

Description:

Members:

Rod Rakic

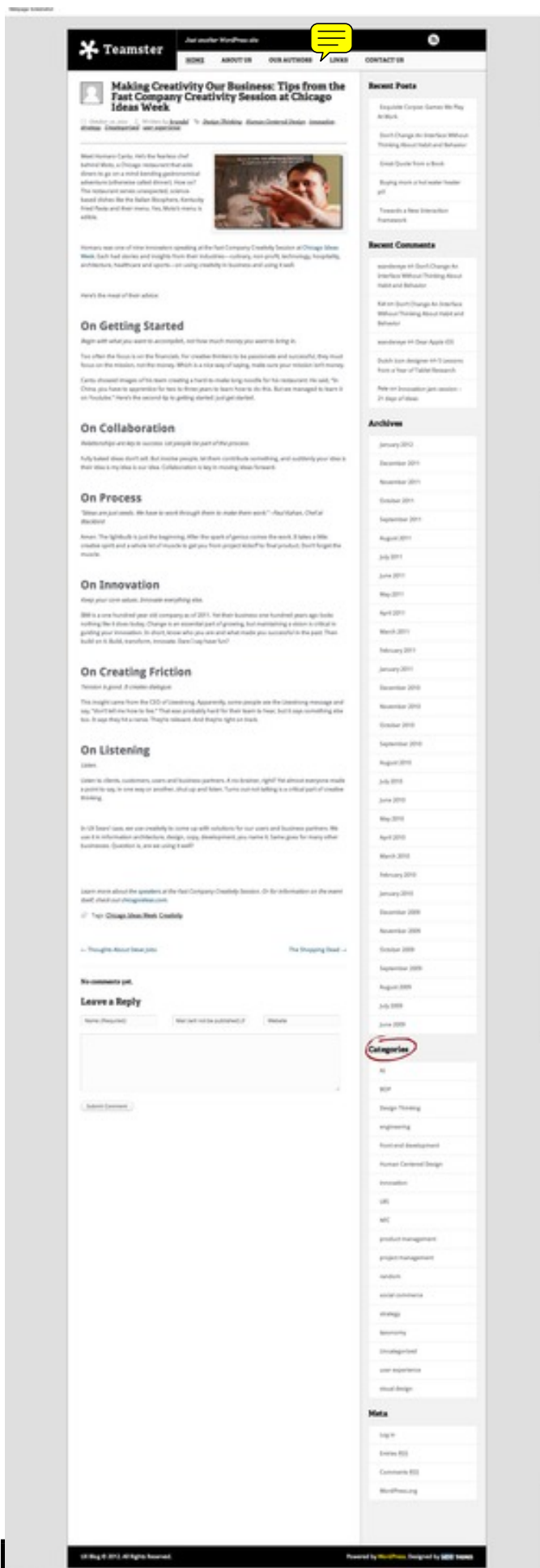
Tags:

Notes:

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Notes:

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UX Blog 0 WIP [Version 1]

Uploaded On: 2012-03-22 12:43:18 PM

Uploaded By: Rod Rakic

Comment #2


MetaData:

Rod Rakic: (2012-03-22 13:08:54 PM)


Categories should be based on our disciplines. We should rename categories to "disciplines" strategy user experience architecture visual design web development product management project management taxonomy engineering Everything else should be just tags, not categories.

Notes:

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Making Creativity Our Business: Tips from the Fast Company Creativity Session at Chicago Ideas Week

12 October 2012 at 10:11 AM by [Rod Rakic](#) [1 Comment](#) [0 Likes](#)



Meet [Howard Carter](#), CEO of [Carters](#), a Chicago restaurant that asks diners to go on a virtual bonding governmental adventure (called [Dinner](#)). How do? The restaurant uses unexpected, whimsical-based dishes like the [Foster](#) [Biscuits](#), [Kernally](#) [Bread](#) [Pudding](#) and their menu. Yes, [Carter's](#) menu is [artistic](#).

[Howard](#) was one of nine innovators speaking at the [Fast Company Creativity Session](#) at [Chicago Ideas Week](#). Each had stories and insights from their industries—entertainment, technology, hospitality, architecture, healthcare and sports—all using creativity in business and using it well.

Here's the meat of their advice:

On Getting Started

Begin with what you want to accomplish, not how much money you want to bring in.

Two other the focus is on the [financials](#). For creative thinkers to be passionate and successful, they should focus on the mission, not the money. Which is a nice way of saying, make sure your mission isn't money.

[Carter](#) showed images of his team creating a [Facebook](#) to make long hours for his restaurant. He said, "In China, you have to apprentice for two to three years to learn how to do this. But we managed to learn it in 10 minutes." Here's the second tip to getting started: just get started.

On Collaboration

Relationships are key to success. Get people to part of the process.

Fully baked ideas don't work. Get people to contribute something, and suddenly your idea is their idea. It's not a myth. It's a reality. Collaboration is key to making ideas forward.

On Process

There are just needs. We have to work through them to make them work."—[Howard Carter](#), CEO of [Carters](#)

[Howard](#): The [lightbulb](#) is just the beginning. After the spark of genius comes the work. It takes a little creative spirit and a whole lot of muscle to get you from project idea to the final product. Don't forget the muscle.

On Innovation

Keep your core values. Innovate everything else.

[IBM](#) is a one hundred year old company as of 2011. Yet their business over hundred years ago looks nothing like it does today. Change is an essential part of growing, but maintaining a vision is critical to getting your innovation. In short, know who you are and what made you successful in the past. Then build on it. Build, transform, innovate. Don't stop there!

On Creating Friction

There's a good, it creates dialogue.

The insight came from the CEO of [Unilever](#). Apparently, some people see the [Unilever](#) message and say, "Don't tell me how to live." That was probably hard for their team to hear, but it says something else too. It says they're a team. They're not alone. And they're right on track.

On Listening

Listen.

Listen to clients, customers, users and business partners. If no listener, right? For almost everyone, it's a good idea to say, in one way or another, shut up and listen. Turns out not listening is a critical part of creative thinking.

In [US](#) [Board](#) [rooms](#), we use creativity to come up with solutions for our users and business partners. We use it to information architecture, design, writing, development, you name it. Some give for many other businesses. (Question is, are we using it well?)

Learn more about the speakers at the [Fast Company Creativity Session](#). Or for information on the event itself, check out [our Chicago Ideas Week Creativity](#).

12 October 2012 at 10:11 AM by [Rod Rakic](#) [1 Comment](#) [0 Likes](#)

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Archives

- January 2012
- December 2011
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- October 2011
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- July 2011
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- July 2009
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Categories

- UI
- UX
- Design Thinking
- engineering
- Product Development
- Human Centered Design
- Innovation
- UI/UX
- UX
- product management
- project management
- handbook
- social commerce
- strategy
- teaching
- Unlabeled
- user experience
- Visual Design

Meta

- [Log in](#)
- [Entries RSS](#)
- [Comments RSS](#)
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UX Blog 0 WIP [Version 1]

Uploaded On: 2012-03-22 12:43:18 PM

Uploaded By: Rod Rakic

Comment #3

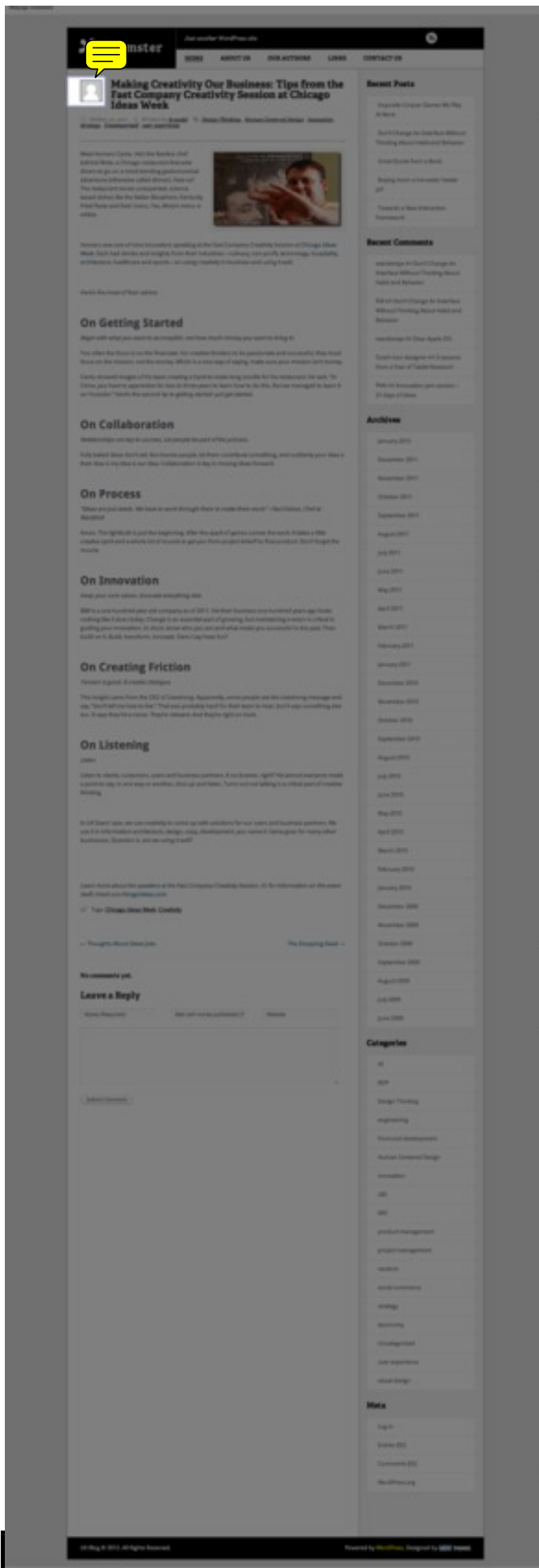
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Rod Rakic: (2012-03-22 13:09:18 PM)

~~Kill the meta box.~~

Notes:

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UX Blog 0 WIP [Version 1]

Uploaded On: 2012-03-22 12:43:18 PM

Uploaded By: Rod Rakic

Comment #4

MetaData:

Rod Rakic: (2012-03-22 13:10:18 PM)

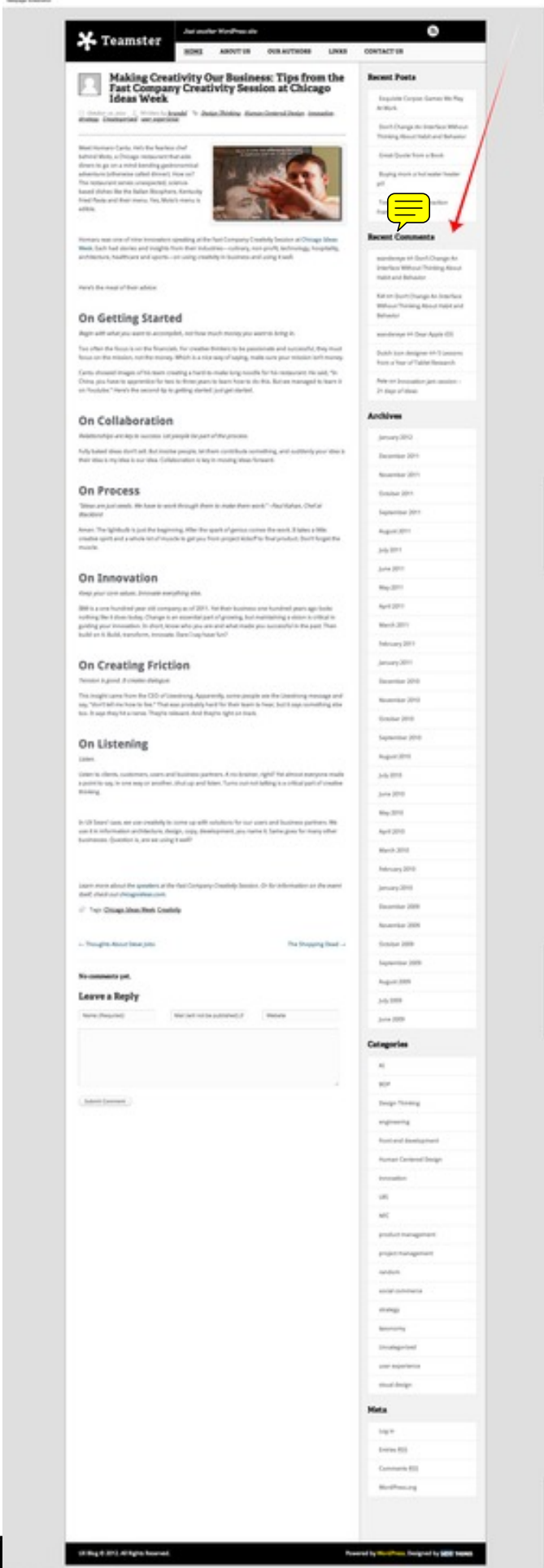
Link icon to author's page.

Notes:

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Notes:

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UX Blog 0 WIP [Version 1]

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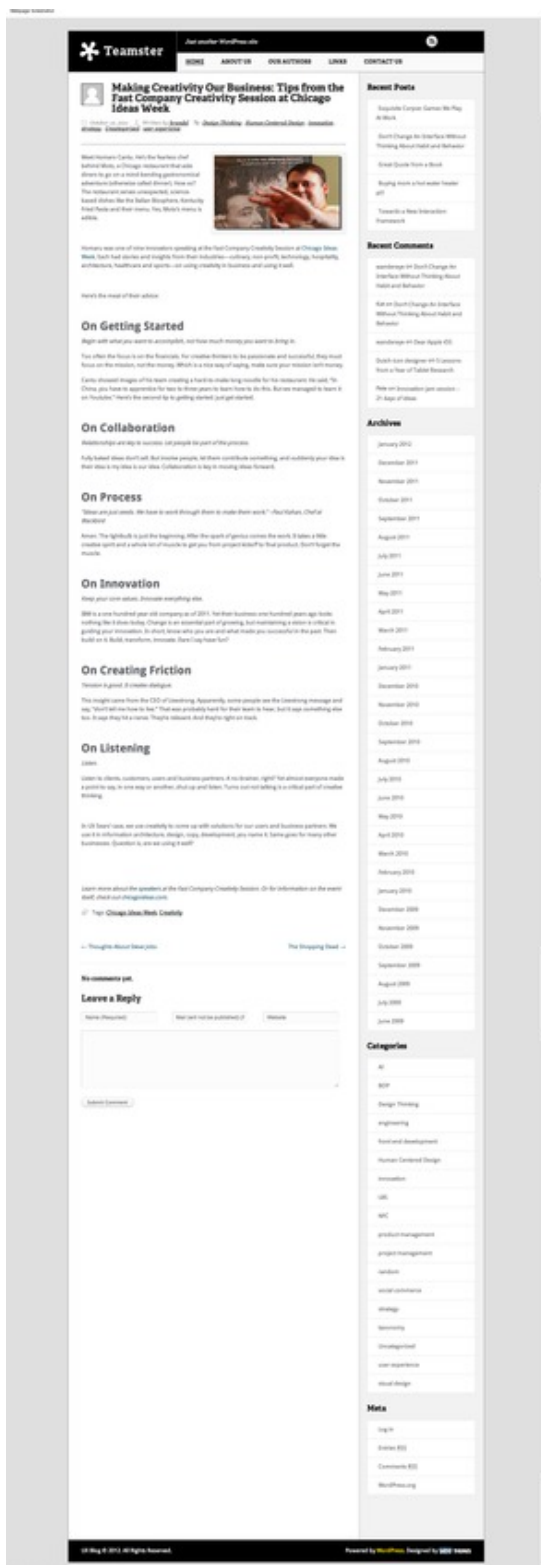
Uploaded By: Rod Rakic

Comment #6

MetaData:

Rod Rakic: (2012-03-22 13:13:19 PM)

Resent posts from other authors (~~kill the recent comments box.~~)



UX Blog 0 WIP [Version 1]

Uploaded On: 2012-03-22 12:43:18 PM

Uploaded By: Rod Rakic

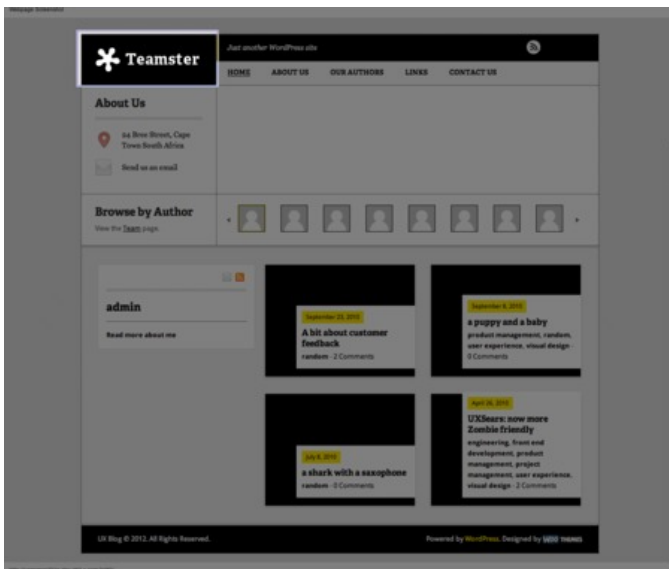
Comment #7

MetaData:

Rod Rakic: (2012-03-22 13:14:21 PM)

~~Kill the archives box. Navigate by categories (not month)~~

Notes:



UX Blog Just another WordPress site-123516 [Version 1]

Uploaded On: 2012-03-22 12:43:14 PM

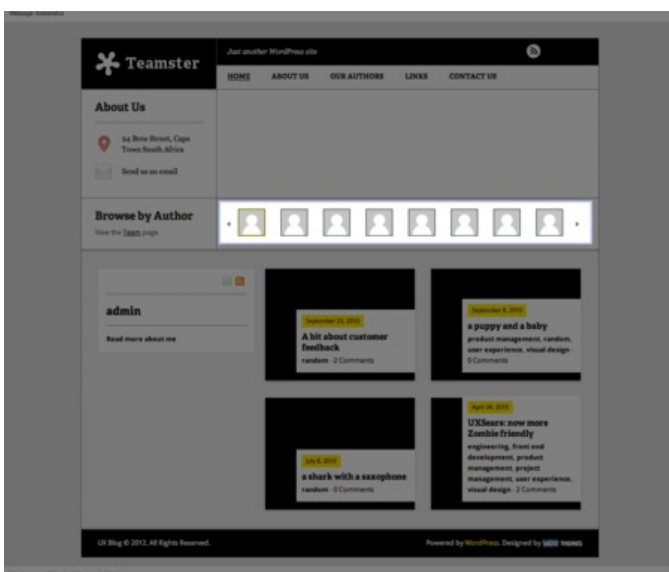
Uploaded By: Rod Rakic

Comment #1

MetaData:

Rod Rakic: (2012-03-22 12:45:27 PM)

~~Add UX SEARS Logo~~



UX Blog Just another WordPress site-123516 [Version 1]

Uploaded On: 2012-03-22 12:43:14 PM

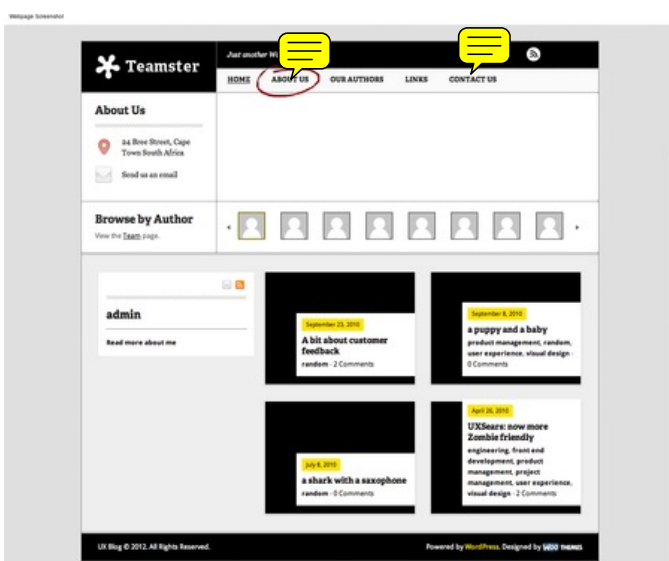
Uploaded By: Rod Rakic

Comment #2

MetaData:

Rod Rakic: (2012-03-22 12:47:10 PM)

~~Fix Author profile photos. I couldn't figure out how to upload own.)~~



UX Blog Just another WordPress site-123516 [Version 1]

Uploaded On: 2012-03-22 12:43:14 PM

Uploaded By: Rod Rakic

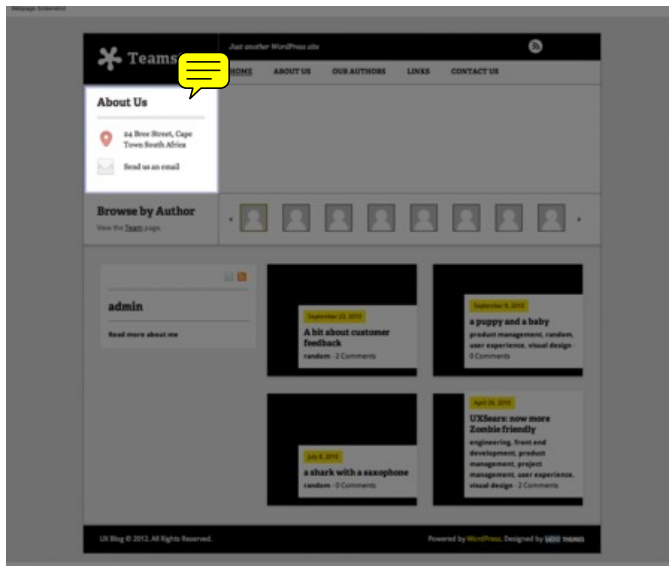
Comment #3

MetaData:

Rod Rakic: (2012-03-22 12:49:38 PM)

~~Combine contact pages. About Us + Contact Us should all be combined into the same page. Should all be linked to in the About Us.~~

NOTES:



UX Blog Just another WordPress site-123516 [Version 1]

Uploaded On: 2012-03-22 12:43:14 PM

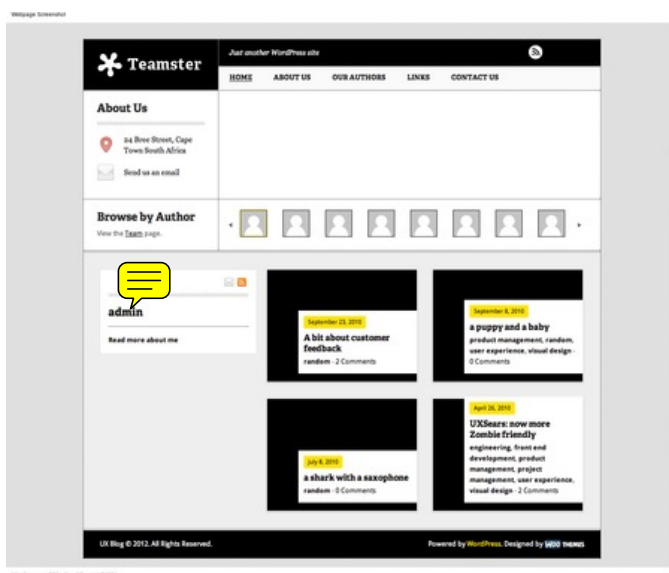
Uploaded By: Rod Rakic

Comment #4

MetaData:

Rod Rakic: (2012-03-22 12:51:47 PM)

~~Fix the about Us Box Change "About Us" to coordinatess" (since About us is now repetitive. Put the 2 North address.~~



UX Blog Just another WordPress site-123516 [Version 1]

Uploaded On: 2012-03-22 12:43:14 PM

Uploaded By: Rod Rakic

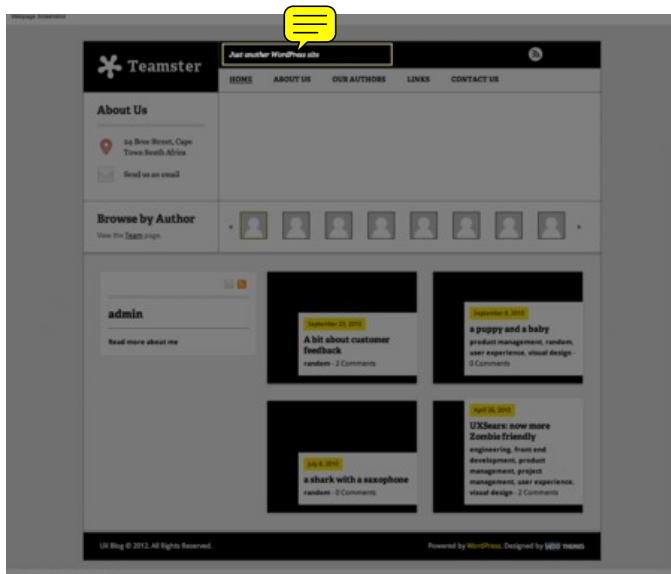
Comment #5

MetaData:

Rod Rakic: (2012-03-22 12:52:55 PM)

~~Kill the Admin box. Not sure why would have this. Seems repetitive.~~

Notes:



UX Blog Just another WordPress site-123516 [Version 1]

Uploaded On: 2012-03-22 12:43:14 PM

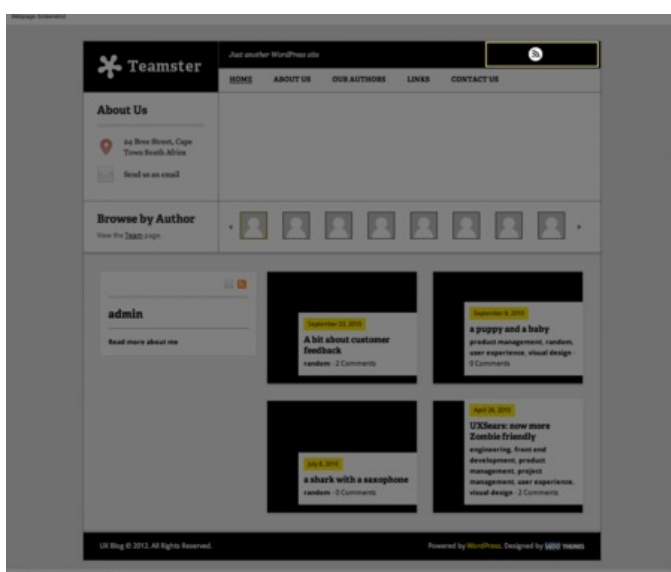
Uploaded By: Rod Rakic

Comment #6

MetaData:

Rod Rakic: (2012-03-22 12:54:14 PM)

FIX tagline "uxSEARS is an open invitation to the best online retail thinking"



UX Blog Just another WordPress site-123516 [Version 1]

Uploaded On: 2012-03-22 12:43:14 PM

Uploaded By: Rod Rakic

Comment #7

MetaData:

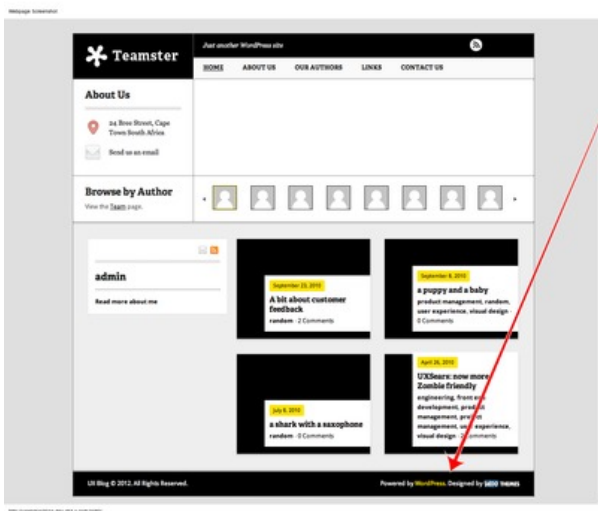
Rod Rakic: (2012-03-22 12:56:17 PM)

~~Add social surfaces~~ Add Facebook:

~~www.facebook.com/uxSEARS~~ Add Twitter:

~~www.twitter.com/uxsears~~

Notes:



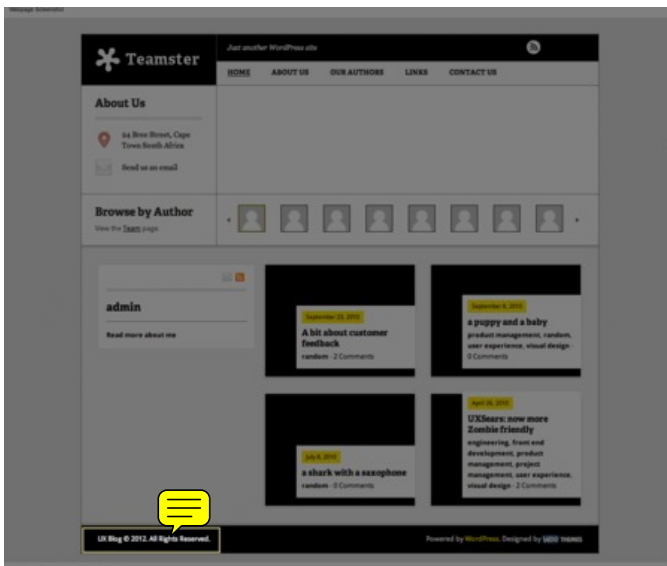
UX Blog Just another WordPress site-123516 [Version 1]

Uploaded On: 2012-03-22 12:43:14 PM
 Uploaded By: Rod Rakic

Comment #8

MetaData:

Rod Rakic: (2012-03-22 12:59:09 PM)
 Kill attribution in the footer.



UX Blog Just another WordPress site-123516 [Version 1]

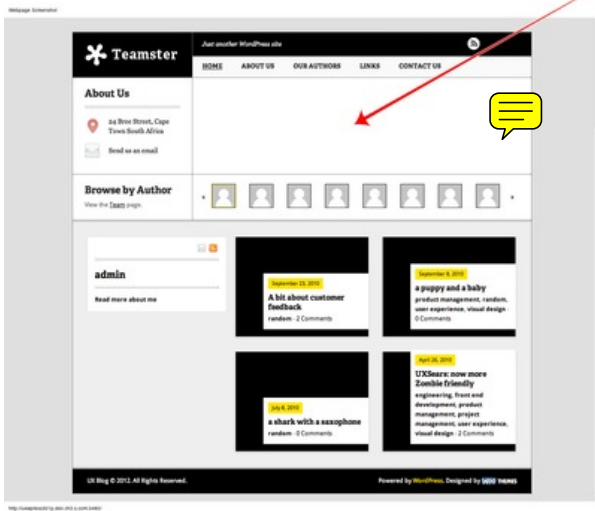
Uploaded On: 2012-03-22 12:43:14 PM
 Uploaded By: Rod Rakic

Comment #9

MetaData:

Rod Rakic: (2012-03-22 13:01:36 PM)
 Edit Tag: "a blog from uxSEARS, © 2012, all rights reserved"

Notes:



UX Blog Just another WordPress site-123516 [Version 1]

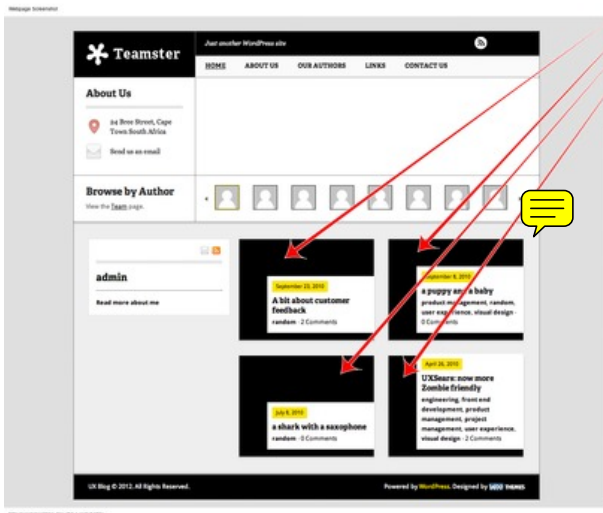
Uploaded On: 2012-03-22 12:43:14 PM

Uploaded By: Rod Rakic

Comment #10

MetaData:

Rod Rakic: (2012-03-22 13:02:22 PM)
Fix feature post slider.



UX Blog Just another WordPress site-123516 [Version 1]

Uploaded On: 2012-03-22 12:43:14 PM

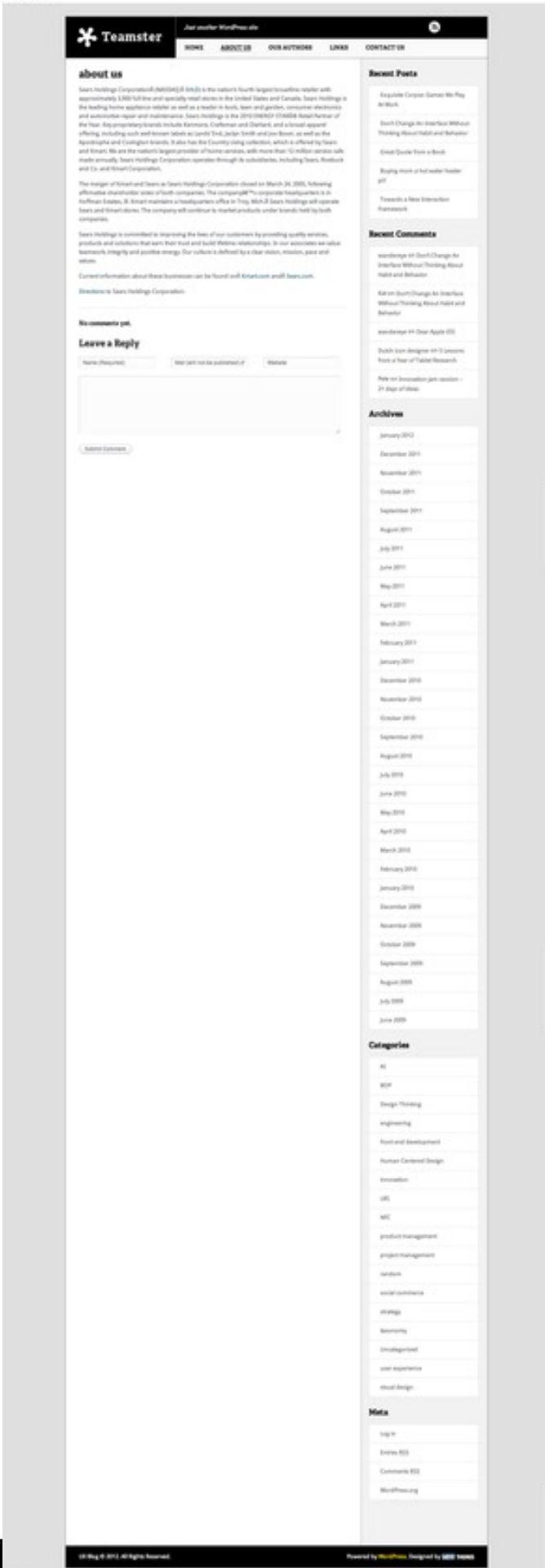
Uploaded By: Rod Rakic

Comment #11

MetaData:

Rod Rakic: (2012-03-22 13:03:44 PM)
FIX article photos?

Notes:



UX Blog about us-123744 [Version 1]

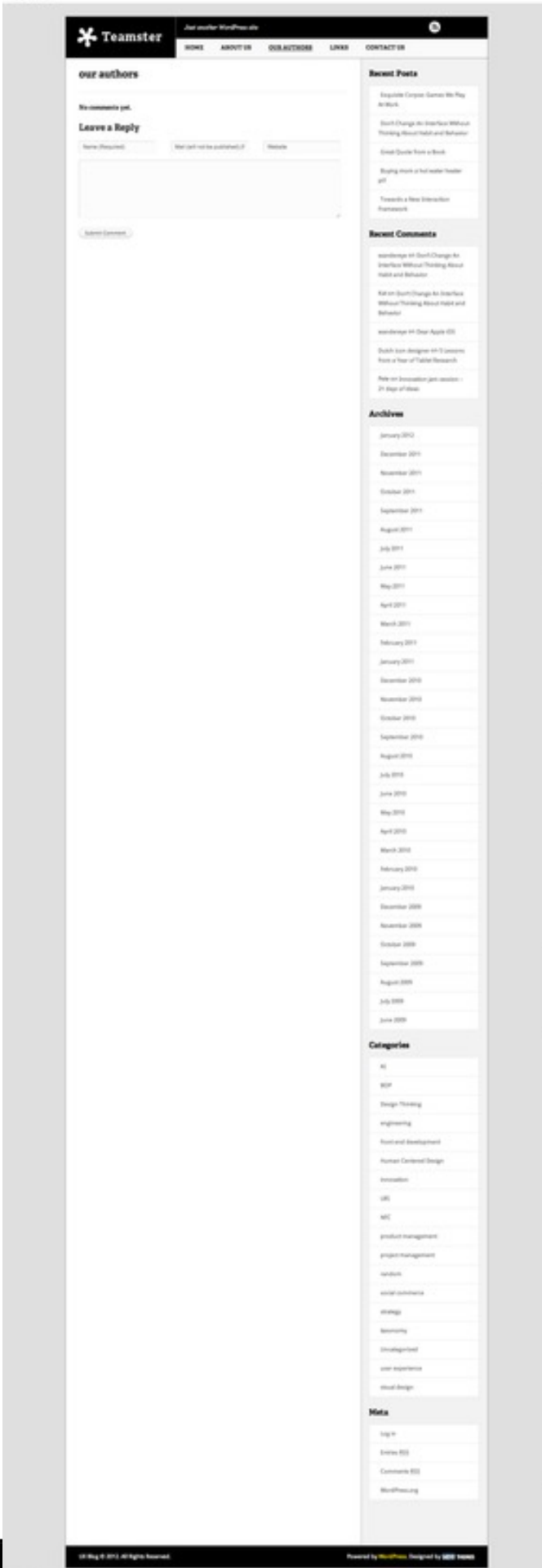
Uploaded On: 2012-03-22 12:43:26 PM

Uploaded By: Rod Rakic

No Comments

Notes:

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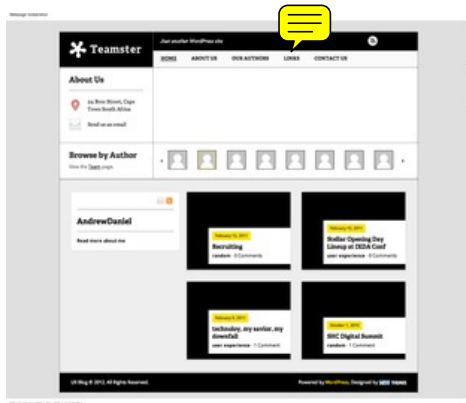


UX Blog our authors-123719 [Version 1]

Uploaded On: 2012-03-22 12:43:29 PM

Uploaded By: Rod Rakic

No Comments



Author Page [Version 1]

Uploaded On: 2012-03-22 13:15:33 PM

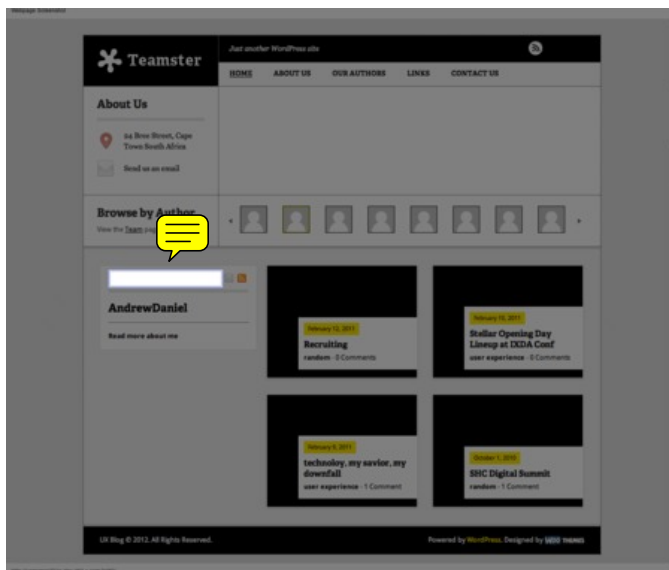
Uploaded By: Rod Rakic

Comment #1

MetaData:

Rod Rakic: (2012-03-22 13:17:21 PM)

~~Ditch all this.~~



Author Page [Version 1]

Uploaded On: 2012-03-22 13:15:33 PM

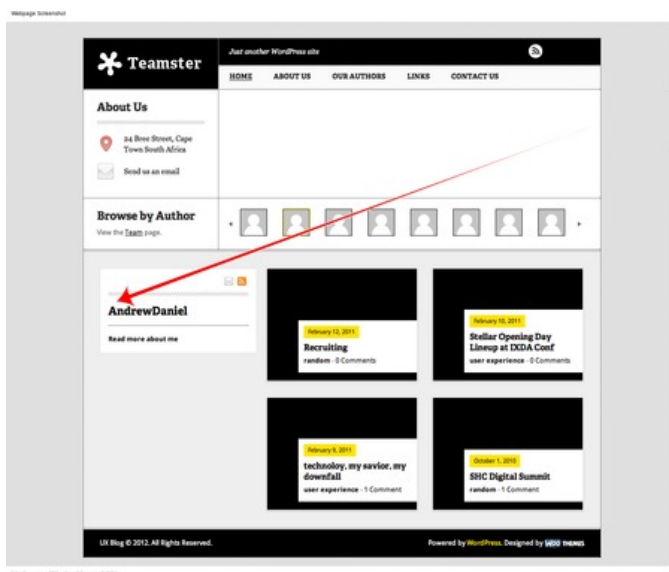
Uploaded By: Rod Rakic

Comment #2

MetaData:

Rod Rakic: (2012-03-22 13:18:34 PM)

Add icons for all his surfaces... Facebook Twitter
LinkedIn Pinterest G+ ...etc.



Author Page [Version 1]

Uploaded On: 2012-03-22 13:15:33 PM

Uploaded By: Rod Rakic

Comment #3

MetaData:

Rod Rakic: (2012-03-22 13:19:05 PM)

Add big version of profile photo

Notes: