



How to foster the creative breed in a corporate world.

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SAP





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**Creativity is nothing you can
come up with on demand.**





Author: Joe Green



Author: Arturo Castaneyra



Author: Fernando Andrade



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Technical Restrictions

Technical restrictions

Technical feasibility

Standards for accessibility

Consistency with older products

Mandatory support for legacy technologies



Author: Ugi K



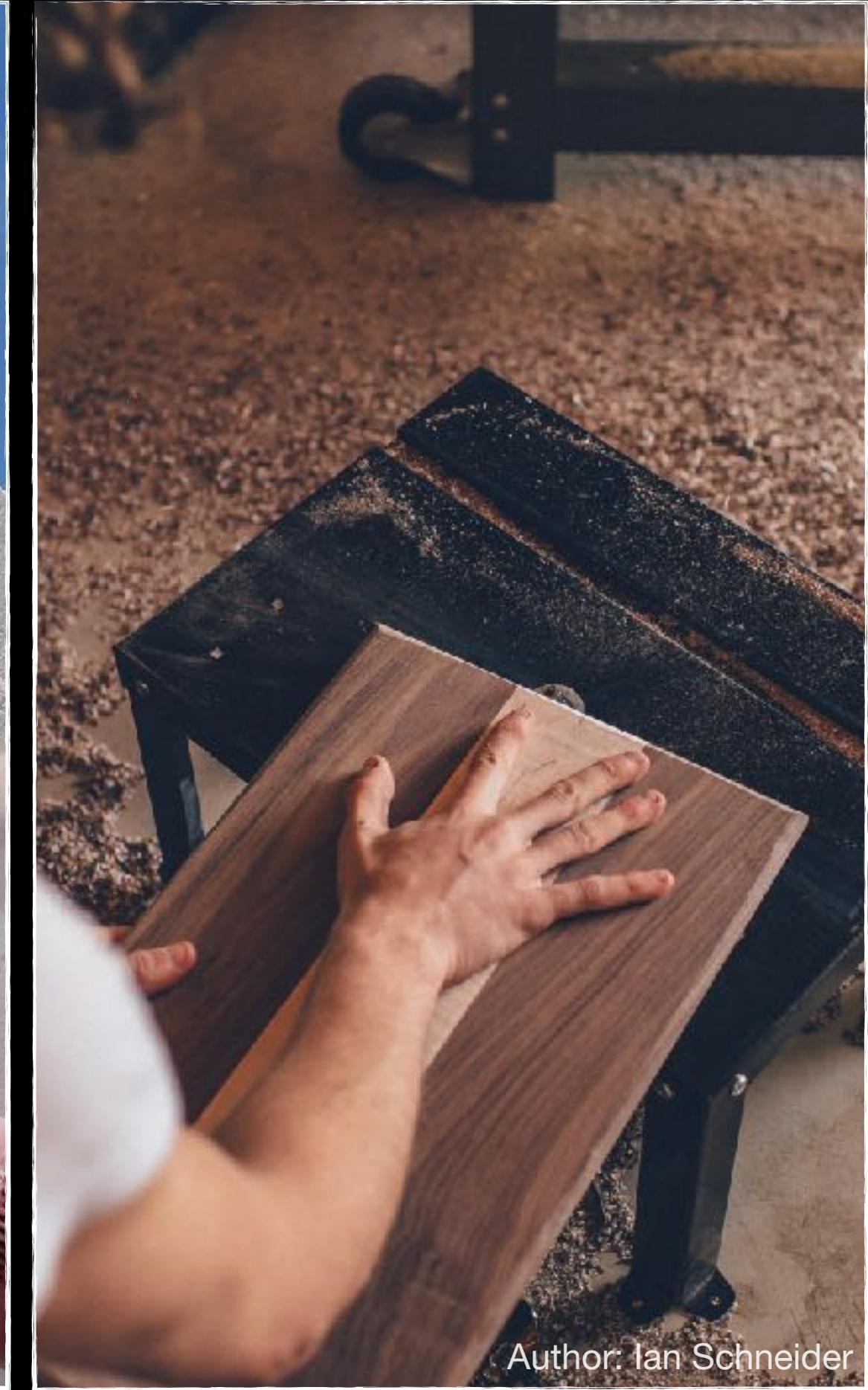
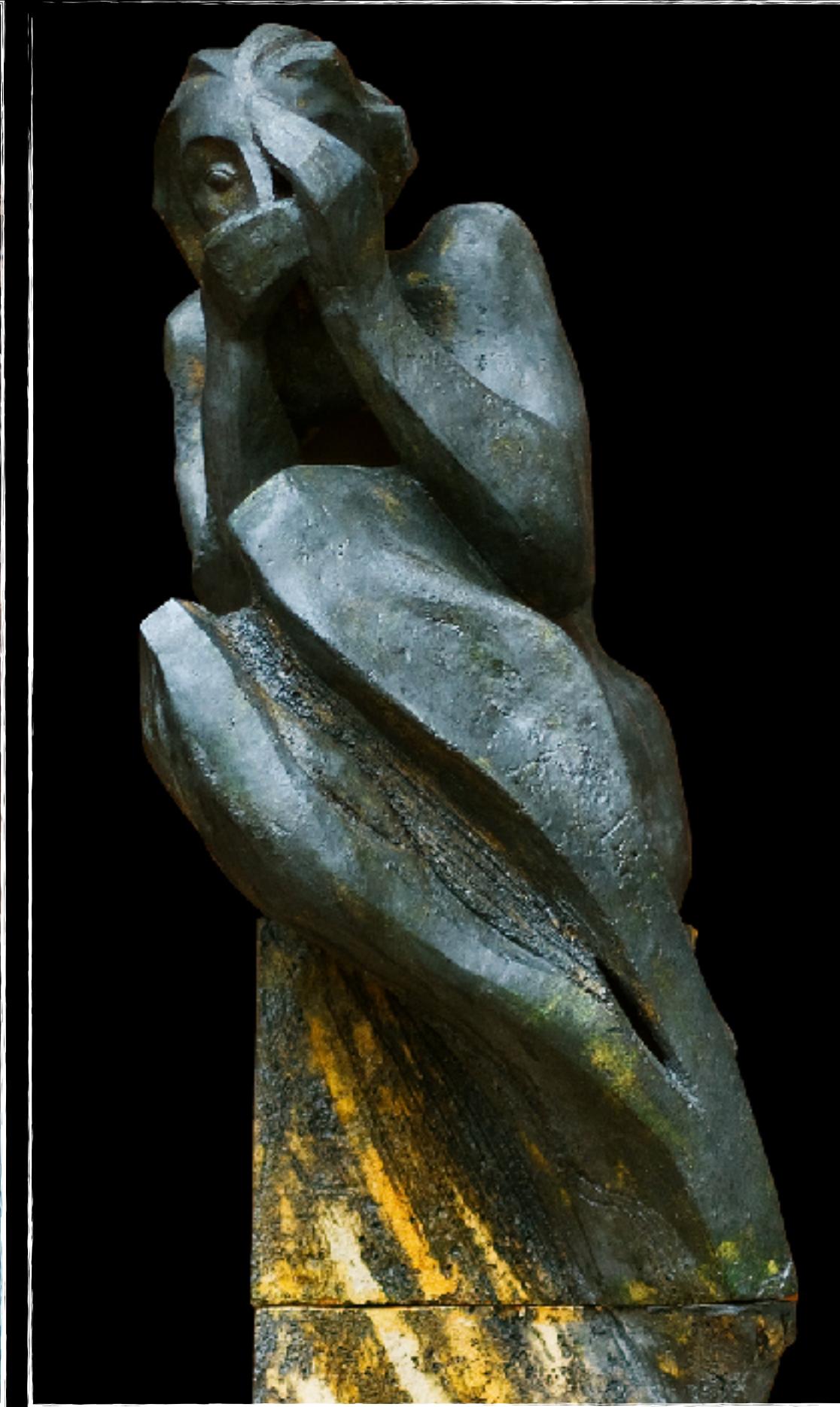


Author: Caleb Miller

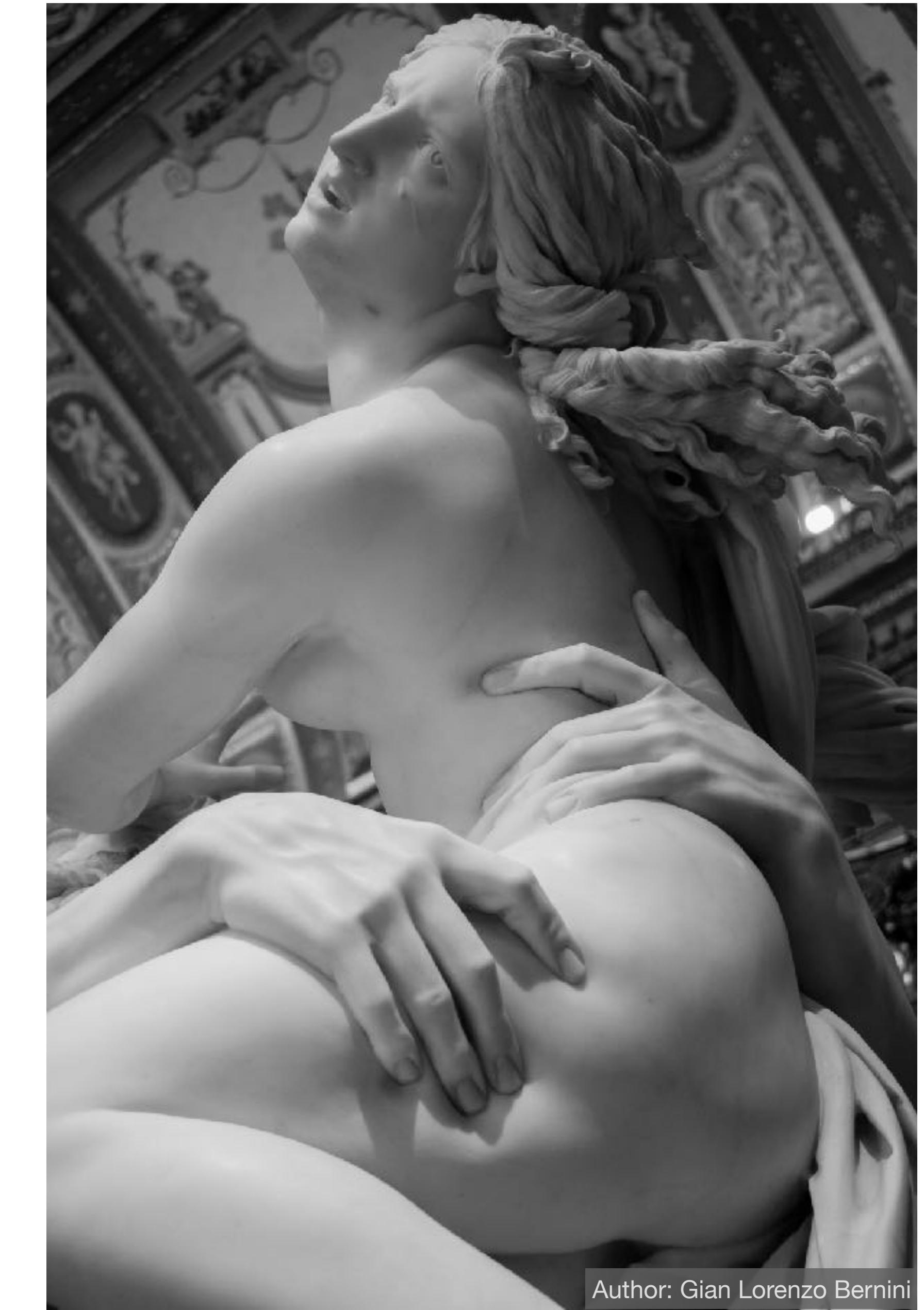
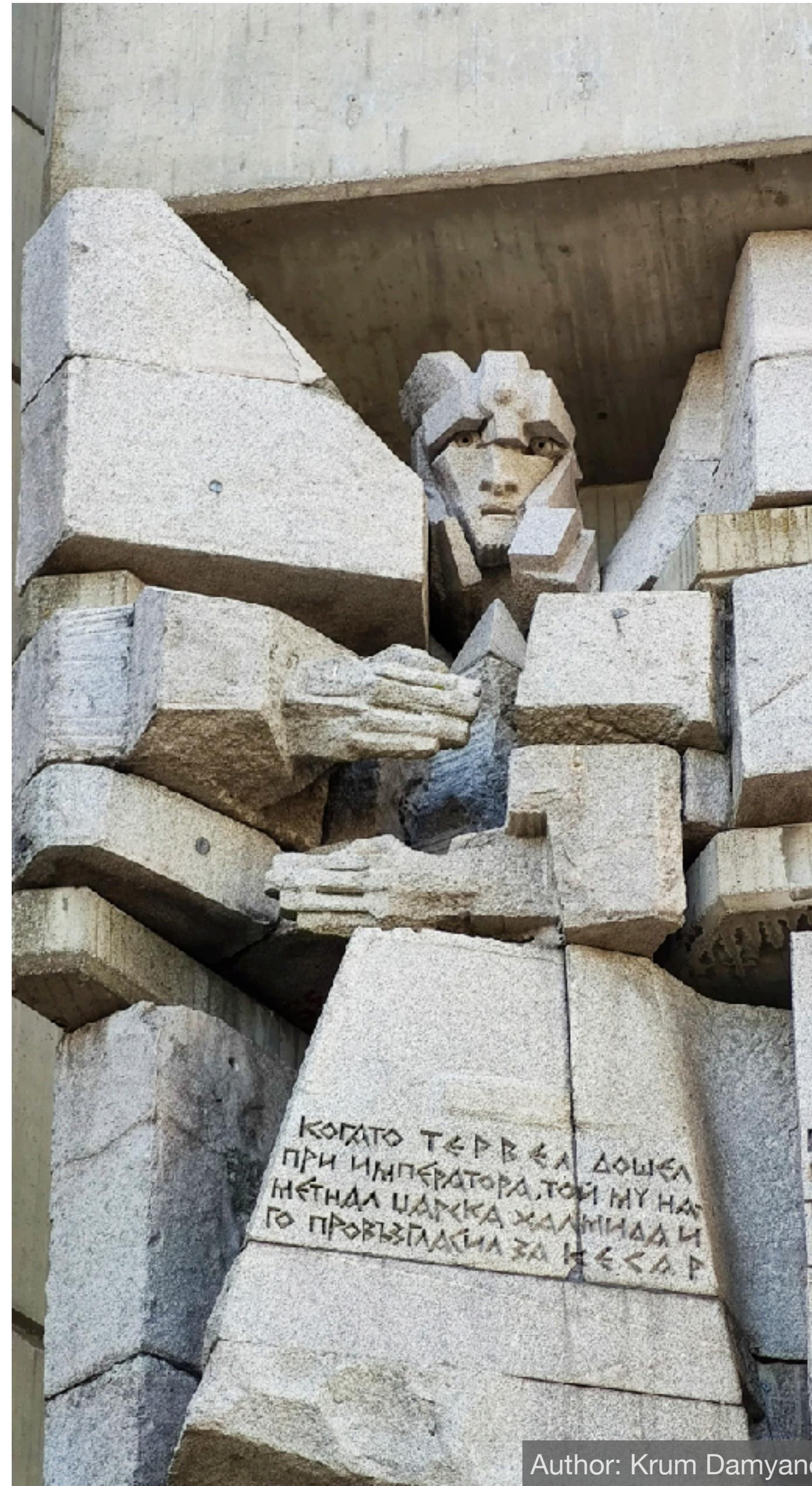


Author: Max Harlynking

Restrictions of the material



Character of the stone



EVERYTHING
IS SET IN STONE
IN SCULPTURE

*“Learn the rules like a pro, so you
can break them like an artist.”*

— PABLO PICASSO





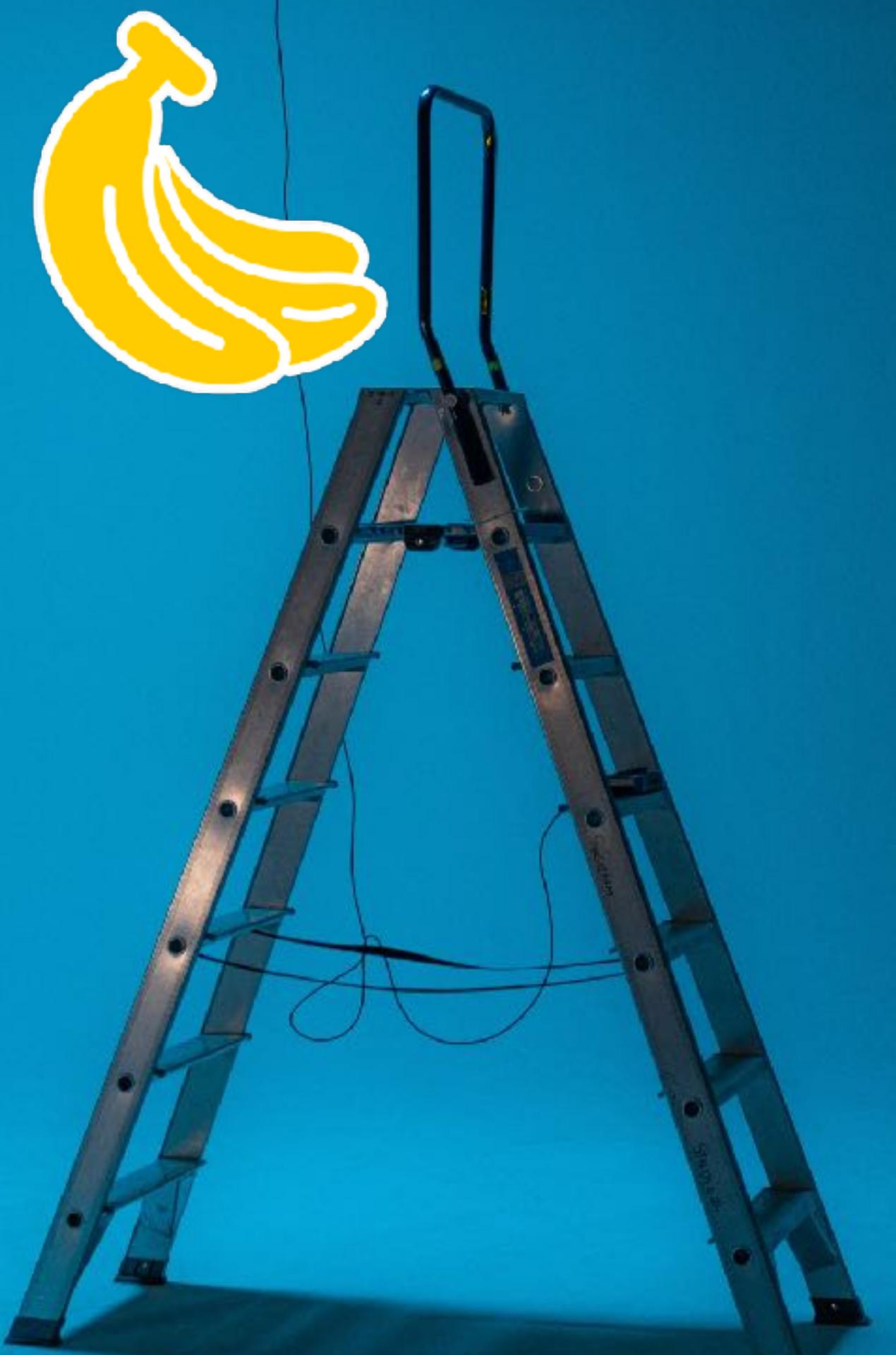
Team limitations

Team limitations

The monkey experiment

5 monkeys in a cage

A ladder with bananas on the top rung



*“Well, I don’t know! That’s just
how things are done here!”*

— AN INTERVIEWED MONKEY



**Question what
exists as a rule**





#1 The Rules



Question #1 The Rules

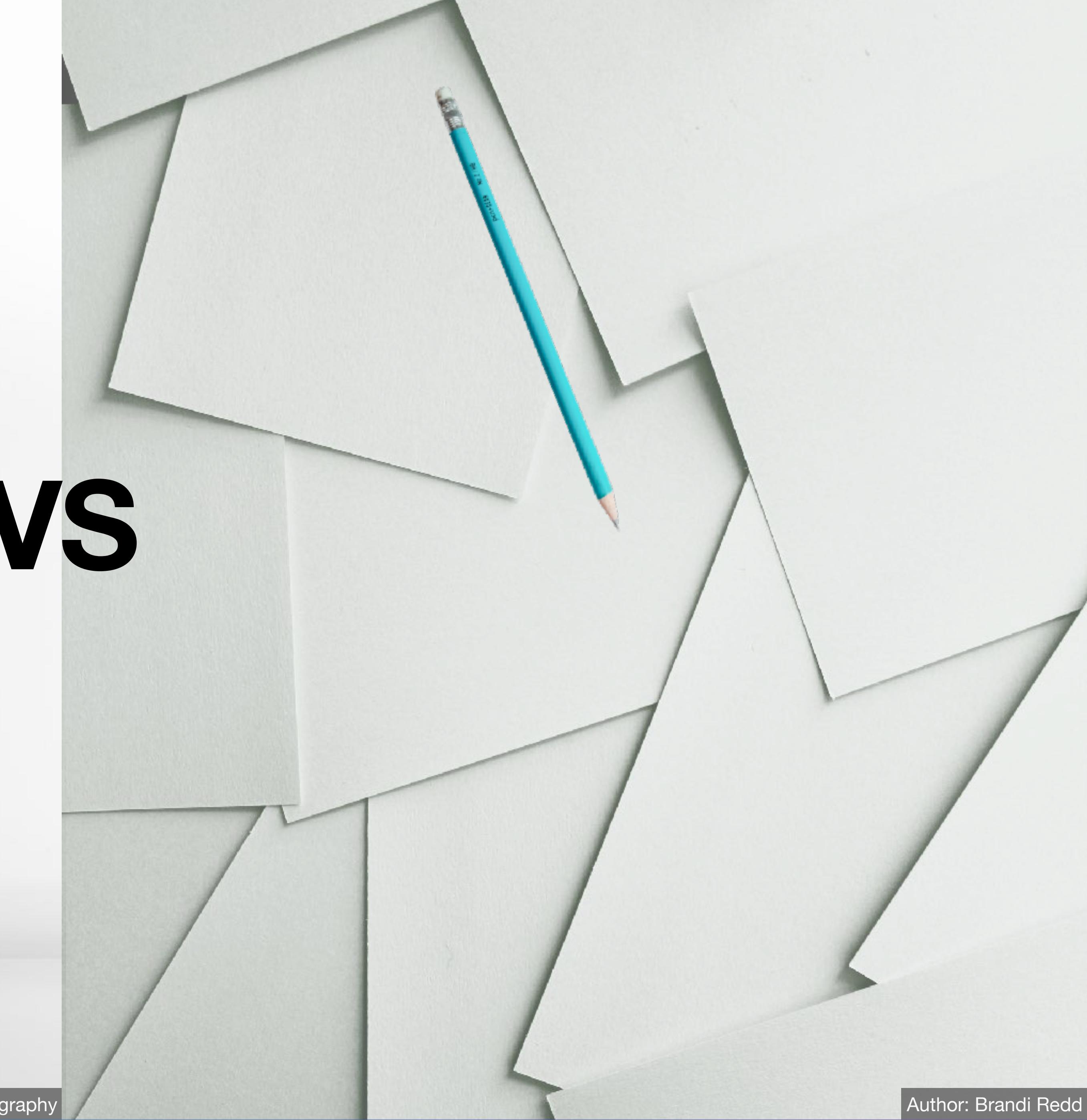
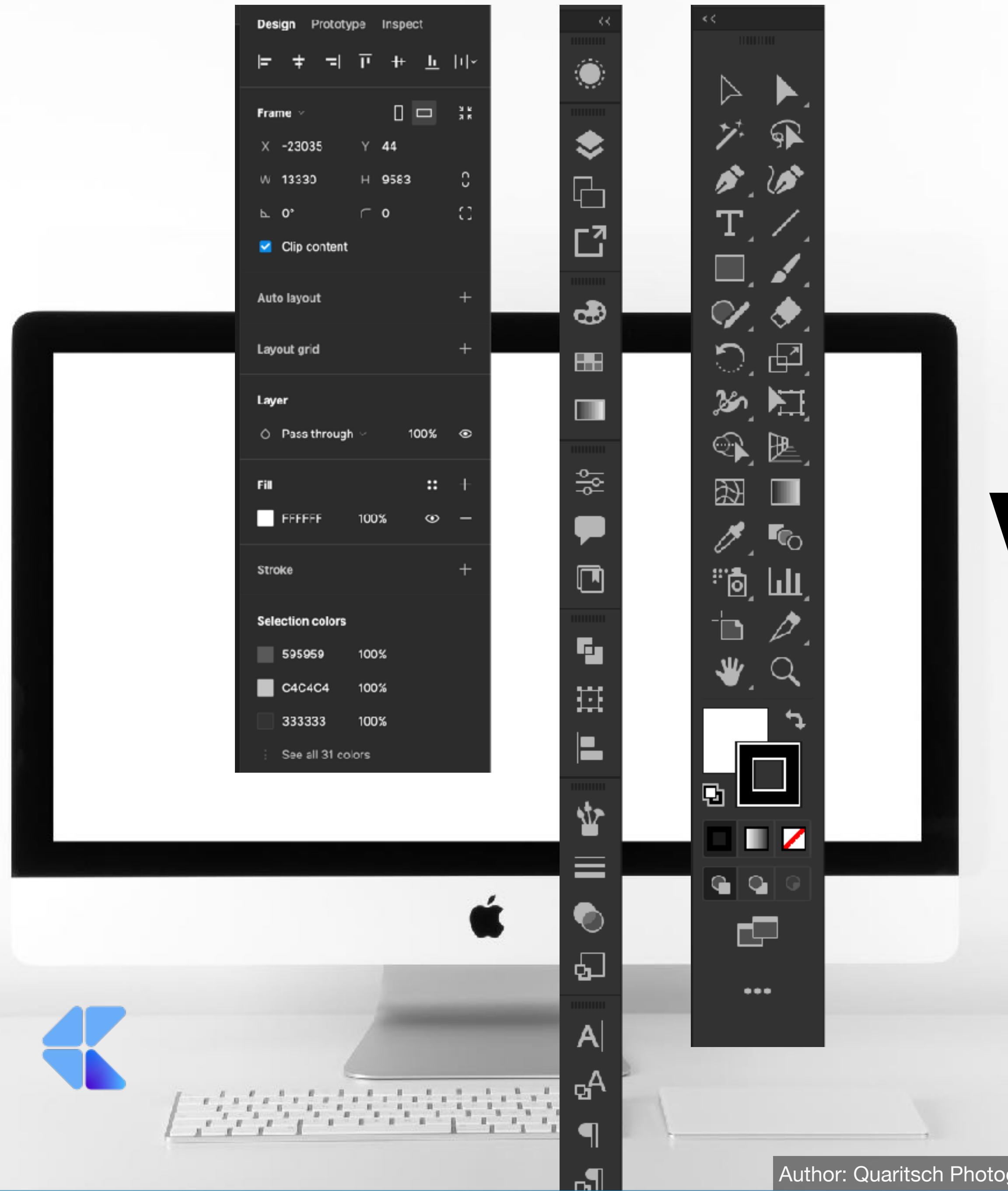
**Creativity is driven by the
force of curiosity.**





What, How, Why





Take your own approach

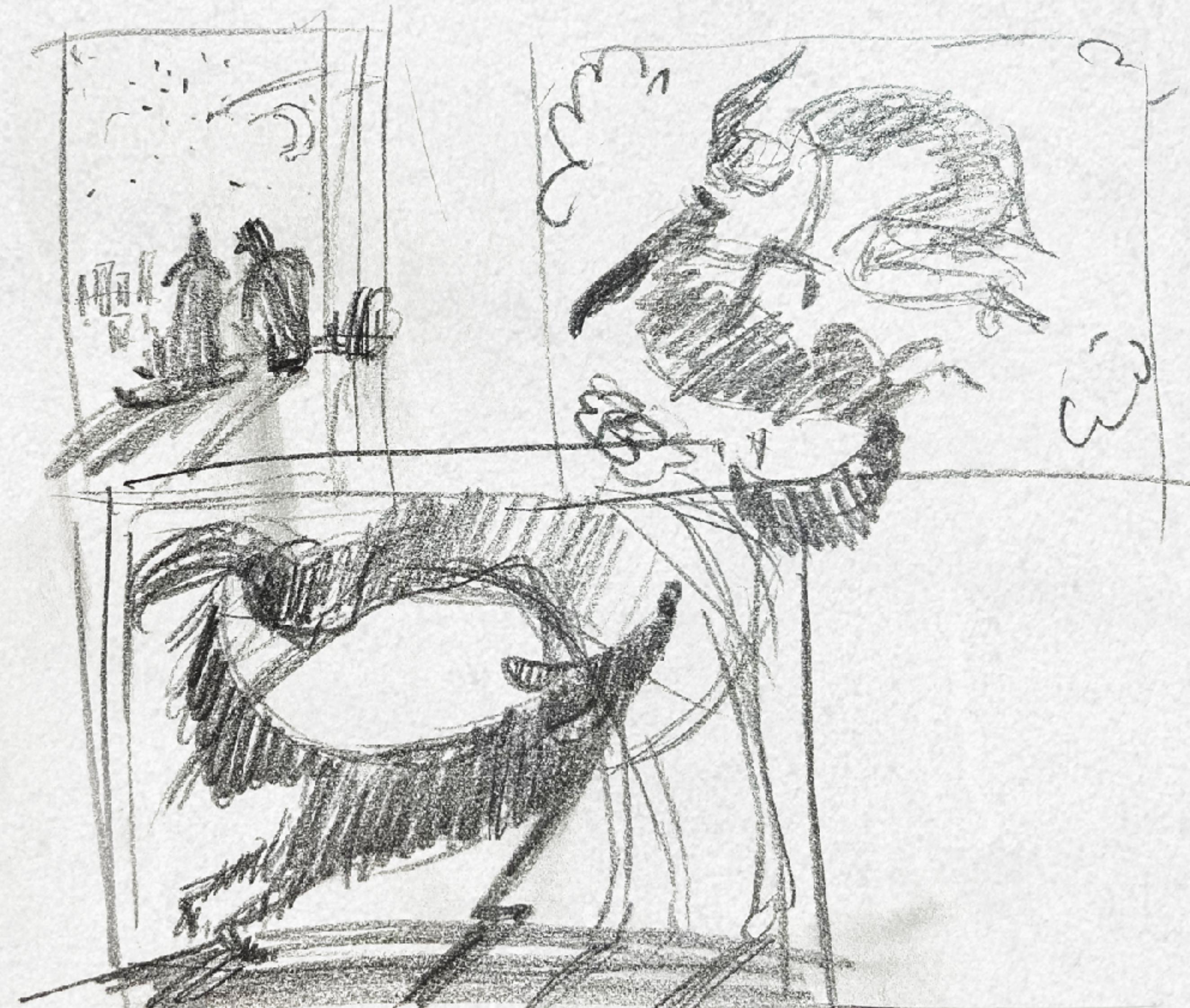
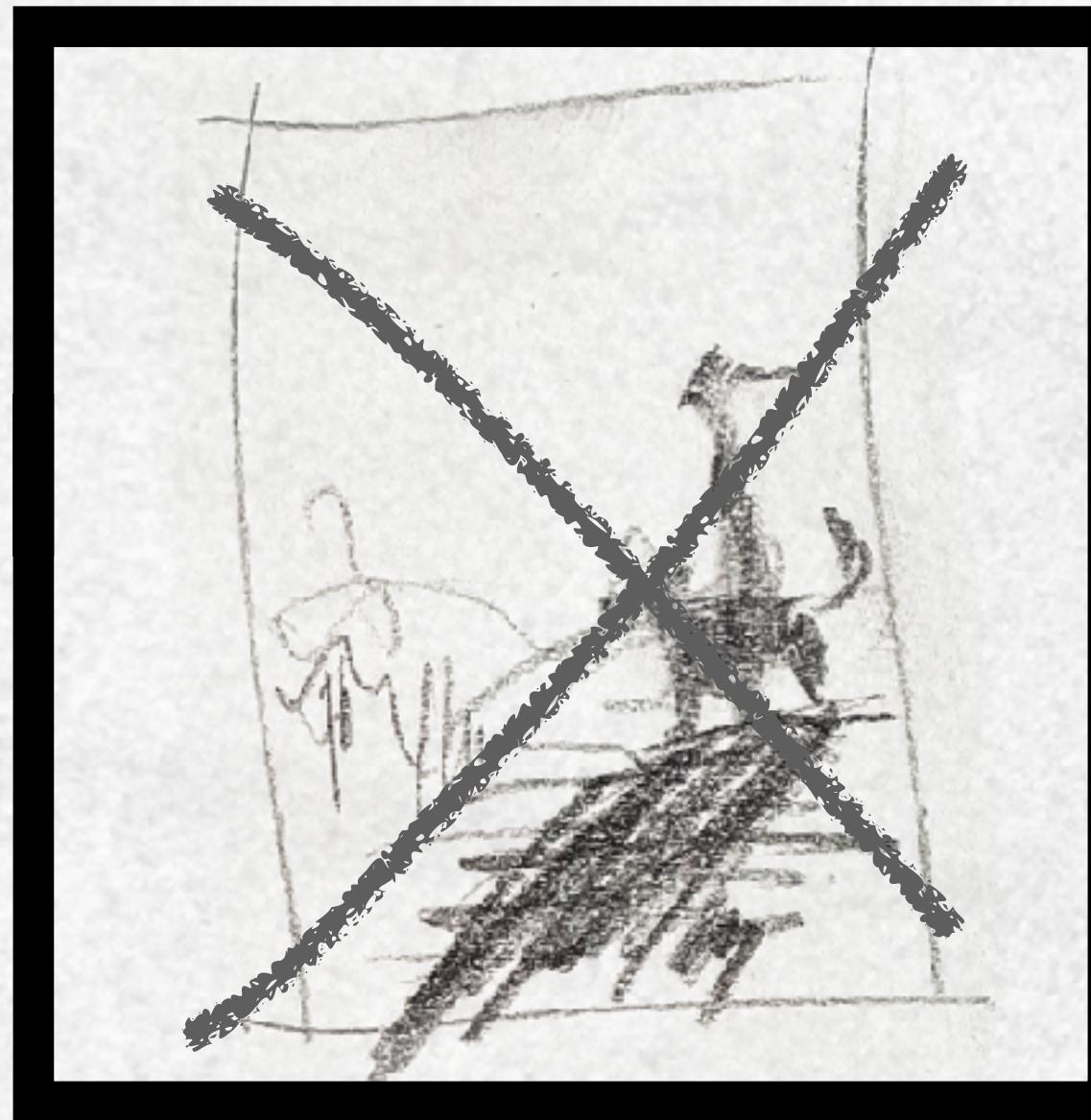
Analyze it, learn a lot, ask questions, take detours.



THINK
OUTSIDE
THE
BOX



THE BOX IS INSIDE OUR MINDS



*"There isn't room
enough for my
whole horse on
that little snip of
a paper"*



Illustration Ingrid Vang Nyman

Start big!

Don't think about boundaries from the beginning



HOW IT
SHOULD BE



HOW IT IS
EASIER TO
IMPLEMENT

Page Title

Primary

Secondary

Button

Button

Button

Button

Button

Button

KM

KM

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Positive

Critical

Negative

Info

Radio Button

Radio Button

Radio Button

Checkbox

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Checkbox

State



Negative

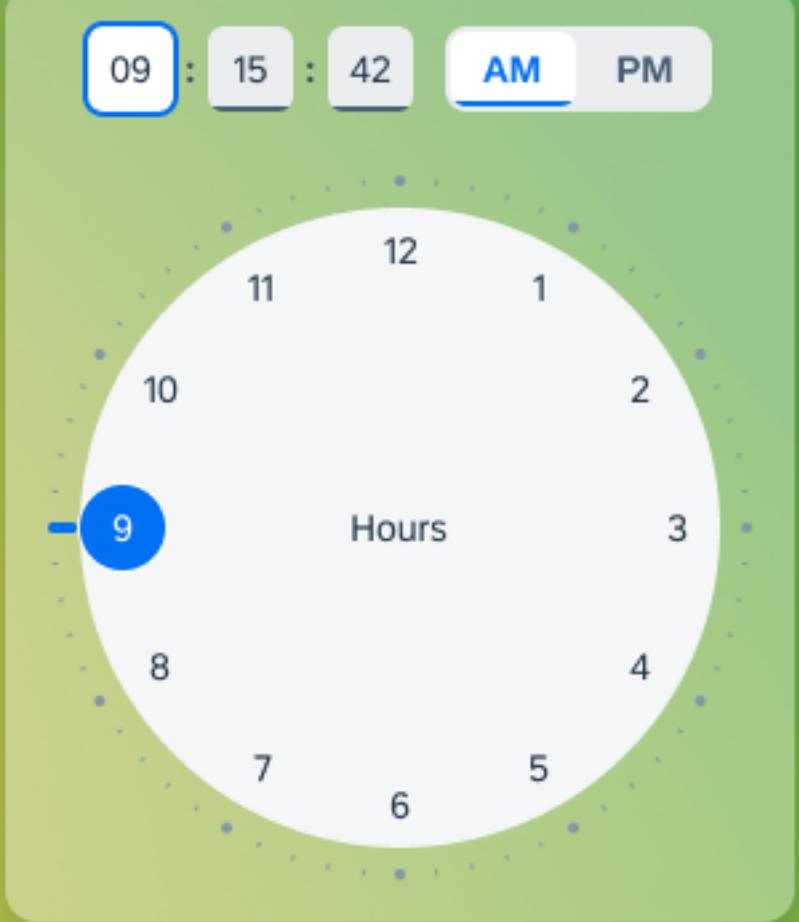
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[Get Help](#)[Close](#)

January 2022

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3	4	5	6	7	8	9
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Tab Item ...

Nav Item

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Group Header

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Quo culpa sint aut tempora rerum placeat.

Modi doloremque nesciunt nemo delectus cum dignissimos est voluptas
commodi.

[Approve](#) [Cancel](#)

Sign-In

Header and Branding
True to brand SAP logo placement, enhanced by bold yet friendly typography

Content
A combination of core and extension controls to meet people's needs

Navigation
A guided footer navigation to reflect the wizard-like nature of the sign-in process

The image displays three mobile sign-in screens side-by-side, each featuring the SAP logo at the top. The first screen, labeled 'Standard', shows input fields for 'Username' (Email or Company ID) and 'Password', along with checkboxes for 'Keep me signed in' and 'Forgot password?'. The second screen, labeled 'Biometric', features a large circular fingerprint reader icon with the text 'Place your finger on the reader.' below it. The third screen, labeled 'Social', shows icons for various social media platforms: Twitter, Facebook, Google, LinkedIn, Apple, and We Chat, with the text 'New user? Create an account' and a 'Continue' button at the bottom.



#2 The Boundaries



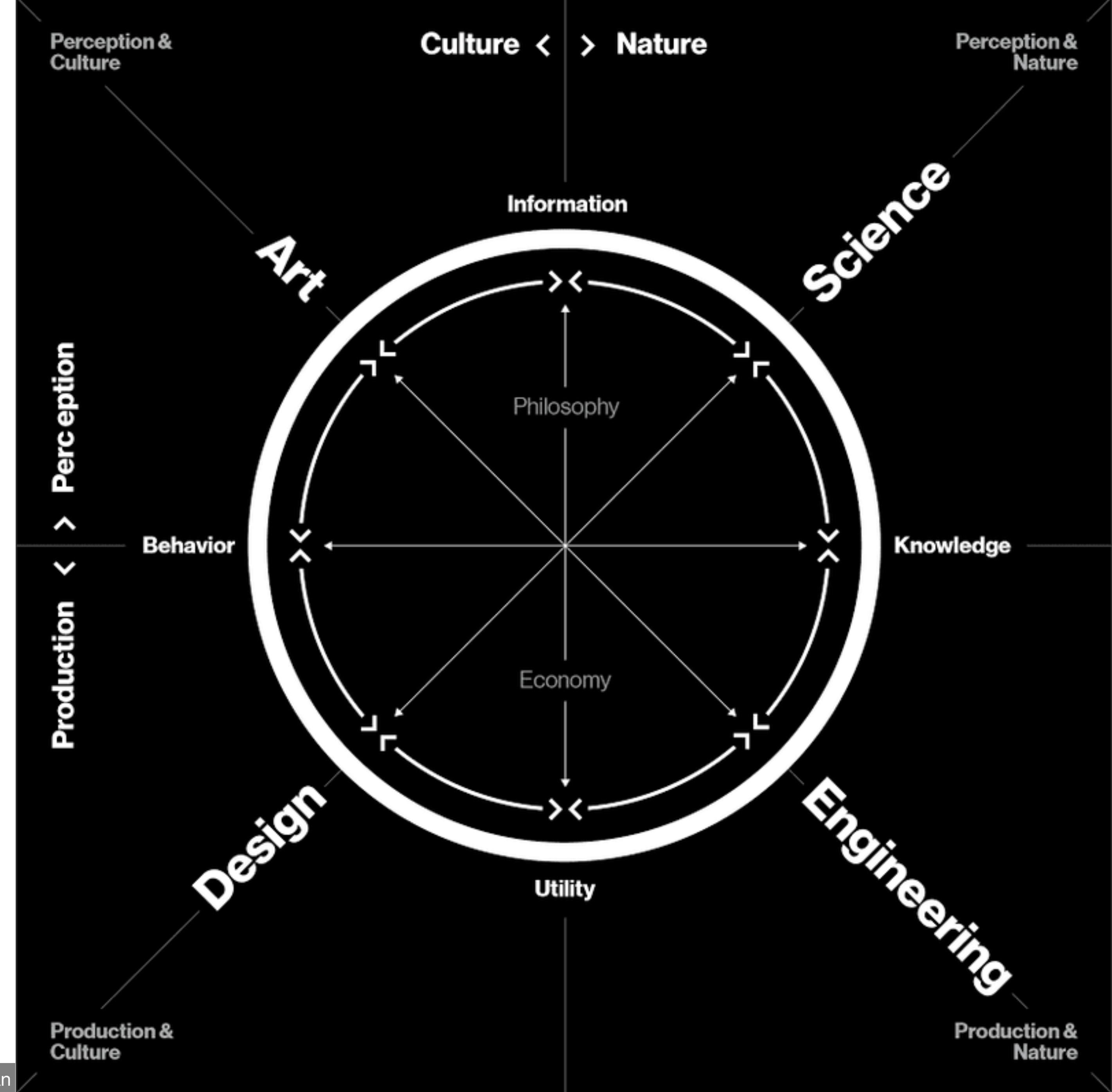
**Don't think about
#2 The Boundaries**



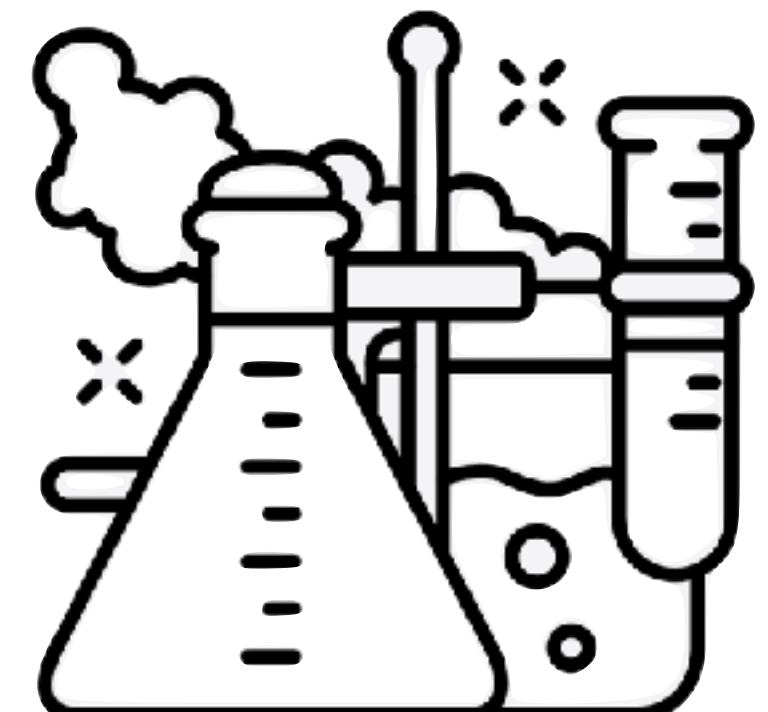
Author: R. Neuhauss / bpk

Krebs Cycle of Creativity

by Neri Oxman



**Experiment in different fields and
don't let the inner critic get in your
way.**





Get inspired everywhere

B(e)e productive, collect and produce.

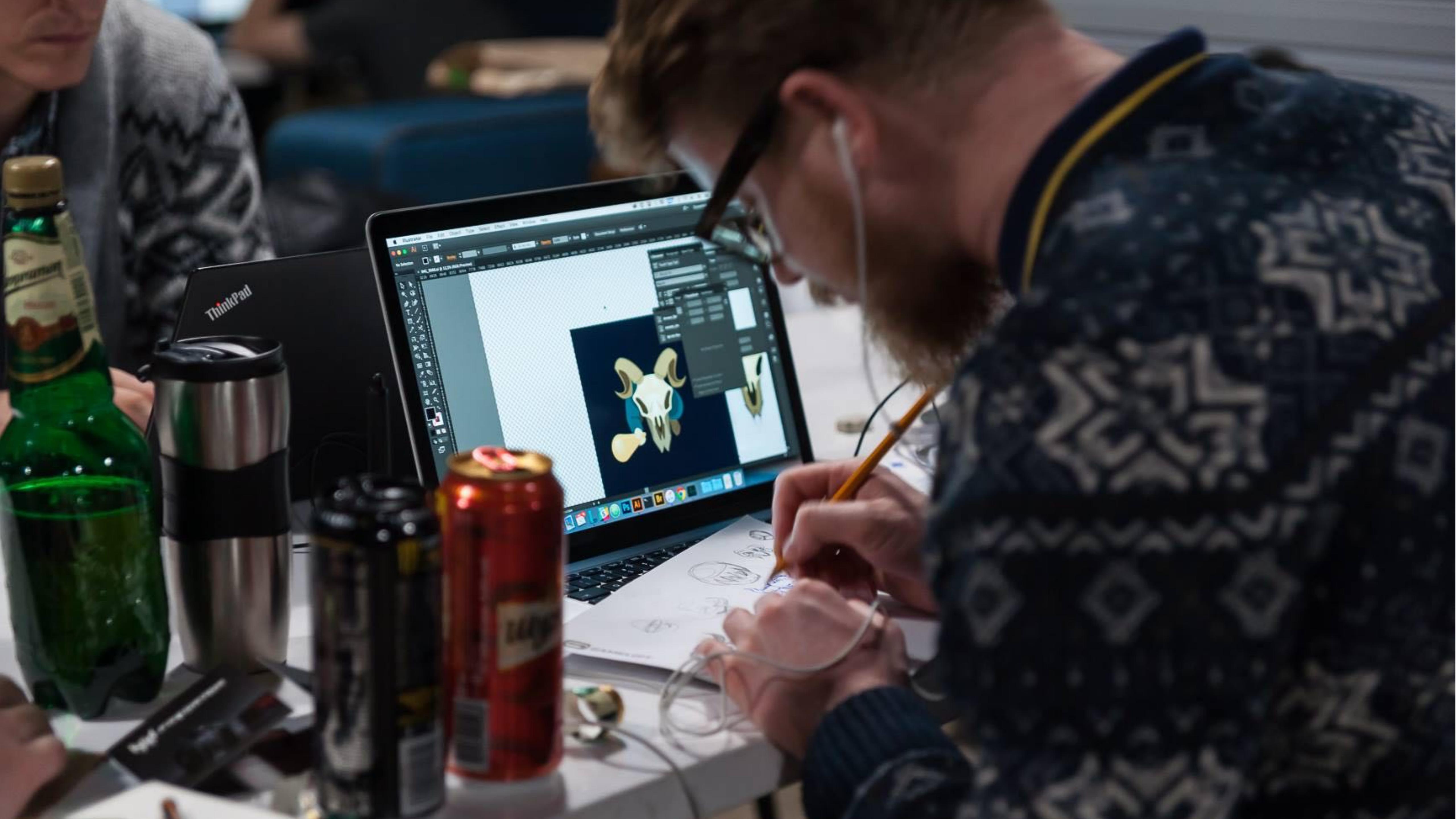




Create your own rules

*“If you want to find a new territory,
start in an unfamiliar place.”*







FIND YOURSELF
WORKING
AT SAP

sap.com/careers



MEET
MY OTHER
HALF

sap.com/careers



Намери себе си на
sap.com/careers



Намери себе си на
sap.com/careers



Намери себе си на
sap.com/careers



Намери себе си на
sap.com/careers



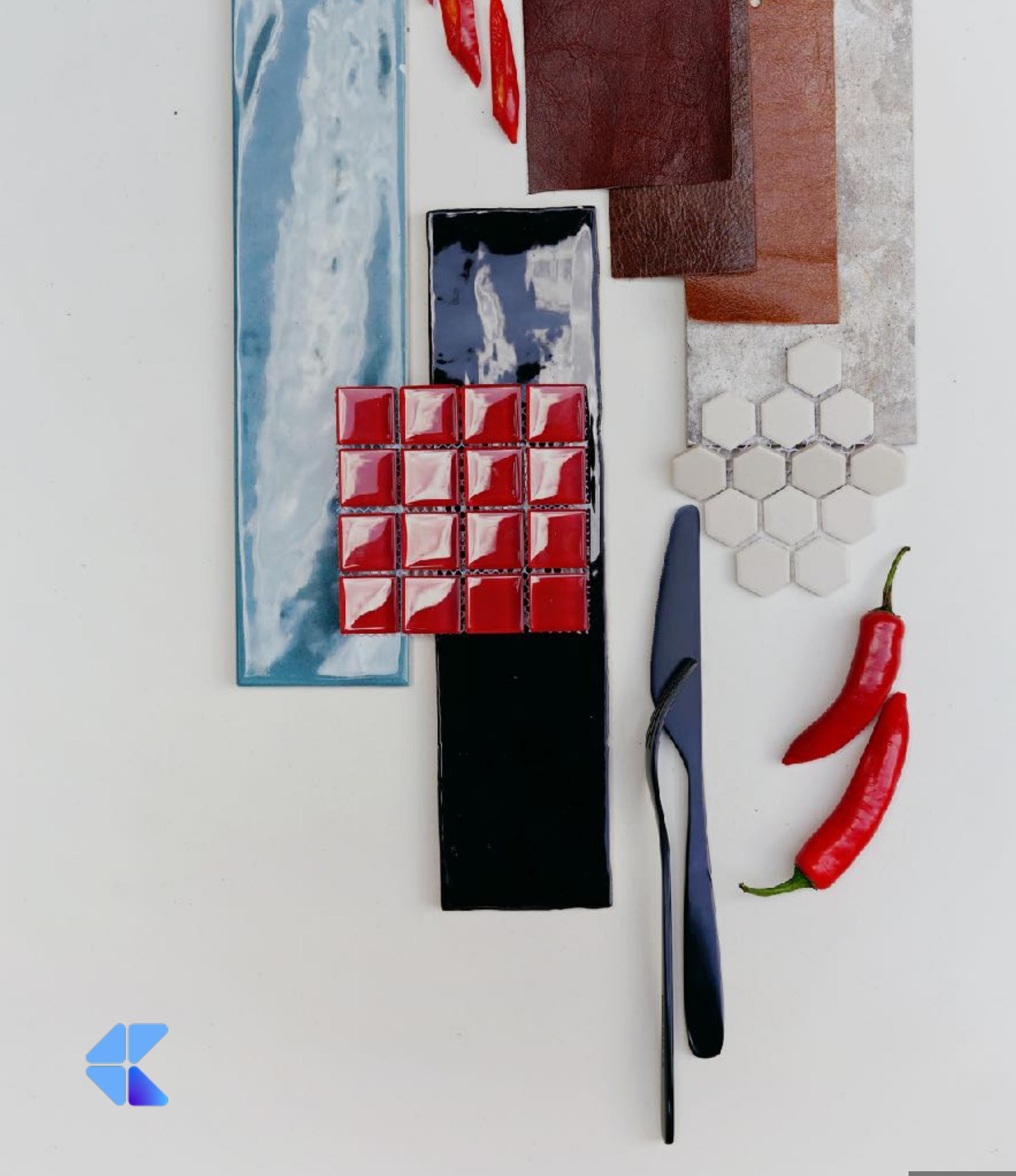
#3 Free yourself



**#3 Free yourself
and make your own rules**



Author: City Ghosts – Philipp A. Schäfer



Author: Toa Heftiba



Author: Laura Adai



Author: Rico Reutimann

**Collect
knowledge, moments, and ideas.**

**Combine
thoughts and tools, and crafts.**

Come up with something new.



Build your own vortex

Master the creative process, thrive and innovate.



Restrictions and creativity



Wrapping up

1. Understand the rules, so you can master them.
2. Start analog, before going digital.
3. Take a step back and look from the distance. Change your perspective.
4. Be curious and eager to learn new things.
5. Make “creating” a (daily) habit.

Thank you!



Takeaways

THE LAB: BLANK - Creating something from nothing

Want to be more creative? Go for a walk

“Abstract” – the Neri Oxman Episode on Vimeo

“Limit Yourself” by Ralph Burkhardt