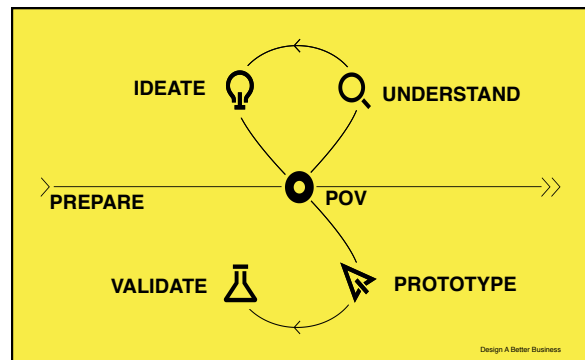
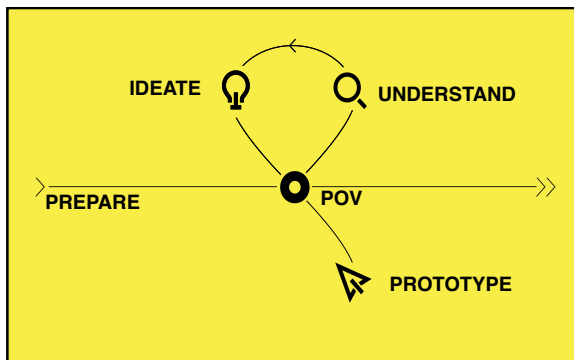
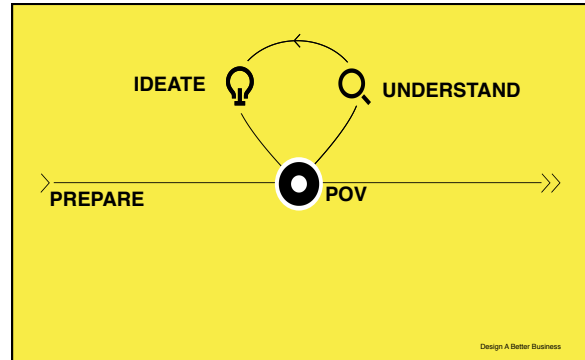
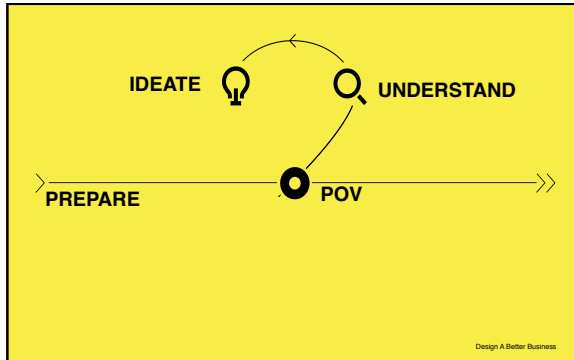
TE HONO 

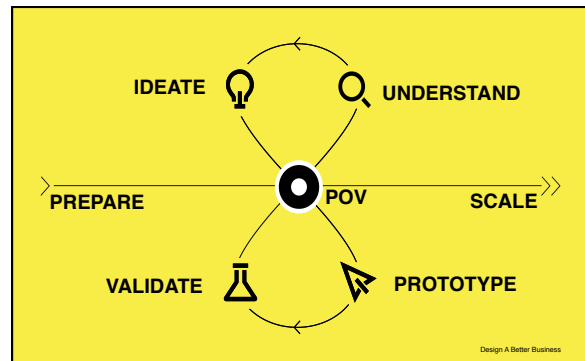
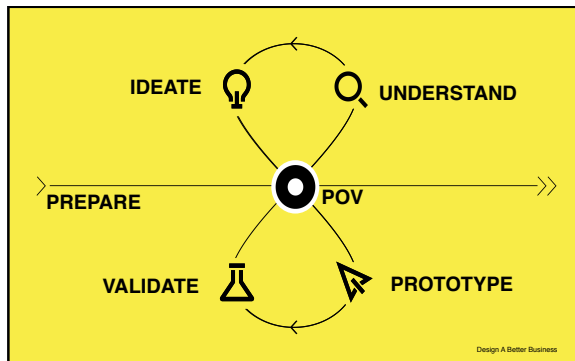
PREPARE  POV >>

Design A Better Business

PREPARE  POV  UNDERSTAND >>

Design A Better Business





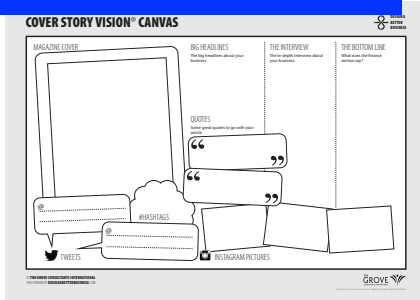
☒ **DESIGN**
☐ **AS A SCALABLE**
☐ **SET OF TOOLS**

Expanded Design Toolkit

VISUAL INDEX OF TOOLS

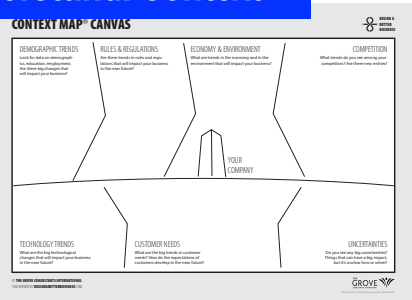
SCREENPLAYS 40	STORYTELLING CANVASES 74	CREATIVE MATRIX 140	PAPER PROTOTYPING 174
TEAM CHARTER 42	CUSTOMER JOURNEY 100	BUSINESS MODEL ORIENTATION 142	REQUEST ASSUMPTION 200
FIVE BOLD STEPS VISION 58	VALUE PROPOSITION 106	WALL OF IDEAS 144	EXPERIMENT CANVASES 204
COVER STORY VISION 64	CONTEXT CANVASES 110	INNOVATION MATRIX 146	VALIDATION CANVASES 206
DESIGN CRITERIA 78	BUSINESS MODEL CANVAS 116	PREFERENCING 172	INVESTMENT READINESS 244

POV: Envisioned Success



Amazon's Brag And Awe Press Release Strategy

Understand: Context



Understand Context

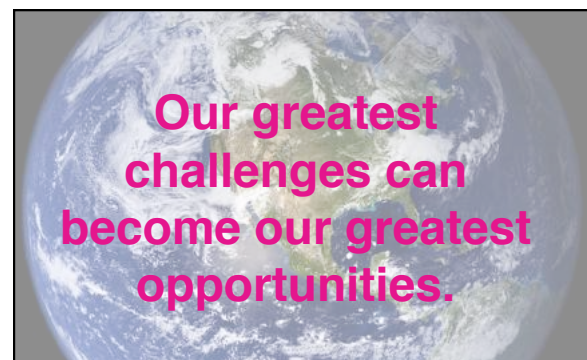
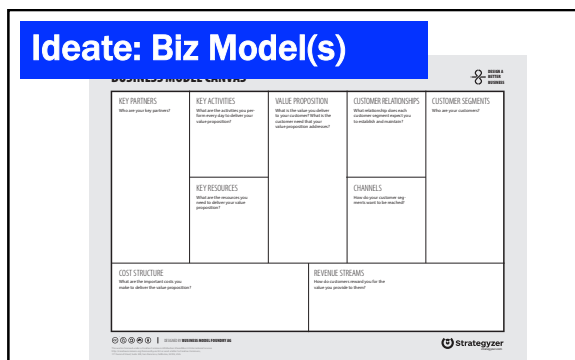
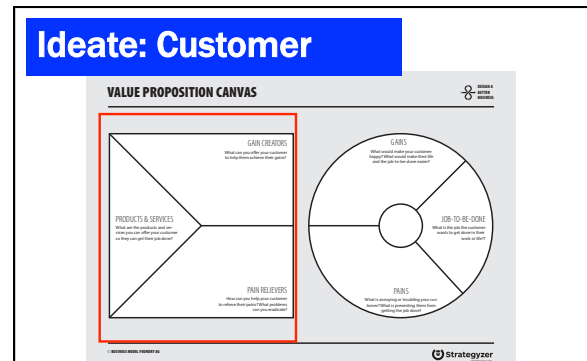
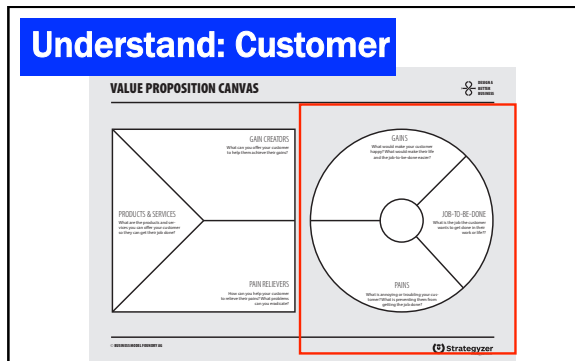
“

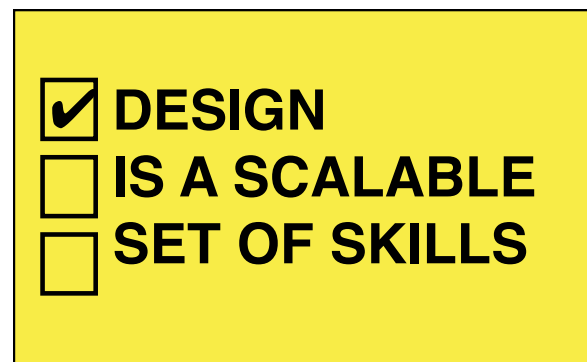
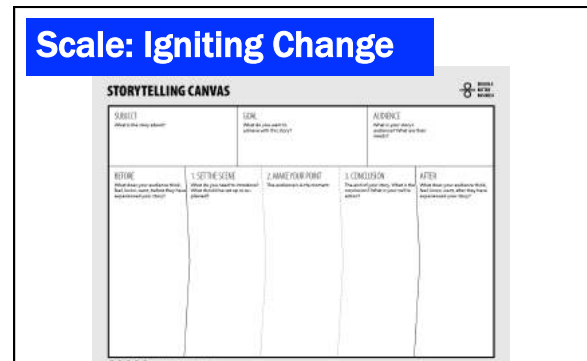
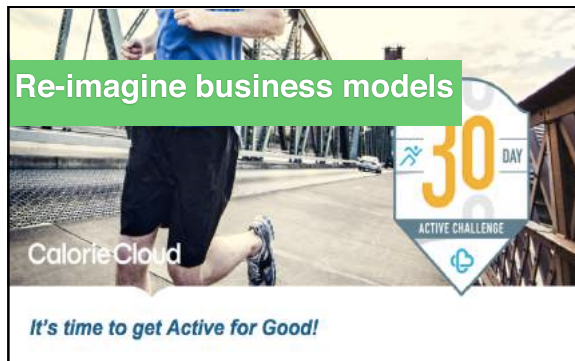
If you fight external trends, you're probably fighting the future. Embrace them and you have a tailwind.

These big trends are not that hard to spot, but they can be strangely hard for large organizations to embrace.



Jeff Bezos / CEO Amazon
Source: Amazon SEC 2016 Letter to Shareholders







Design Skills

**DESIGNER:
A REBEL WITH A CAUSE**

THE 7 ESSENTIAL SKILLS

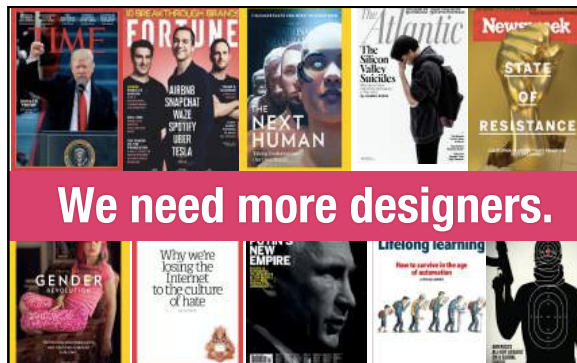
IT ALL STARTS WITH THE CUSTOMER Observing customers to understand them will give you fresh insights into their needs. You must ask the right questions to get the answers you want.	THINK AND WORK VISUALLY Working visually helps you to see the bigger picture, plan out for complex topics, create a visual anchor for your thoughts, connect concepts, and engage with your audience.	DON'T FLY SOLO Gather different insights by working together. Connecting the brains in the room and in your market can create new and powerful solutions.	TELL STORIES Don't have a story? Begin with a story. Tell your audience why your idea is important. Don't tell them what you think they want to hear.	KEEP IT SIMPLE Just start. Don't try to build like a rocket. Build like a house. Don't over-engineer. Don't over-think. Don't over-plan.	SET UP SMALL EXPERIMENTS Every little iteration and test will set you up for success. Accept the fact that you will fail. Fail fast, learn fast, and iterate.
---	---	---	---	--	---

EMBRACE UNCERTAINTY

Except for change, there is no such thing as certainty in business. Accept this and harness opportunities from uncertainty.

Embrace Uncertainty

Source: Duck Rabbit by Amy Krouse Rosenthal



Designing
Better Futures
Starts with you!

@lisakaysolomon
designabetterbusiness.com

A line drawing of a hand holding a yellow highlighter, positioned on the right side of the pink banner. The hand is white with black outlines, and the highlighter is yellow with a black outline. The hand is holding the highlighter in a way that it appears to be about to write or highlight something.