CORA Cork Open Research Archive
Cartlann Taighde Oscailte Chorcaí

Title	Innovative thinking. Moving from ‘playing not to lose’ to ‘playing to win’
Authors	O'Raghallaigh, Paidi
Publication date	2017-02-14
Original Citation	O'Raghallaigh, P. (2017) 'Innovative Thinking. Moving from ‘playing not to lose’ to ‘playing to win’', City West Hotel, Dublin, Ireland, 14 February.
Type of publication	Conference item
Rights	https://creativecommons.org/licenses/by/4.0/
Download date	2026-11-04 07:55:57
Item downloaded from	https://hdl.handle.net/10468/9922



UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

Infant
Irish Centre for Fetal and Neonatal Translational Research

LEANBH Project

Learning to Evaluate Blood Pressure at Home



Innovative Thinking. Moving from 'playing not to lose' to 'playing to win'

Research and Innovation Conference

14th February 2017

City West, Dublin

To cite: O'Raghallaigh, P. (2017, Feb). "Innovative Thinking. Moving from 'playing not to lose' to 'playing to win'". Presented at "Research and Innovation Conference", City West Hotel, Dublin, Ireland

Paidi O'Reilly (PhD)

Innovation Advisor and Trainer

p.oreilly@ucc.ie
https://ie.linkedin.com/in/paidioreilly

Project Manager/Research Fellow

INFANT SFI Centre
Cork University Maternity Hospital
Wilton, Cork, Ireland
www.infantcentre.ie

Adjunct Innovation Lecturer

Business Information Systems
University College Cork
Cork City, Ireland
www.ucc.ie



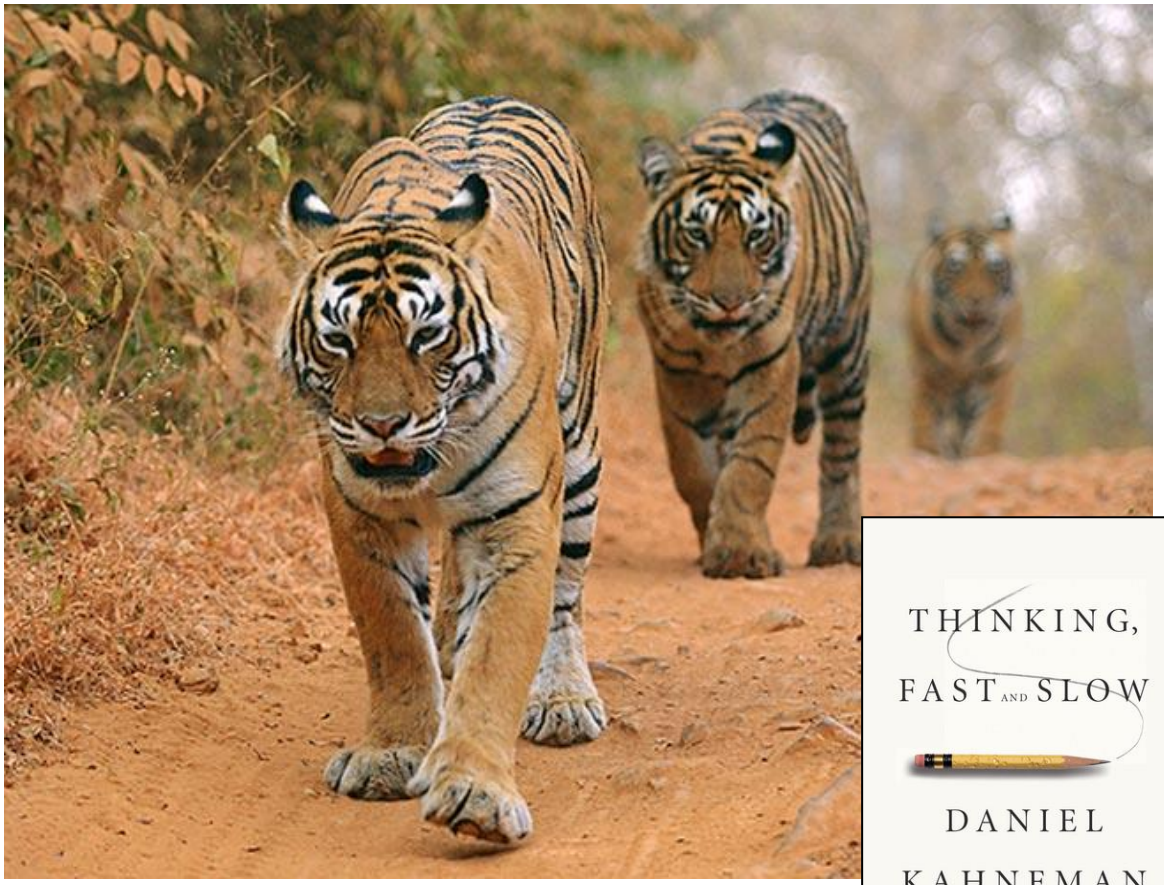
CORK UNIVERSITY BUSINESS SCHOOL

Coláiste na hOllscoile Corcaigh, Éire
University College Cork, Ireland

University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

Wired to survive but …

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.jagdeeprajput.com/Latest%20Large/Approaching-R

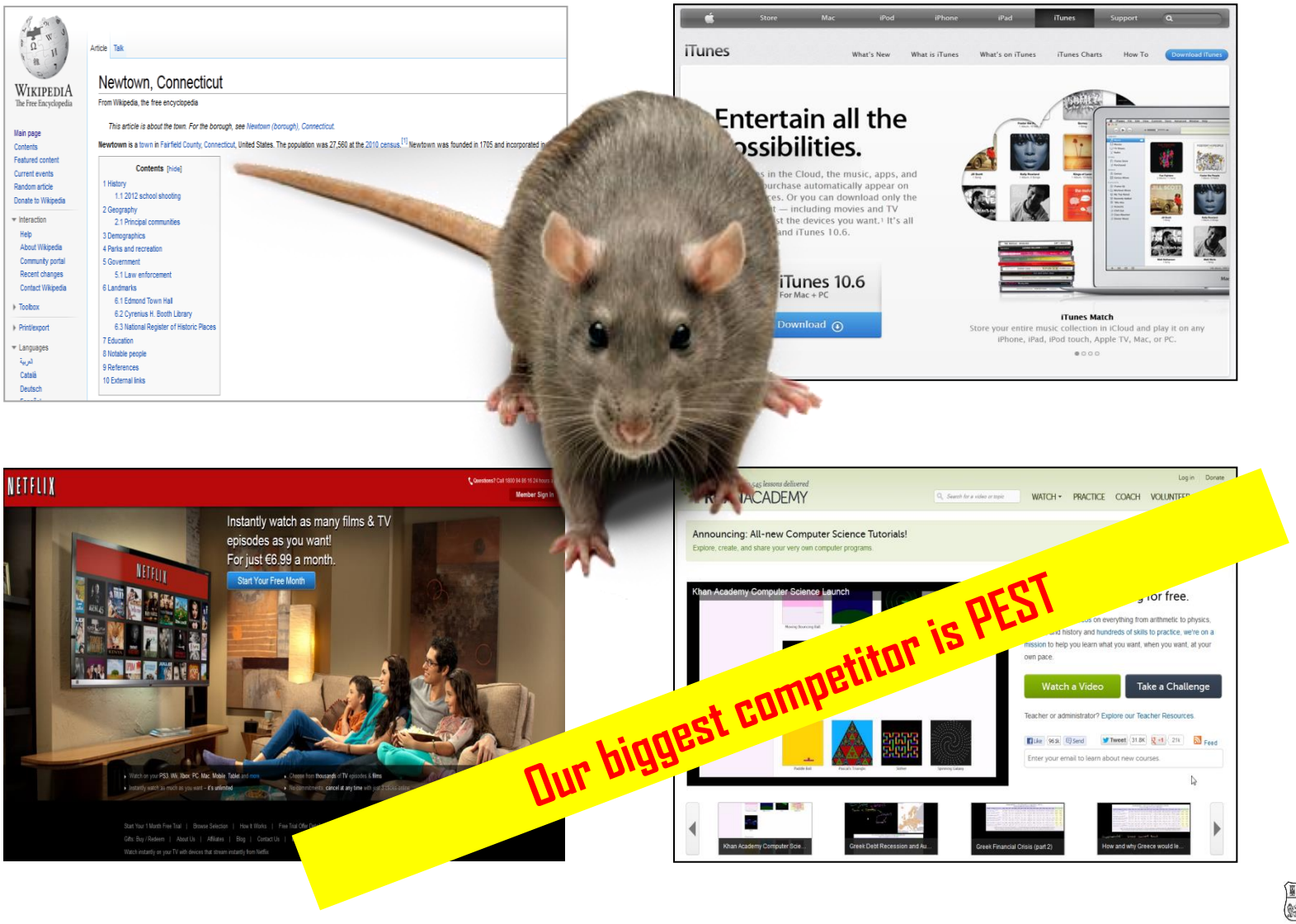
CORK UNIVERSITY BUSINESS SCHOOL

Bringing a new mindset

UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

The Real Disrupter

CORK UNIVERSITY BUSINESS SCHOOL



UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

Democratising of Disruption



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

"The distance between an idea and the digi… of that idea is now so short - so cheap… that a bright twelve-year-old can…

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 e…ne **has the t…ed to h…eas to the m…et, test them, refine them, and eventually disrupt the status quo … and at almost zero cost**.

Digital disruption raises the bar

Organisations are messy

CORK UNIVERSITY BUSINESS SCHOOL



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

UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

Framing the problem …

CORK UNIVERSITY BUSINESS SCHOOL



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

UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

Evaluating our thinking

CORK UNIVERSITY BUSINESS SCHOOL

FORTUNE SUBSCRIBE

INNOVATION

Why most innovations are great big failures

by Anne Fisher @anbfisher OCTOBER 7, 2014, 2:27 PM EDT



Photo: Don Farrall—Getty Images

Companies usually come up with … backward, dealing with the tough issues last.

Ask the hard questions early

Mark Payne (Fahrenheit 212) advocates that "*Ideas are treated not as precious pearls to be polished, but as sparks born of friction*"—because "*exposing fledgling innovation ideas to the tough love of tough questions … ensures those ideas can survive in the real world of real companies placing real bets with real money.*" Most innovations fail because their creators didn't ask … questions at the out… commends fi… the most difficult …al details first, "*even if it means teeing up the issues that will kill a project now, rather than discovering them later.*"

Source: http://fortune.com/2014/10/07/innovation-failure/

UCC University College Cork, Ireland Coláiste na hOllscoile Corcaigh

Focusing on points of failure

CORK UNIVERSITY BUSINESS SCHOOL



The jet black swan has arrived at Abb… …y in Dorset and set up home with the resident 600 r… …ich are all white

Zero in on the likely points of failure

Source: http://www.dailymail.co.uk/news/article-2154839/Black-swan-stands-gatecrashing-group-600-white-ones-ancient-swannery.html

UCC University College Cork, Ireland Coláiste na hOllscoile Corcaigh

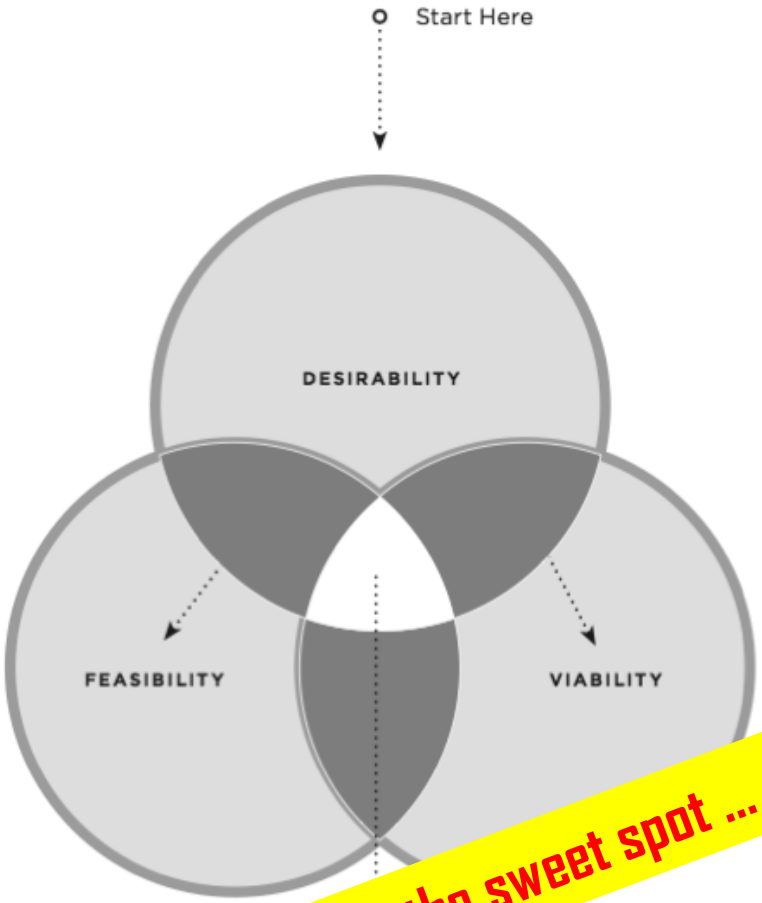
Creating a bias for doing …



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

Prototyping the sweet spot

CORK UNIVERSITY BUSINESS SCHOOL



Seeking the sweet spot ...

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

Source : www.ideo.com

UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

CORK UNIVERSITY BUSINESS SCHOOL

The way forward

UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

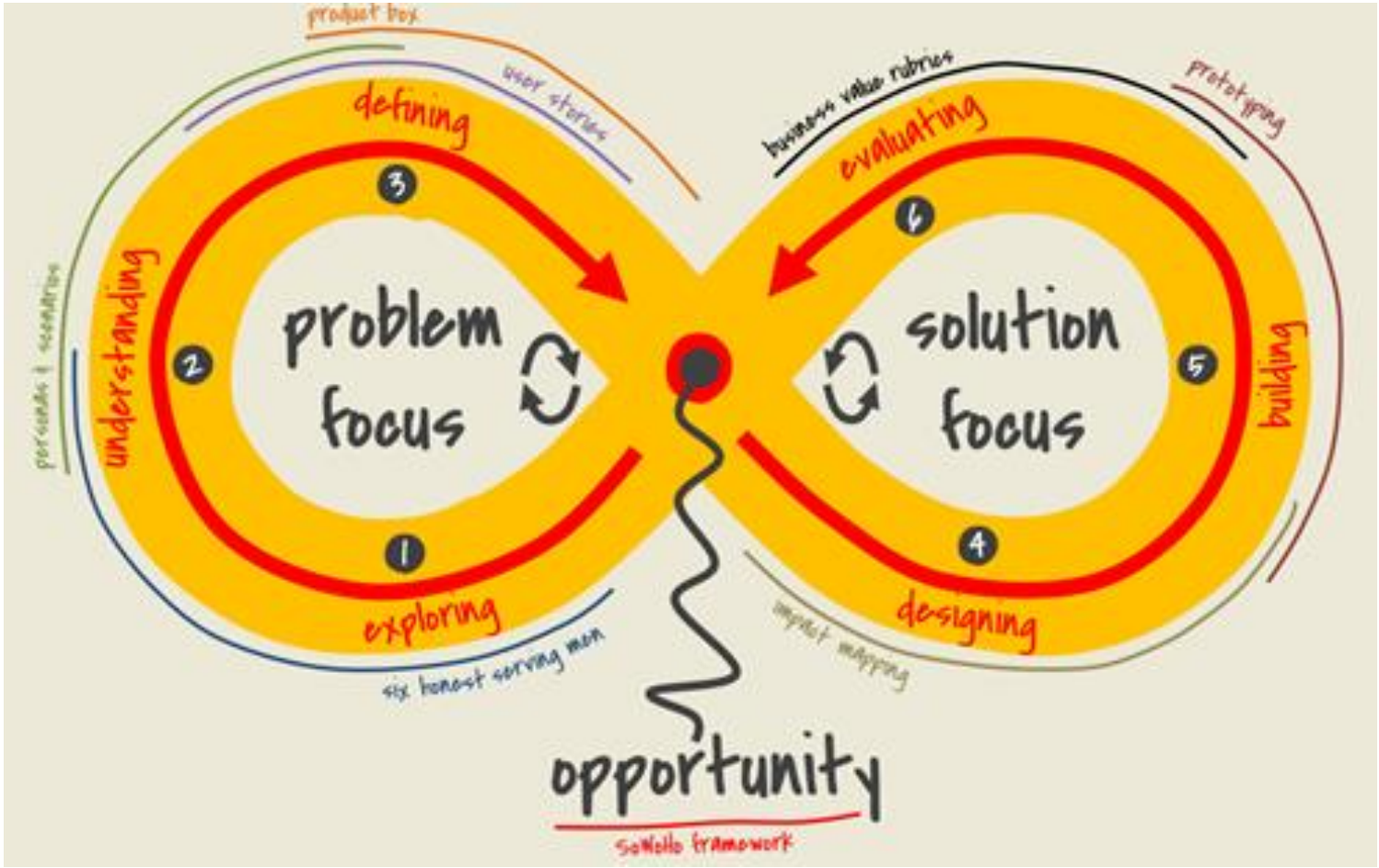
Thinking like a designer …

CORK UNIVERSITY BUSINESS SCHOOL



UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

Our Design Thinking Process…



Copyright Paidi O'Reilly/David Sammon



Source: http://funnyshit.com.au/img/not-my-job-redux.jpg

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

Doing things right versus doing the right things.

Many Thanks

p.oreilly@ucc.ie
https://ie.linkedin.com/in/paidioreilly

Bibliography

Lane, S., O'Raghallaigh, P. and Sammon, D., 2016. Requirements gathering: the journey. Journal of Decision Systems, 25, pp.302-312.

McCarthy, S., O'Raghallaigh, P., Woodworth, S., Lim, Y.L., Kenny, L.C. and Adam, F., 2016. An integrated patient journey mapping tool for embedding quality in healthcare service reform. Journal of Decision Systems, 25, pp.354-368.

Magee, B., Sammon, D., Nagle, T. and O'Raghallaigh, P., 2016. Introducing data driven practices into sales environments: examining the impact of data visualisation on user engagement and sales results. Journal of Decision Systems, 25, pp.313-328

O'Raghallaigh, P., Sammon, D. and Murphy, C. (2011) 'The design of effective theory'. Systems, Signs & Actions (An International Journal on Communication, Information Technology and Work), 5 (1):117-132.

O'Raghallaigh, P., McCarthy, S., Adam, F., (2016), Sociomateriality: An Object-Oriented Framework for IS Scholars, IFIP 8.2 Working Conference 2016, 9-10 December, Dublin, Ireland.

O'Raghallaigh, P., Lane, S., Adam, F., Sammon, D. (2016), Using Boundary Objects to Determine Software Requirements – An Exploratory Case Study from Healthcare, SIG Health Pre-Conference Workshop, 11 December, Dublin, Ireland.

McCarthy, S., O'Raghallaigh, P., Fitzgerald, C. and Adam, F., (2016), The Participatory Design of HIT Solutions: A Case Study of Interdisciplinary Stakeholder Involvement, SIG Health Pre-Conference Workshop, 11 December, Dublin, Ireland.

Dennehy, D., Kasraian, L., O'Raghallaigh, P. and Conboy, K. (2016). Product market fit frameworks for lean product development. In Proceedings R&D Management Conference 2016 "From Science to Society: Innovation and Value Creation.

O'Raghallaigh, P., Sammon, D. and Murphy, C. (2012) Bringing some Order to the 'Black Art' of Innovation Measurement . In: Tadhg Nagle eds. The 6th European Conference on Information Management and Evaluation University College Cork, pp.243-250

O'Raghallaigh, P., Sammon, D. and Murphy, C. (2012) Using Focus Groups to Evaluate Artefacts in Design Research . In: Tadhg Nagle eds. The 6th European Conference on Information Management and Evaluation University College Cork, pp.251-257

O'Raghallaigh, P; Sammon, D; and Murphy, C. (2010) Theory-building using Typologies: A Worked Example of Building a Typology of Knowledge Activities for Innovation, IFIP 8.3, International Conference on Collaborative Decision Making (DSS2010) Lisbon, Portugal, pp. 371-382