Designing Better Futures: Mindsets & Practices of Innovation

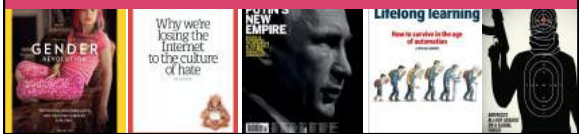
@LisaKaySolomon

Designing better futures

"This present moment used to be the unimaginable future."

Stewart Brand

Our Present: A VUCA World

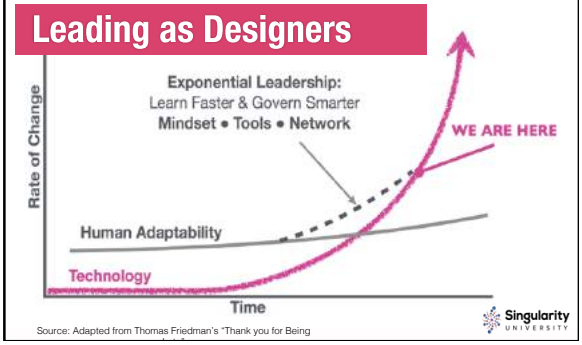


In a world filled with increasing volatility, uncertainty, complexity and ambiguity, leaders need to approach strategy, innovation & impact much less like mechanics and more like DESIGNERS.

Our VUCA world is getting more VUCA

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

Leading as Designers



Source: Adapted from Thomas Friedman's "Thank you for Being

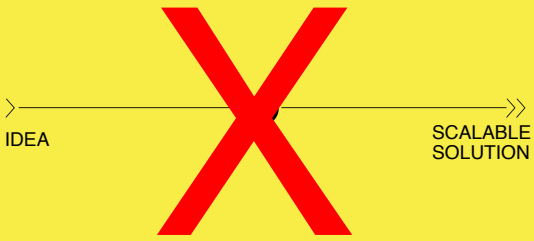
Design as lever for value creation

DESIGN A
BETTER
~~BUSINESS~~

FUTURE for NZ.

☑ DESIGN
☐ IS A SCALABLE
☐ PROCESS

"We've got to be more innovative!"

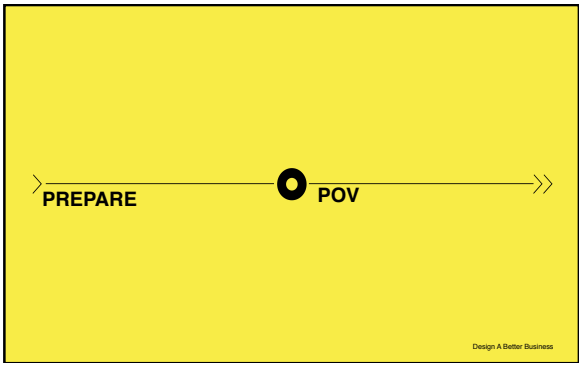


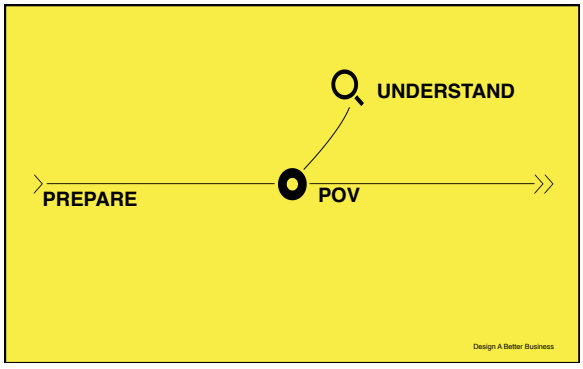
POV is a rally cry infused with common purpose.

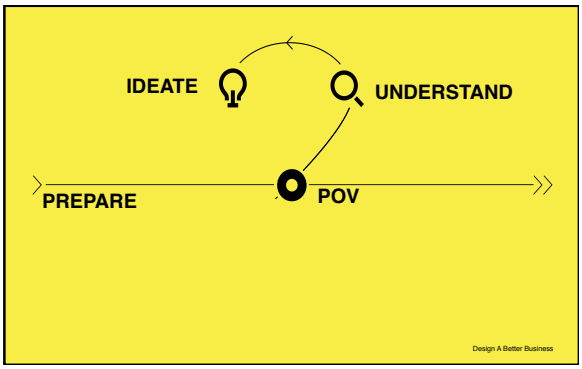
POV: Aspirational Future

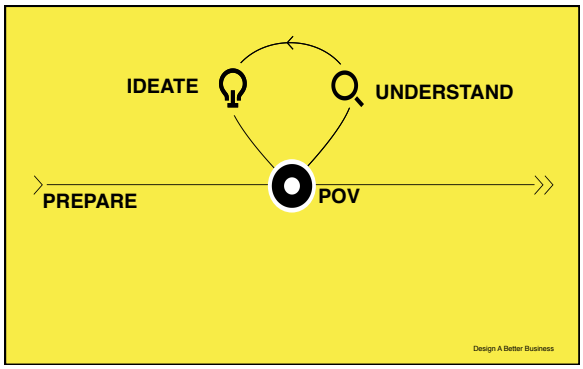
"How might we make Aotearoa New Zealand the global exemplar – environmentally, economically and socially?"

TE HONO






IDEATE
UNDERSTAND
PREPARE
POV
Design A Better Business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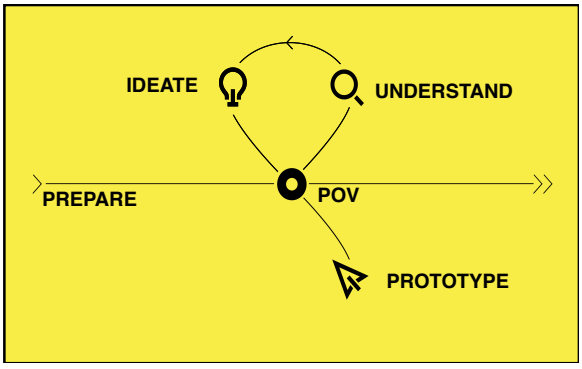
IDEATE
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PREPARE
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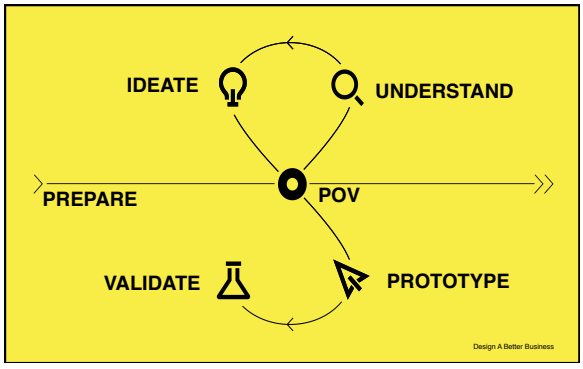
PROTOTYPE


IDEATE
UNDERSTAND
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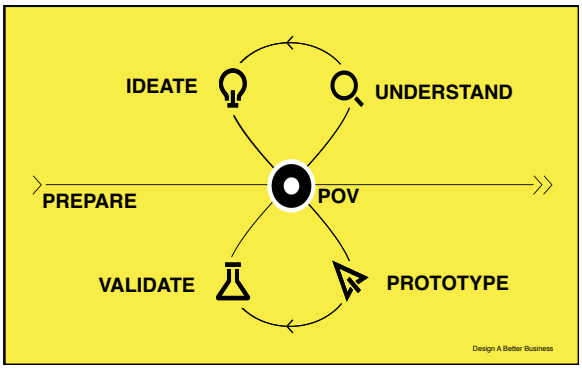
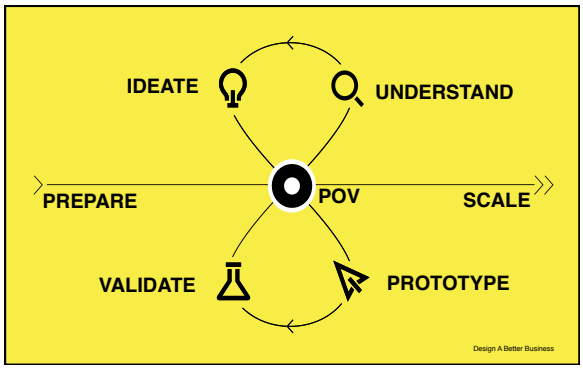
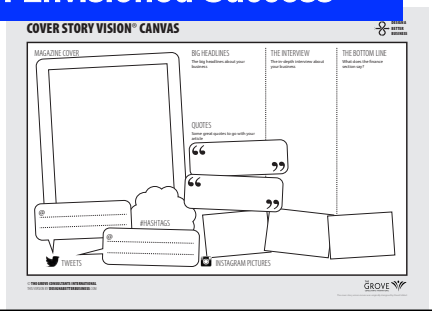
POV
VALIDATE
PROTOTYPE
Design A Better Business





☑ DESIGN
☐ AS A SCALABLE
☐ SET OF TOOLS

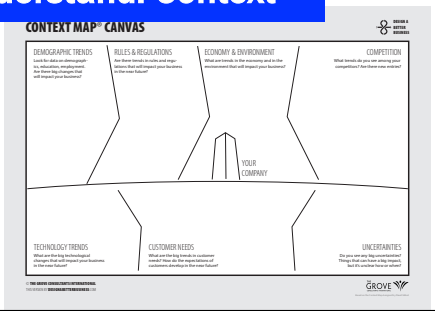
POV: Envisioned Success



AMAZON

Amazon's Brag And Awe Press Release Strategy

Understand: Context



Understand Context

"

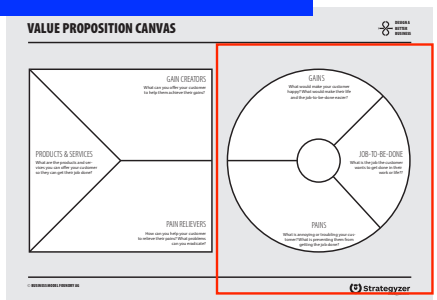
If you fight external trends, you're probably fighting the future. Embrace them and you have a tailwind.

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

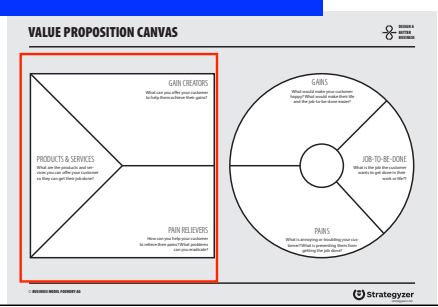
Jeff Bezos I CEO Amazon

Source: Amazon SEC 2016 Letter to Shareholders

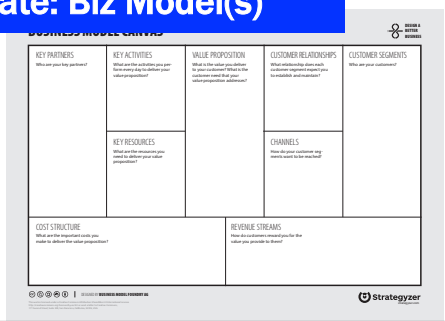
Understand: Customer



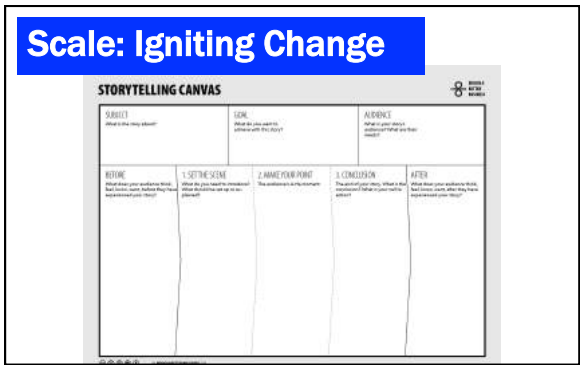
Ideate: Customer



Ideate: Biz Model(s)



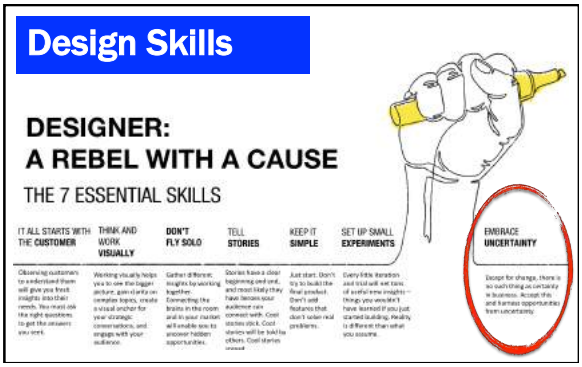
Re-imagine business models
30 DAY
ACTIVE CHALLENGE
CalorieCloud
It's time to get Active for Good!


Scale: Igniting Change
STORYTELLING CANVAS

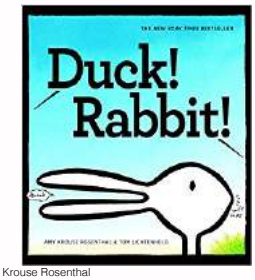
Problems we solve become stories we tell.

☑ DESIGN
☐ IS A SCALABLE
☐ SET OF SKILLS

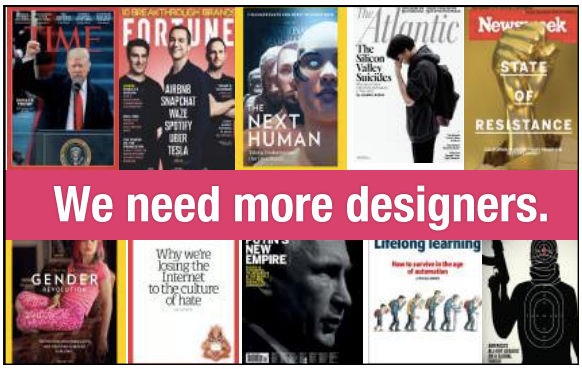
Design Skills



Embrace Uncertainty



Source: Duck Rabbit by Amy Krouse Rosenthal


TIME
FORTUNE
AIRBNB
SNAPCHAT
WAZE
SPOTIFY
UBER
TESLA
THE NEXT HUMAN
The Atlantic
The Silicon Valley Suicides
STATE OF RESISTANCE
We need more designers.
GENDER
Why we're losing the Internet to the culture of hate
NEW EMPIRE
Lifelong learning

Designing
Better Futures
Starts with you!
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designabetterbusiness.com