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Lessons from trying to innovate in the age of digital disruption

Tech Connect
31st May 2017
RDS, Dublin

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Human beings are illogical and irrational. For most of our existence, survival required that we think quickly, not methodically. Making a life-preserving decision was more important than making an accurate one. This has meant that the human brain has developed an array of mental shortcuts.

Source: http://www.jagdeeprajpunt.com/Latest%20Large/Approaching-Royal-Bengal-Tiger.jpg
Rolling with the punches ...
"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.

"The distance between an idea and the digital realization of that idea, once so hard, so long, so expensive, so slow, so complex – is now so short - so cheap and so quick - that a bright 12-year-old can do it“.

James McQuivey
VP, Forrester
Looking around corners …

PEST trends are both our biggest friend and our foe …
The biggest risk is not taking any risk... In a world that changing really quickly, the only strategy that is guaranteed to fail is not taking risks.”

Mark Zuckerberg

Source: Neal Stephenson at http://www.worldpolicy.org/journal/fall2011/innovation-starvation
Identifying opportunities ...

There are countless gaps in peoples lives that demand compensatory behaviours ...

Source: http://www.eatlivegrowpaleo.com/2012/12/gelatine-update-if-you-have-arthritis.html
Building empathy ...

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/

People address problems that are not part of their lives ...
Creating a bias for doing ...

‘Do’ not in order to get something done but in order to learn and learn early ...

Failing in order to Succeed …

“Position yourself to fail small in order to Succeed Big rather than Fail Big”

Aim to fail rather than Fail.
The jet black swan has arrived at Abbotsbury Swannery in Dorset and set up home with the resident 600 mute swans, which are all white.
Poking the points of failure ...

Test the Riskiest Assumption (RAT) first ...

Source: https://www.techinasia.com/talk/mvp-dead-rat-instead
Probing the sweet spot

Start Here

DESIABILITY

FEASIBILITY

VIABILITY

Seek out the sweet spot ...
Meeting resistance ...

Organisations are like syrup ...

Source: https://www.reference.com/food/glucose-syrup-same-corn-syrup-a3124846480780dc
Changing expectations …

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

Source: https://rumblytumbly.com/2016/02/04/caramel-pecan-sticky-buns/
Challenging the status quo

"Just because things are the way they are, doesn’t mean that is the way they should be."

Innovation Management is ...
Where do these fit?

- Business
- Design
- Research
- Design Research?
- Design Thinking

We all need to think like 'designers'
Many Thanks

Moving from ‘playing not to lose’ to ‘playing to win’

*Doing things right versus doing the right things.*

Bibliography


