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Blue Skies Thinking for Blue Growth - Atlantic Area Seminar

What is a Design Thinking Mindset

30th May 2018

Cork County Hall, Vertigo

11:30 – 12:30 pm

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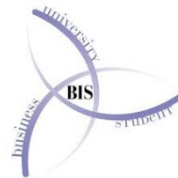
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Rethinking ways of innovating ...



Tom Kelley Session B

16 views



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Our Ocean Wealth Summit 2017



Tom Kelley Session B

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Source: https://www.youtube.com/watch?v=njpP_cAMWqE

Changing our Thinking

Today's Topics

30/05/2018 11.30-12.30pm

Topic: What is a Design Thinking Mind-set

30/05/2018 13.30-15.00pm

Workshop: Design Thinking and Doing using Tools
- Using the Job Grid to Explore for Opportunities



Increasing Rate of Disruption

WIKIPEDIA The Free Encyclopedia

Article Talk

Media Decoder

Behind the Scenes, Between the Lines

March 13, 2012, 6:54 PM

After 244 Years, Encyclopaedia Britannica Stops the Presses

By ALAN ROBBAN

That's a plus.

The New York Times

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We're officially out of administration and under new ownership. The whole team's working hard behind the scenes to bring you the new and improved hmv. A new website and digital services, a rebolstered Pure rewards scheme, and a fresh approach to our stores are all in the works.

We've got some truly exciting stuff in store for you but all of this is going to take us a little while to perfect. For now, this site will keep you up to date on what's going on - the latest releases and what's coming up - while we get everything ready to come back with a bit of a bang later in the year.

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Finally a big thank you for all your support and patience during the past few months. We really appreciate it and it makes us even more determined to serve you better than ever!

Yours,
team hmv

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The Effect of Institutional Factors on the Value of Corporate Diversification

How does the value of corporate diversification vary with institutional development? Research by Venkat Kuppuswamy, George Serafeim, and Belén Villalonga.

Incentivizing Calculated Risk-Taking: Evidence from an Experiment with Commercial Bank Loan Officers

Shawn Cole, Martin Kanz, and Leora Klapper use a series of experiments with commercial bank loan officers to test the effect of performance incentives on risk-assessment and lending decisions.

Featured Cases Faculty in the News Seminars & Conferences

Waves of Disruption

Democratisation of Disruption



Source: <https://www.youtube.com/watch?v=Fkd9TWUtFm0>

“The distance between an idea and the digital realization of that idea is now so short - so cheap and so quick - that a bright twelve-year-old can do it”.

James McQuivey
VP, Forrester

“A lot of kids these days like to play games. But now they want to make them” ... The **distance between any idea and its digital realization is shrinking at an enormous rate** ... We are evolving towards a digitally disruptive economy – a world in which **everyone has the tools they need to bring their ideas to the market, test them, refine them, and eventually disrupt the status quo ... and at almost zero cost.**

Digital Disruption in Marine

Rolls-Royce, Google Join Forces on Making Autonomous Ships a Reality

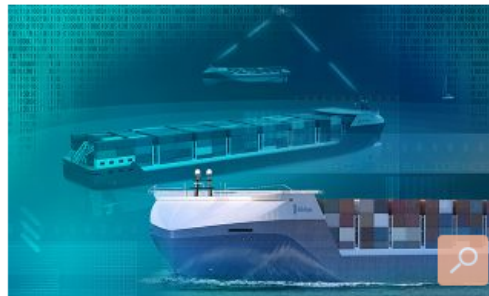


Image Courtesy: Rolls-Royce

Rolls-Royce has inked a deal with Google to develop further its intelligent awareness systems which are believed to make existing vessels safer and are essential for autonomous ships to become a reality.

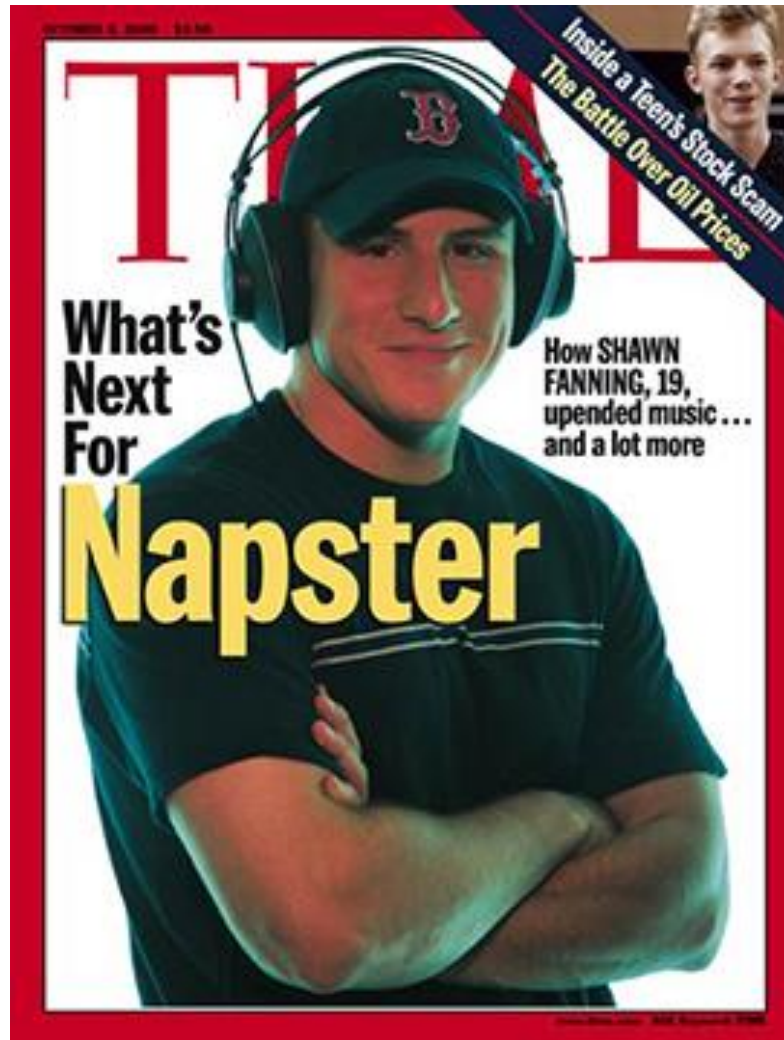
The agreement, said to be the first of its kind in the marine sector, was signed at the Google Cloud Summit in Sweden on October 3. It allows Rolls-Royce to use Google's Cloud Machine Learning

Engine to further train the company's artificial intelligence (AI) based object classification system for detecting, identifying and tracking the objects a vessel can encounter at sea.

"While intelligent awareness systems will help to facilitate an autonomous future, they can benefit maritime businesses right now making vessels and their crews safer and more efficient. By working with Google Cloud we can make these systems better faster, saving lives," Karno Tenovuo, Rolls-Royce, SVP Ship Intelligence, commented.

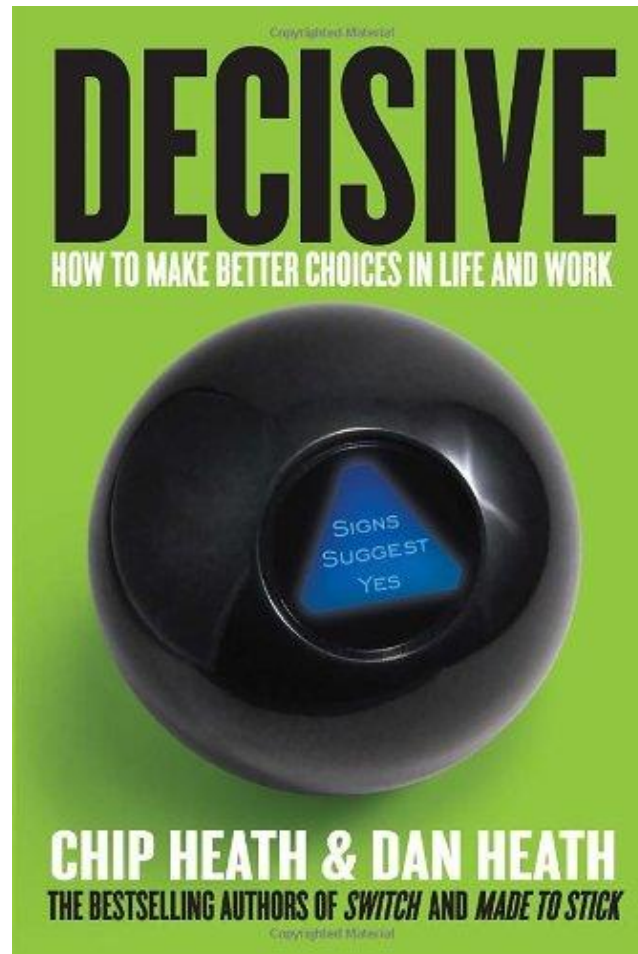
As disclosed, Rolls-Royce will use Google Cloud's software to create machine learning models which can interpret large and diverse marine data sets created by Rolls-Royce. Data will be prepared to train models, ensuring that it is relevant and in sufficient quantity to create statistical significance. As part of the machine learning process, the models' predictions are evaluated in practical marine applications, allowing the models to be further refined.

Emergence of a Digital Mindset



Source: <http://www.billboard.com/biz/articles/news/digital-and-mobile/1552508/qa-sean-parker-and-shawn-fanning-on-downloaded-the>

But we make poor decisions ...



Source: <http://www.amazon.com/Decisive-Make-Better-Choices-Life/dp/0307956393>

Finding new responses ...



*“If you want something new,
you have to stop doing
something old”*

- Peter Drucker

Ten Bruising Innovation Lessons

[Justification for Design Thinking]



Falling into the Specification Trap...

1



Source: <http://2.imimg.com/data2/RX/XX/MY-4291542/oxygen-mask-250x250.jpg>

We need to create solutions rather than create products ...



Source: <http://www.youtube.com/watch?v=jmpOToLAP18>

Framing the problem ...

2



We need to be aware of how we frame problems ...

Source: https://upload.wikimedia.org/wikipedia/commons/8/82/Oakland_Bay_Bridge_Western_Part.jpg

Building empathy ...

3

THREE PREGNANT DADS

FROM THE BOOK OF EVERYONE

THE HIGHS AND LOWS OF 3 DADS AS THEY TAKE ON THE WEIGHT OF BEING A 9 MONTH PREGNANT MOM FOR ONE MONTH



Source: <http://3pregnantdads.com/>

We need to have empathy for the problems we solve ...

Creating a bias for doing ...



We need to be 'doing' in order to learn and learn early ...

4

Source: <http://www.scientificamerican.com/article/stone-age-the-art-and-craft-of-paleo-toolmaking-slide-show1/>

Focusing on points of failure

5



The jet black swan has arrived at Alton Swanwick swannery in Dorset and set up home with the resident 600 white swans - which are all white

We need to start with the most likely points of failure ...

Faking it before making it

6



Products

Services

Experiences

Value Propositions

Business Models

We need to use the right type of prototype at the right time ...

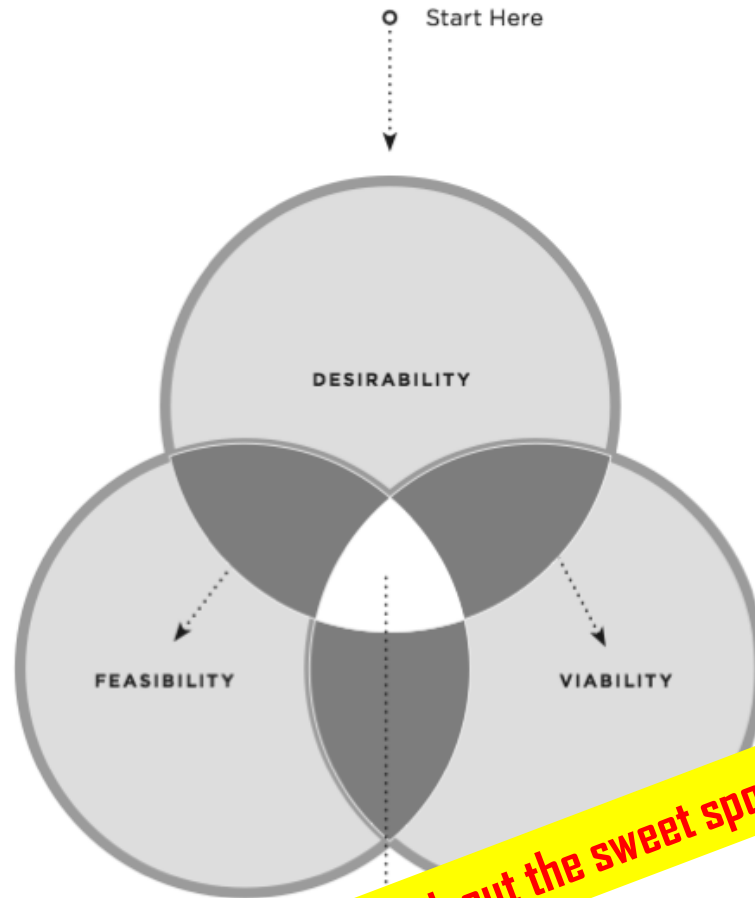
Failing in order to Succeed ...



“Position yourself to fail small in order to Succeed Big ...”

We need to fail rather than Fail

Finding the sweet spot ...



We need to seek out the sweet spots ...

... solutions that emerge at the intersection of the three lenses of the Human-Centered Design process should hit the overlap of these three lenses; they need to be **Desirable, Feasible, and Viable.**

Source : www.ideo.com

Working in the weeds ...



“Problems are generally messy and have no ideal solutions.”

Don't waste your time looking for ideal solutions...

Sharing value around ...



Source: <https://www.pinterest.com/pin/378302437430139076/>

Thinking like a designer ...



Design Mindset is ...



HUMAN
CENTERED



BIAS
TOWARD
ACTION



RADICAL
COLLABORATION



CULTURE
OF
PROTOTYPING

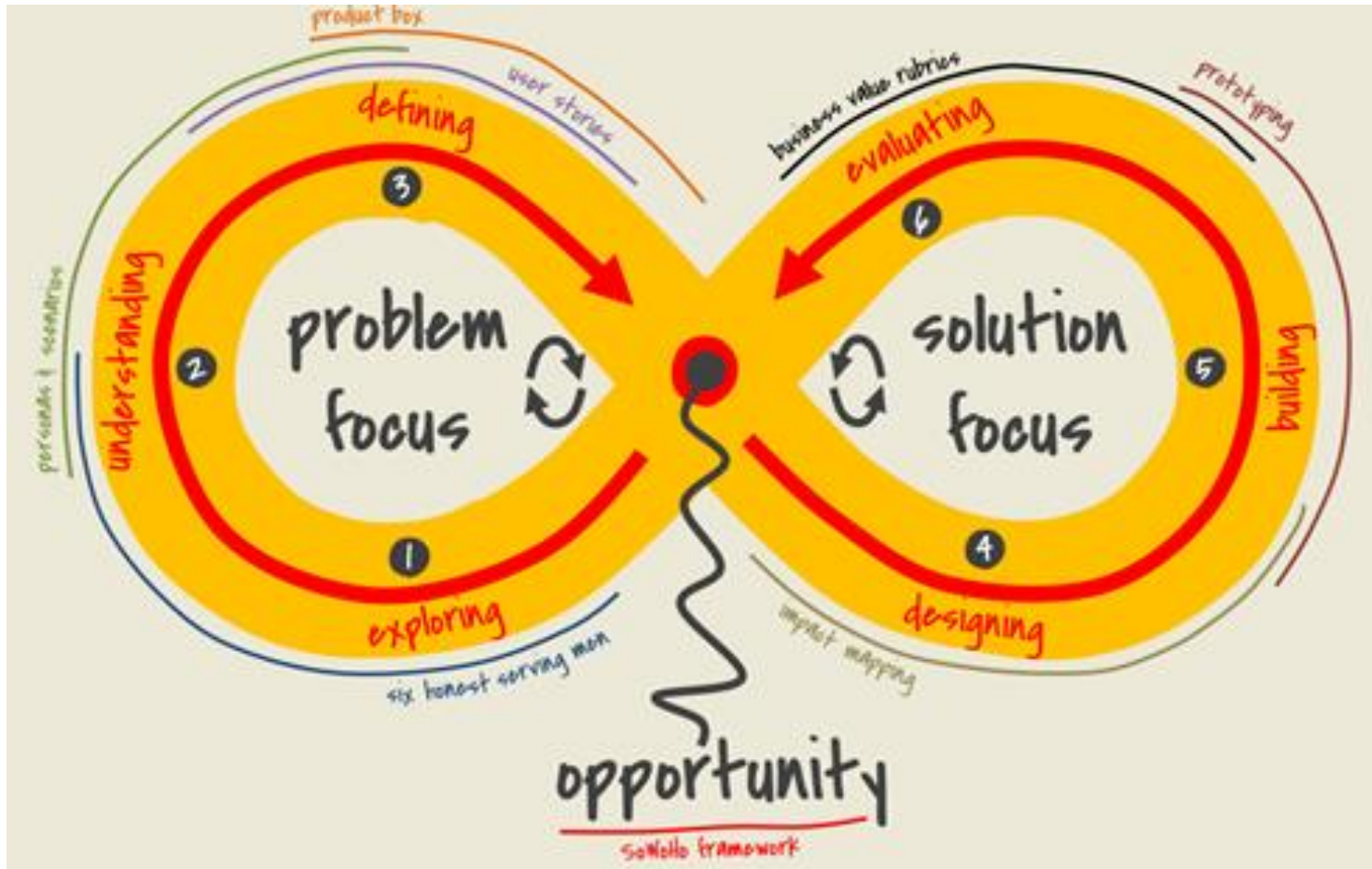


SHOW
DONT
TELL



MINDFUL of
PROCESS

Design Approach is ...



Thinking Differently

An innovation mindset ...

What Kind of Mindset Do You Have?



I can learn anything I want to.
When I'm frustrated, I persevere.
I want to challenge myself.
When I fail, I learn.
Tell me I try hard.
If you succeed, I'm inspired.
My effort and attitude determine everything.



I'm either good at it, or I'm not.
When I'm frustrated, I give up.
I don't like to be challenged.
When I fail, I'm no good.
Tell me I'm smart.
If you succeed, I feel threatened.
My abilities determine everything.

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Many Thanks

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