

Monday am

Week 1 Schedule



Teaming space

Polish your concept

Tuesday

Wednesday

Thursday

Friday

Monday

Problem space

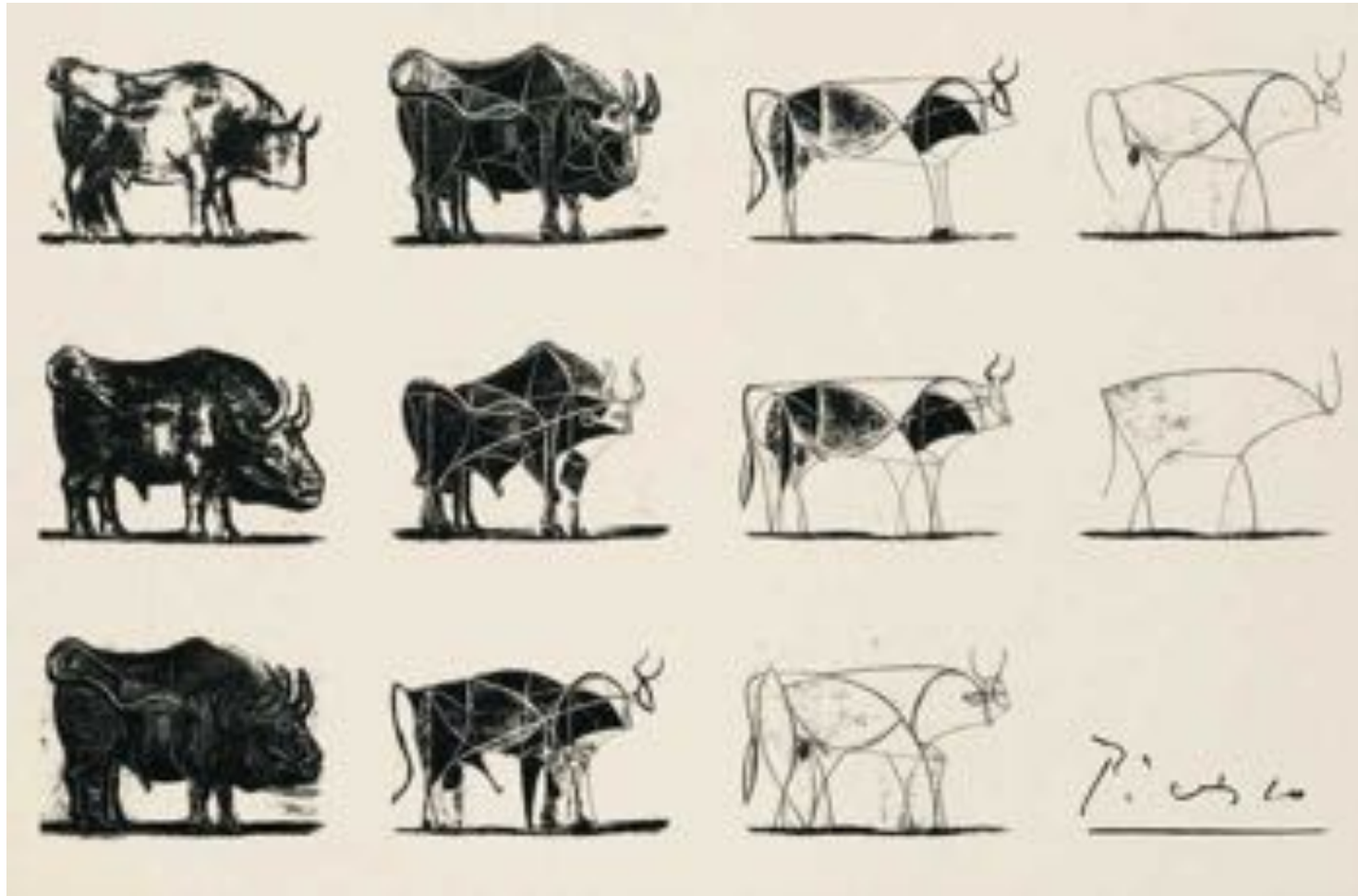
Ideation space

Talk to your leader
Transition to agile



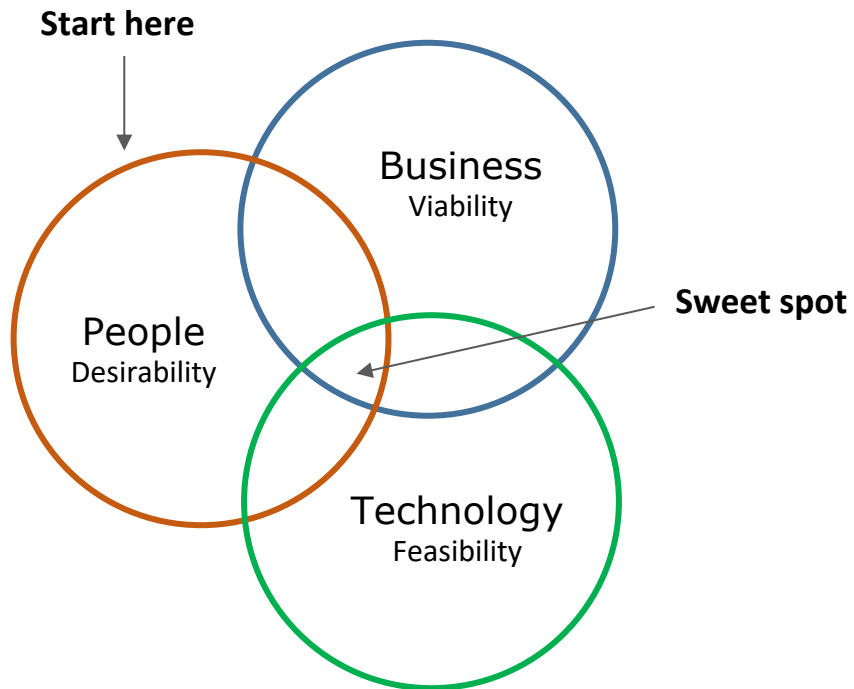
Concept breakfast

What were your weekend insights?



If you can't explain something in simple terms, you don't really understand it.

The three languages you need to speak



Desirability

The extent to which a project outcome meets the needs and wishes of people (enhances their lives / creates a better society).

Viability

The extent to which the tangible form of a concept can be implemented and sustained in an organization to generate value in terms of relevant KPI's

Feasibility

The extent to which the project outcome can be given a tangible form in the present or foreseeable future with the IT, HR, \$\$\$ resources available.



HYPOTHESES BEAT GOALS

Think about leap-of-faith assumptions

1. What must absolutely be true for your concept to succeed?
2. How will you know?
3. How will you find out?

The Startup Way, Eric Ries

Why Hypotheses Beat Goals, Jeanne Ross, MIT Sloan Management Review.

Monday pm

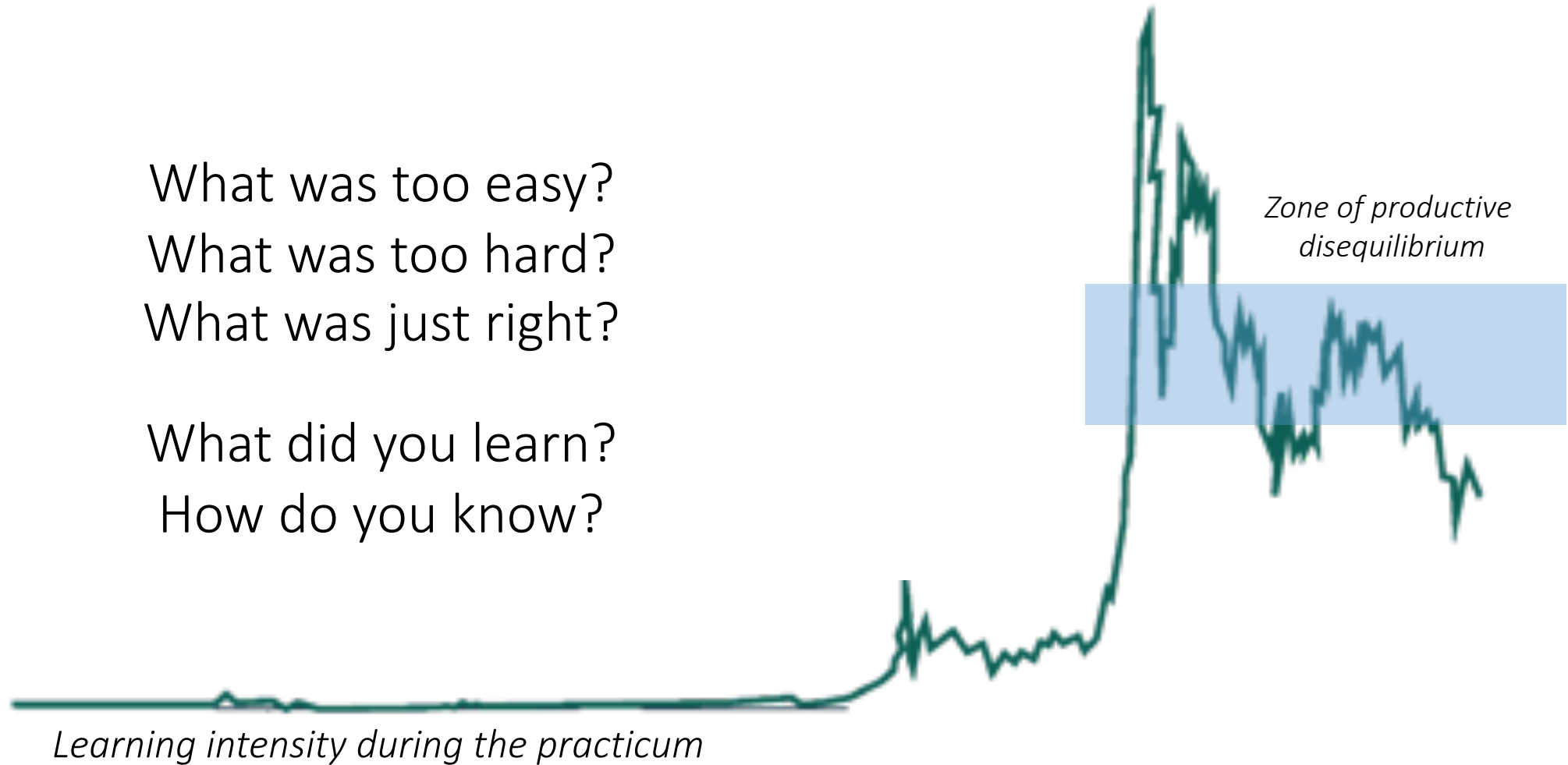


Time to talk

- Concepts -

What was too easy?
What was too hard?
What was just right?

What did you learn?
How do you know?



Design thinking



Agile



Closing thoughts



Teaming and leadership

Teaming to Innovate, Amy Edmondson

The Practice of Adaptive Leadership, Ron Heifetz, Alexander Grashow, Marty Linsky

Problem framing

Frame Innovation, Kees Dorst

Reframe. Shift the Way You Think, Work and Innovate, Mona Patel

Design (framing, empathy, ideation and strategy)

This Human. How to Be the Person Designing for Other People, Melis Sonova

Strategic Design, Giulia Calabretta, Gerda Gemser and Ingo Karpen

Going forward after week 1

The Startup Way, Eric Ries

The Messy Middle, Scott Branson



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