



INNOVATION: PROCESSES

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“WHAT IS”

VS.

“WHAT MIGHT BE”

“Whereas scientists investigate today to discover explanations for what already is, designers invent tomorrow—they create something that isn’t. To get to growth, we have to create something in the future that is different from the present.”

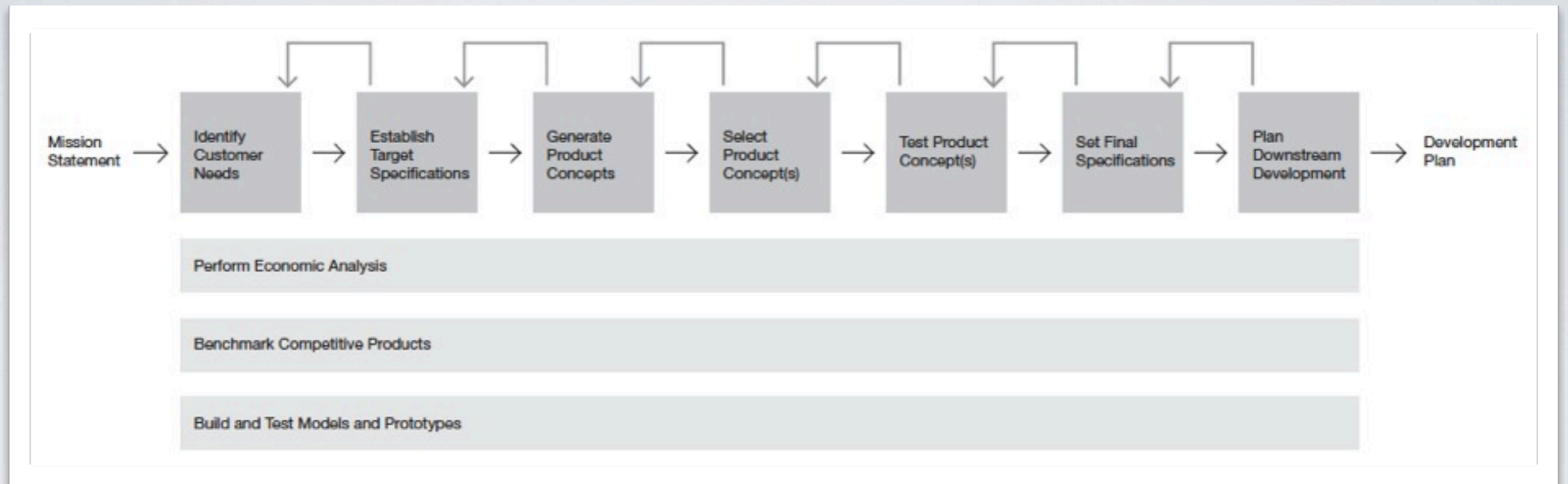
(Liedtka & Ogilvie, 2011)

EXERCISE

WHAT WOULD
YOU DO TO
DESIGN
AN INNOVATION?

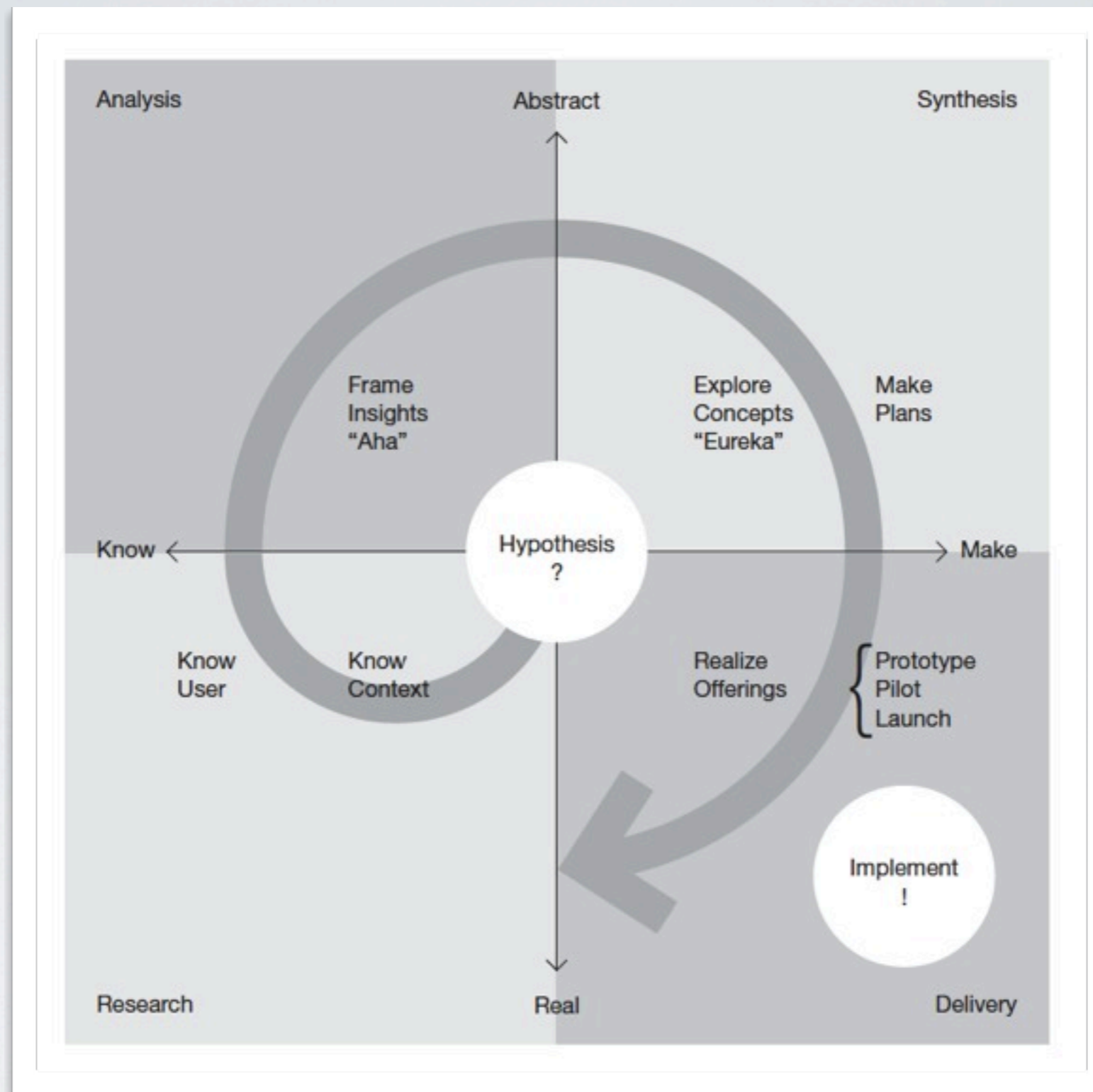
WHAT DOES AN
INNOVATION
PROCESS
LOOK LIKE?

LIKE THIS?



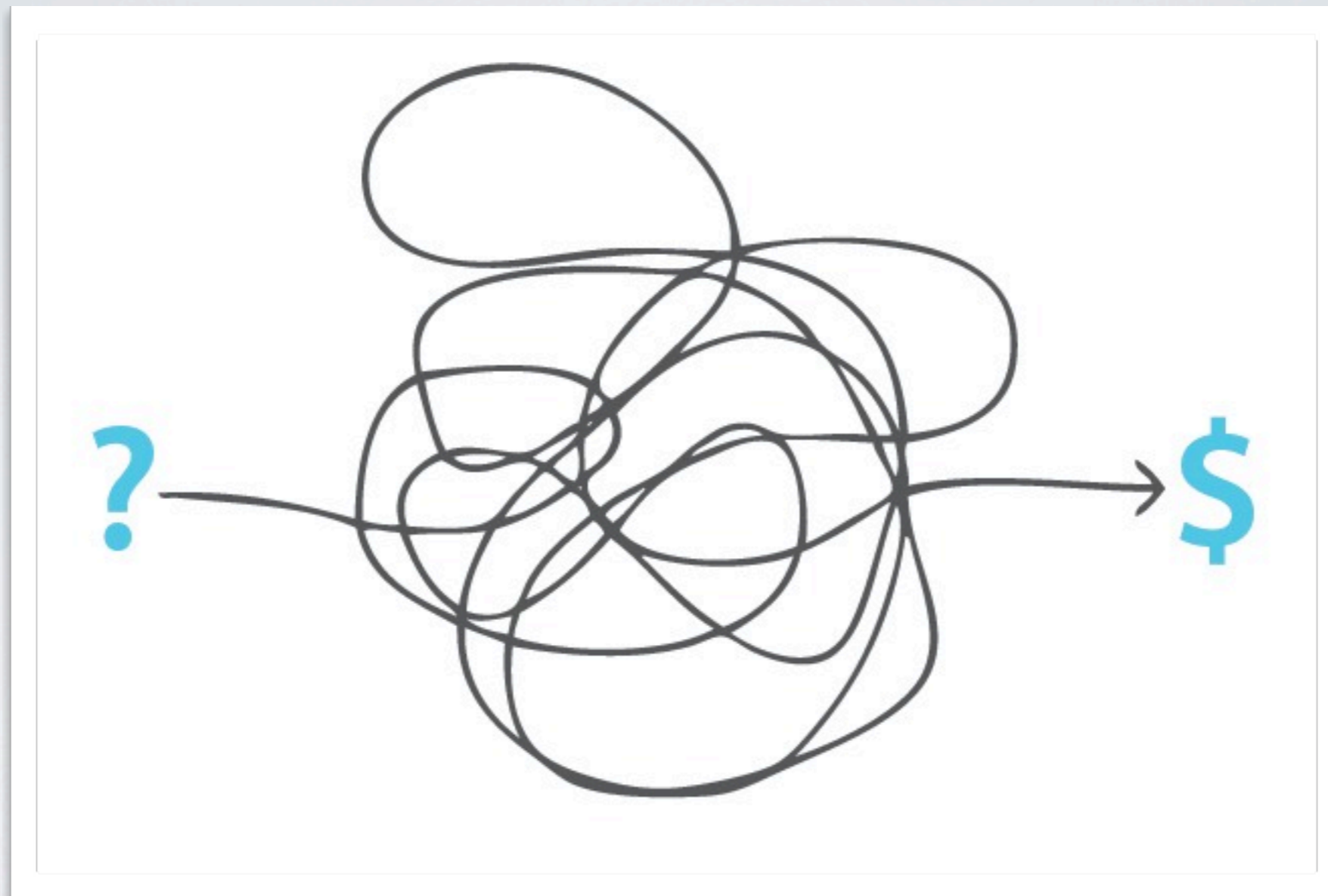
Ulrich & Eppinger, 1995 (in Dubberly, 2008)

LIKE THIS?

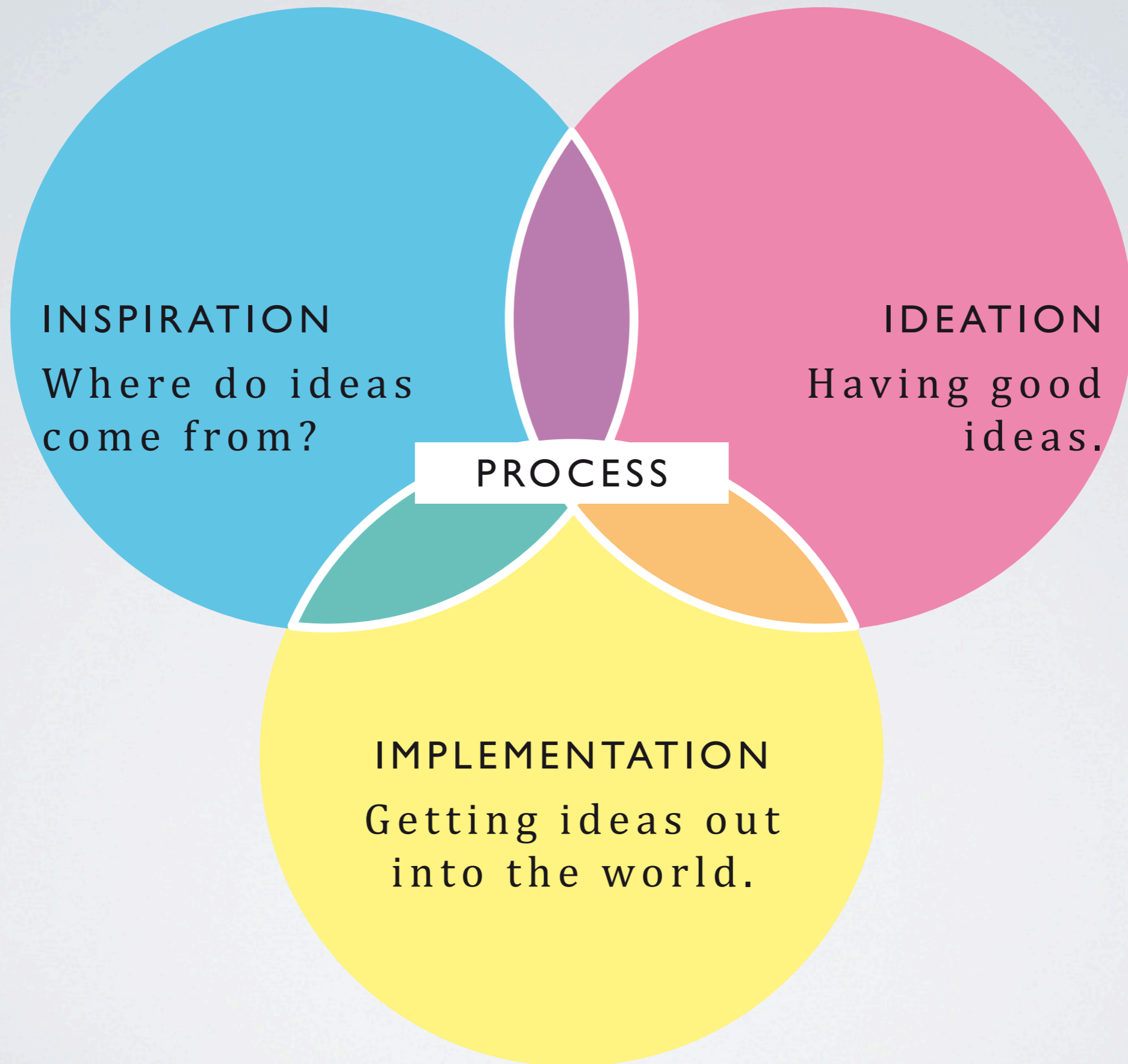


Kumar, 2003 (in Dubberly, 2008)

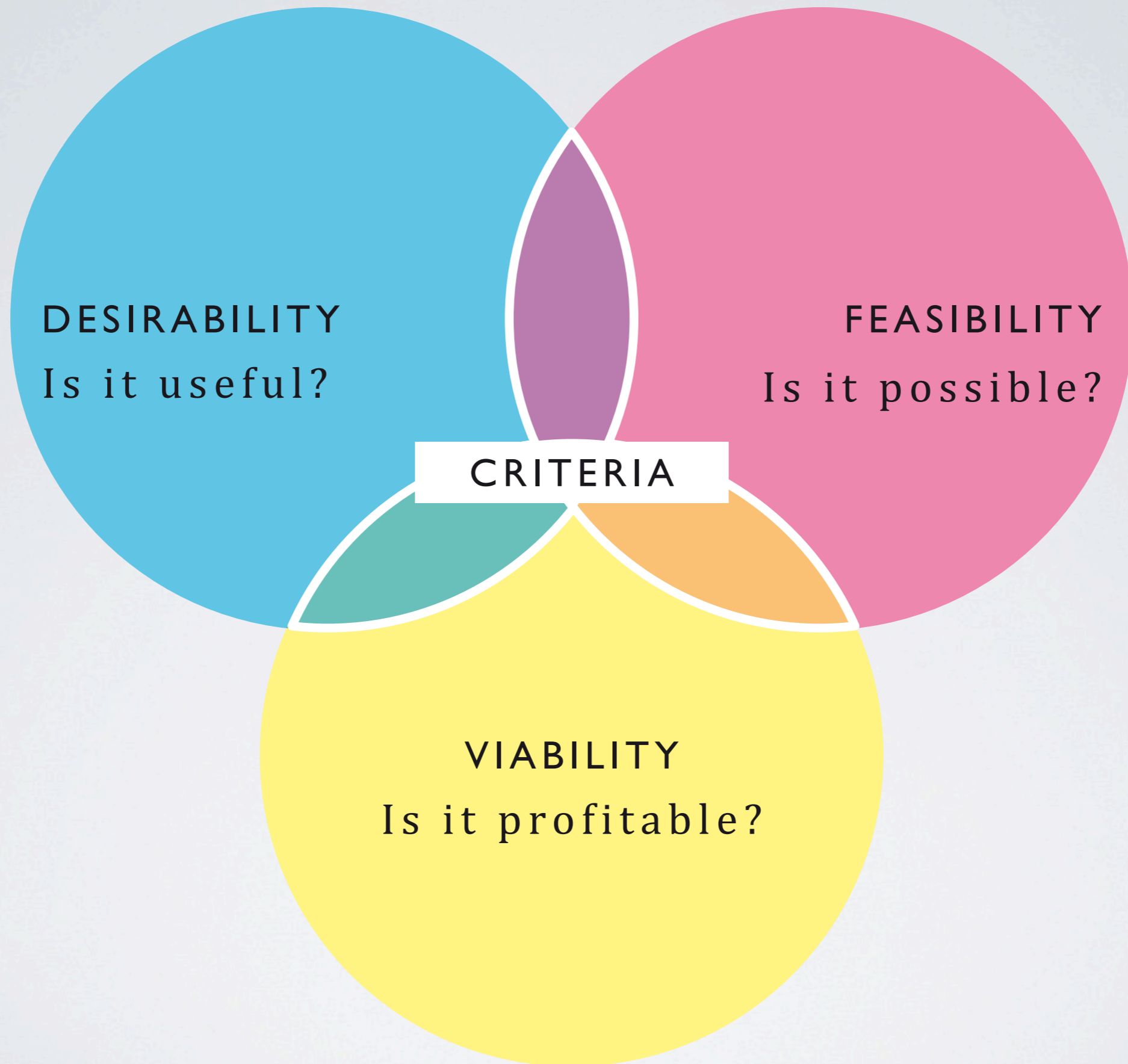
...OR PERHAPS LIKE THIS?



Brennan, ca 1990 (in Liedtka & Ogilvie, 2011)



Adapted from Brown & Katz, 2009



Adapted from Brown & Katz, 2009

KEY TAKEAWAYS

1. FOCUS ON “WHAT MIGHT BE”

2. BE MINDFUL OF PROCESS

3. EXPERIENCE! INTERACT!

4. THREE OVERLAPPING DIMENSIONS

5. THREE OVERLAPPING CRITERIA

KEY READINGS

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