DESIGN thinking:
The New Paradigm for Agencies

strategic insights from
Tim Brown and Roberto Verganti

Heather White-Laird
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This practice of the borderline is difficult and risky, and asks for awareness and commitment from each one of us, in each of our roles.

Our mission is to stay as close as possible to the borderline, although we know it is not clearly drawn and that there is a risk of going beyond it.

Alberto Alessi, CEO Alessi Design
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• qualities of a creative mind

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principles of design thinking
• innovation
• inspiration
• ideation
• implementation
innovation
invention with success
inspiration

Twitter is not a chat.
Problem or opportunity that needs solving

Twitter is not a chat.
ideation
process of generating ideas
process of testing ideas
process of developing ideas
implementation
path from project to market
what is It, really?
it brings constraints
into harmonious balance
• feasible: must be possible in foreseeable future
• viable: must be part of a sustainable business model
• desirable: must be appealing to and for your audience
it’s not just about differentiation
it’s about perverting the norm.
it's about screwing

with the way people think
it’s about destroying sacred traditions
it’s inherently experimental
it’s inherently flexible
it identifies unknown or latent needs and desires
complexity is a great beginning
simplicity is the best solution
they will have no choice but to pay attention
qualities of a creative mind
take risks
get wet
cultivate empathy
rules of engagement
optimism built on trust
explore the fringe
conventional market research
may only lead to incremental change
if everyone agrees, you’re probably all wrong
solve buyers’ problems not sellers’
us vs.

them
no!
us with them
yes!
we’re in this together
thanks to the internet we need to extend our understanding to social interactions within groups and among groups themselves
rewards achievements
and failures
criteria for intelligent failure

• things are carefully planned, so when things go wrong, you know why
• things are genuinely uncertain, the outcome cannot be known ahead of time
• they are modest, so catastrophe does not result
• they are quickly managed, so corrections can be made
the rewards are golden
it’s simple

• generates products with long lives
• can define new rules around your core competency
• makes it difficult for competitors
• halo effect enhances value of your other products and services
• builds brand equity
remember
new rules

- innovation, inspiration, ideation, implementation
- feasible, viable, desirable
- reward achievements and failures
- explore the fringe
- it’s about us with them
- it’s ok to fail—within limits
- courageous
- optimistic
- playful
- egoless
- empathetic
- agile
• Change By Design, Tim Brown
• Design Driven Innovation, Roberto Verganti
• The Design of Business, Roger Martin
• TED talks by Tim Brown, Don Norman, Daniel Pink
• Twitter: @timkastelle, @jorgebarba, @psfk
14: Phillipp Klinger
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thank you