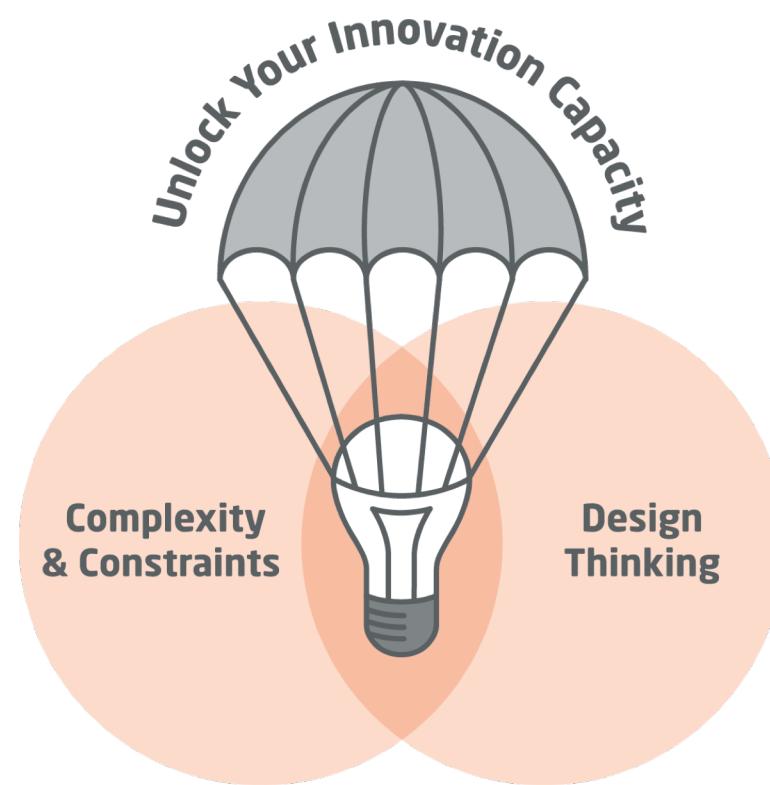


STRATEGIC DESIGN THINKING FOR EVERY DAY.



Welcome to Block 2



Good Idea



Solution



Good Solution

HUMAN NEEDS AS INNOVATION SOURCE

Module 1

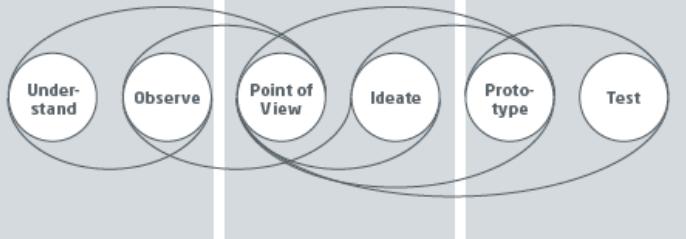
STRATEGIC DESIGN THINKING PRINCIPLE
EMPATHY
► Step into your user's shoes to get game-changing inspiration

Module 2

STRATEGIC DESIGN THINKING PRINCIPLE
PROTOTYPING
► Accelerate decisions by making ideas tangible

Module 3

STRATEGIC DESIGN THINKING PRINCIPLE
SYSTEMS THINKING
► Manage complexity by interrelated actions



MULTIPERSPECTIVITY AS INNOVATION AMPLIFIER

Module 4

STRATEGIC DESIGN THINKING PRINCIPLE
DIVERSITY
► Enable selforganisation of teams for high performance creativity

Module 5

STRATEGIC DESIGN THINKING PRINCIPLE
SYNTHESIS
► Make sense of data for a common stepping stone

Module 6

STRATEGIC DESIGN THINKING PRINCIPLE
ANALOGY
► Use the known to engage with the new

Module 7

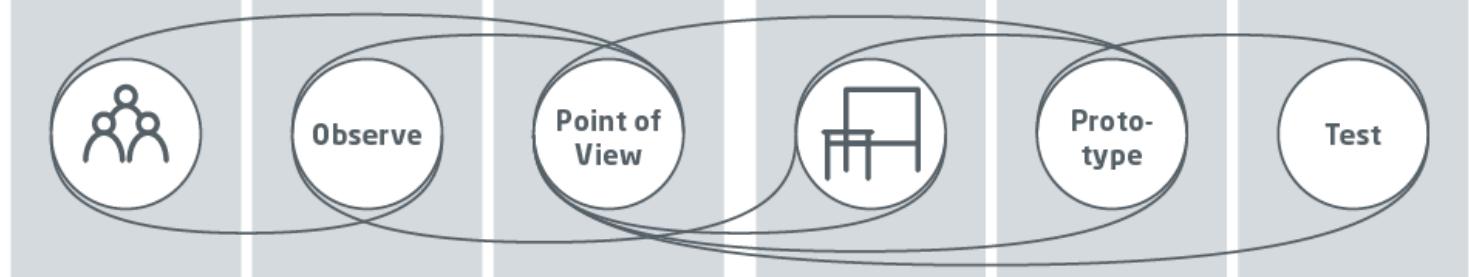
STRATEGIC DESIGN THINKING PRINCIPLE
SPACE
► Design space that defines (inter-)action

Module 8

STRATEGIC DESIGN THINKING PRINCIPLE
ITERATION
► Fall early to learn together at high speed

Module 9

STRATEGIC DESIGN THINKING PRINCIPLE
STORYTELLING
► Involve the collective mind and heart



The Principle of Diversity

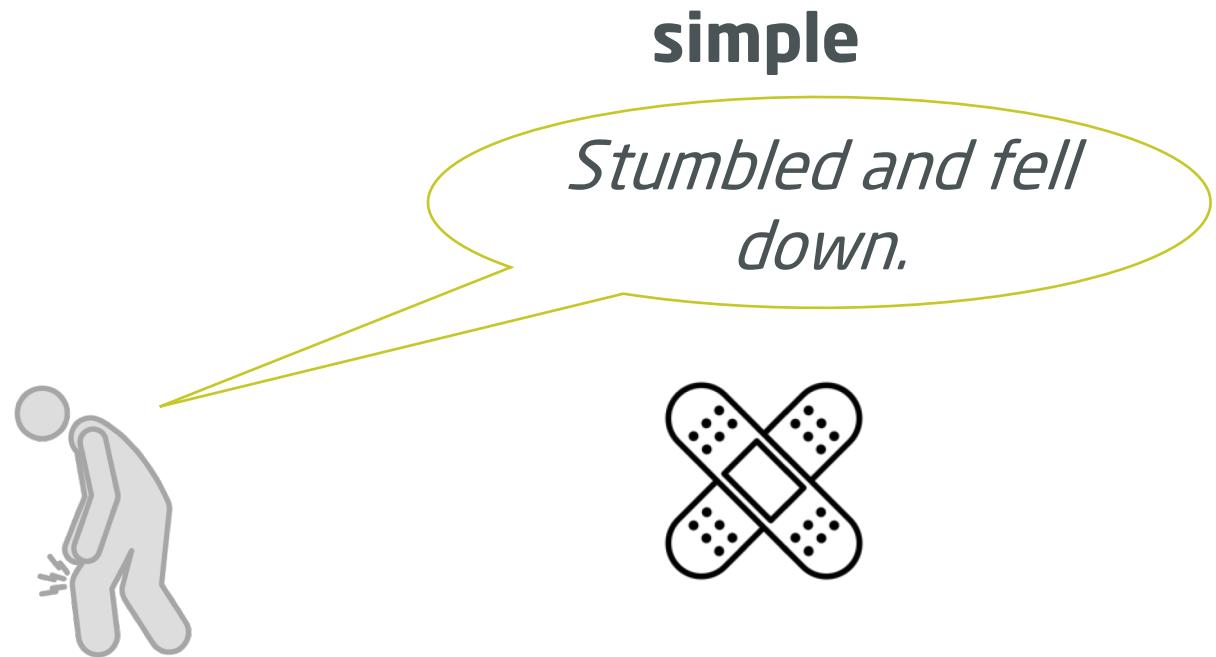
STRATEGIC DESIGN THINKING PRINCIPLES

DIVERSITY

- ▶ Enable selforganisation of teams for high performance creativity



Diverse perspectives help to create multidimensional solutions



Diverse perspectives help to create multidimensional solutions

complex

simple

*Why does it hurt?
Don't know.*

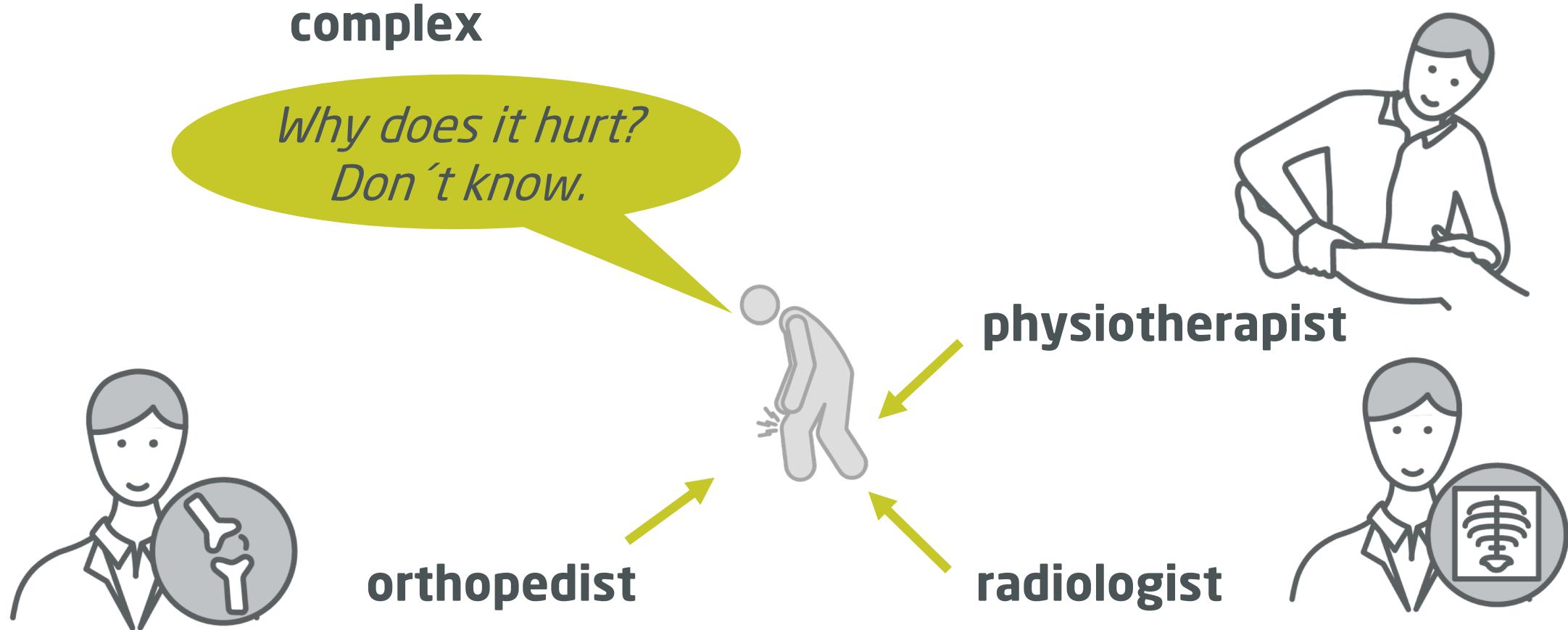


STRATEGIC DESIGN THINKING PRINCIPLES

DIVERSITY

- ▶ Enable selforganisation of teams for high performance creativity

Diverse perspectives help to create multidimensional solutions



Diversity

The diagram illustrates various factors that influence communication, arranged in a circular pattern.

Inner Circle (Factors Influencing Communication):

- Cultural Frame
- Function & Position
- Expertise & Experience
- Social Behavior

Outer Ring (Factors Influencing Communication):

- Gender
- Age
- Cognitive Style
- Personality

Diversity

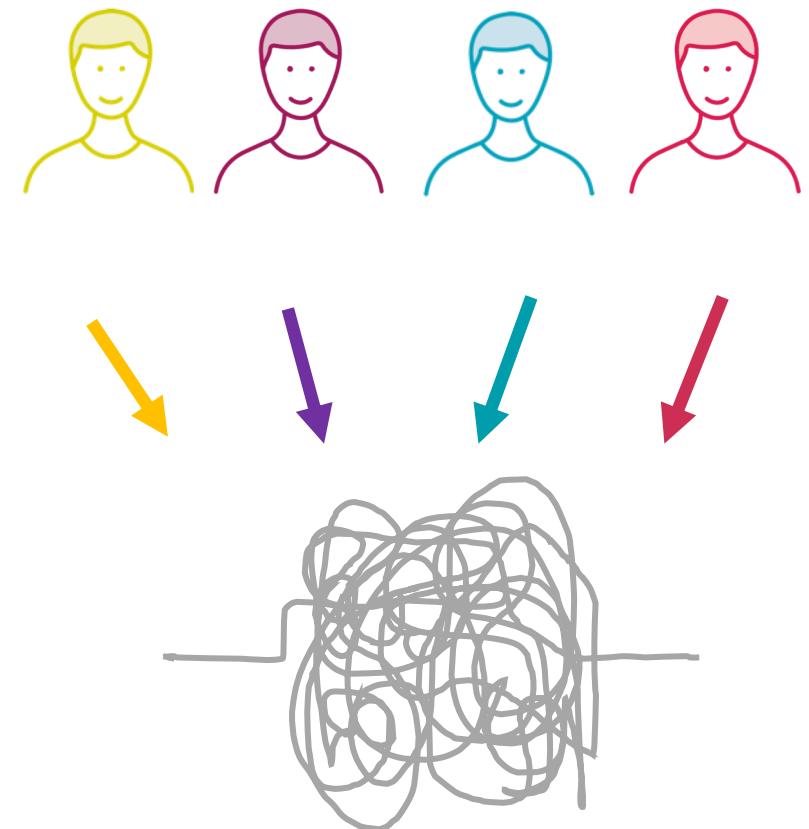
[[dai-vuh-suh-tee]]

Latin:

Divertere (turn in different directions)

Old French:

Diversité (unique feature, wickedness)



Diversity

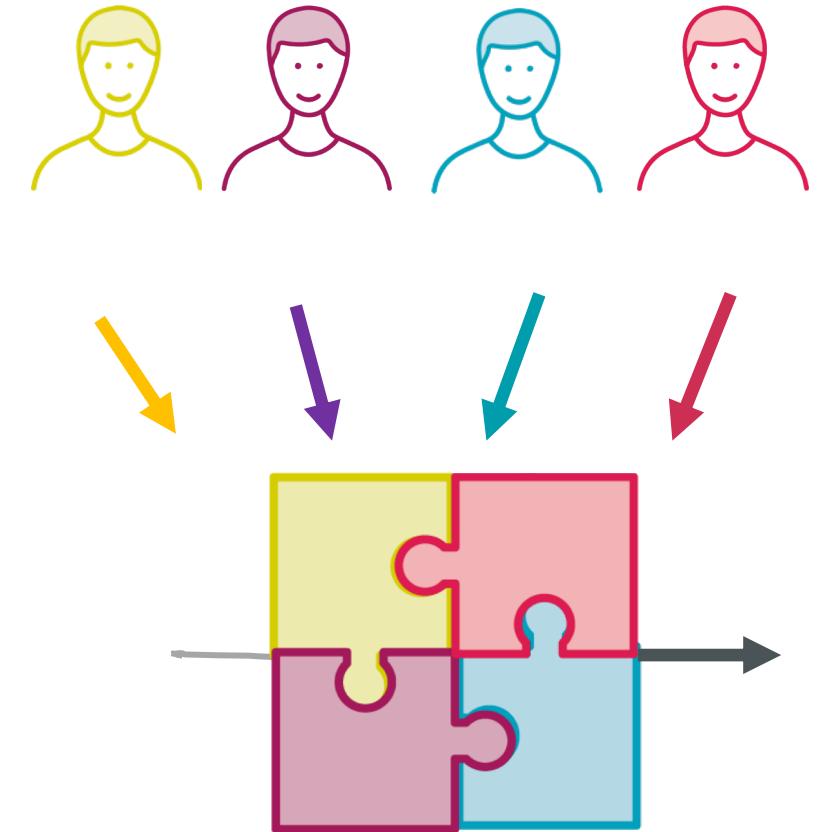
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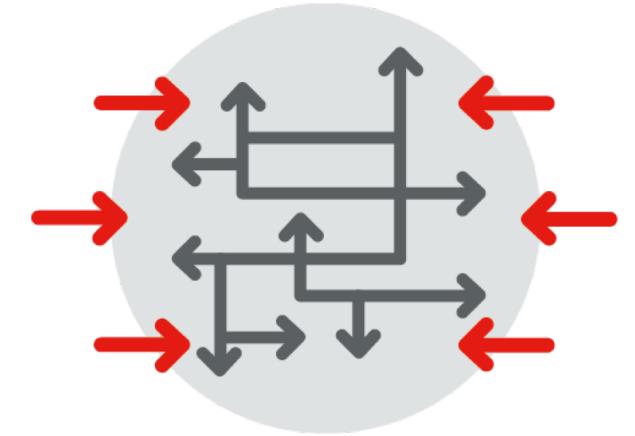
Diversité (unique feature, wickedness)



>>> **Diversity means using different perspectives to create solutions for wicked problems**

Wicked Problems

“A wicked problem is a deeply complex, multifaceted problem that cannot be fully seen or understood from any single point of view.”

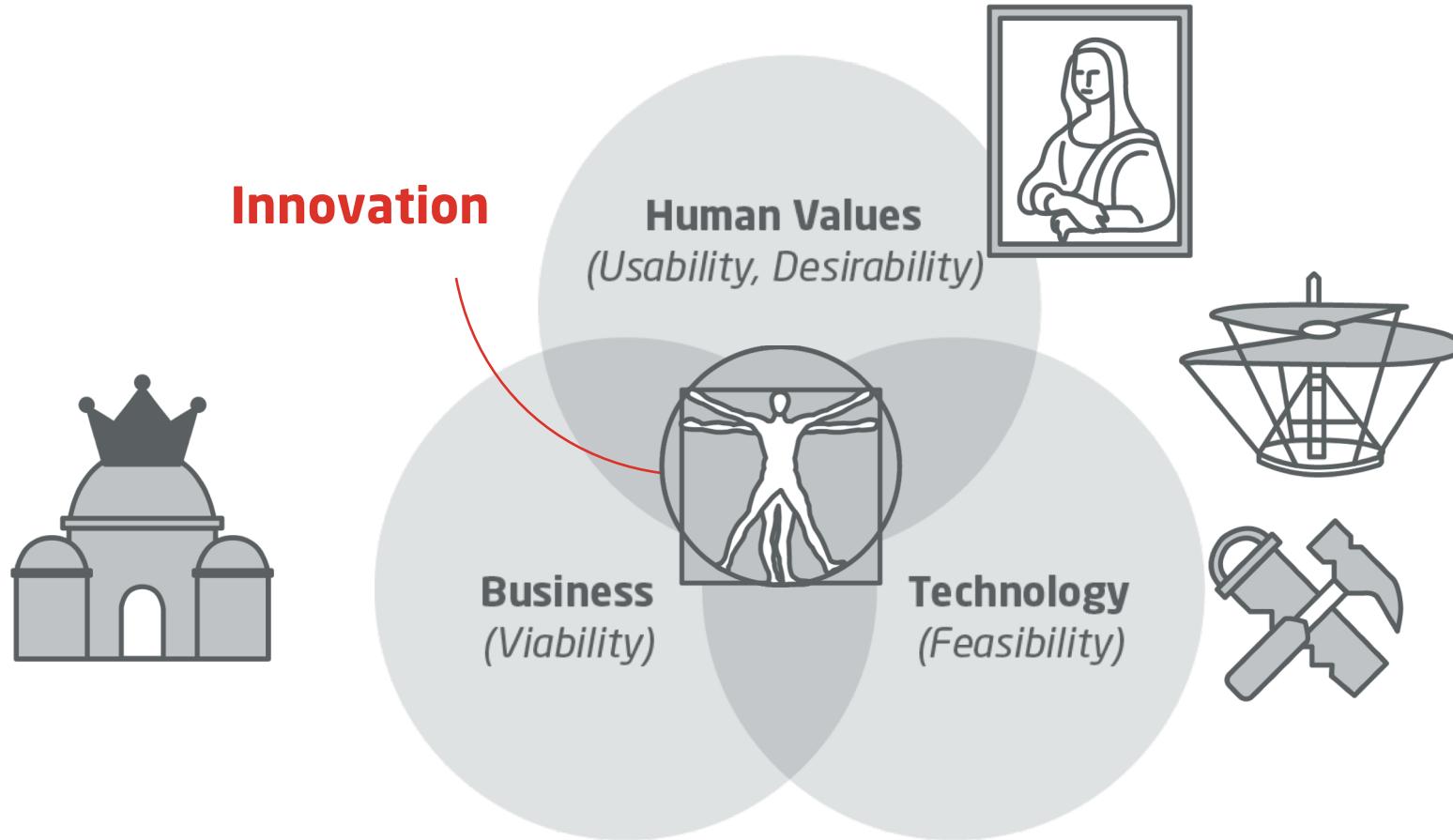


Climate Change
Poverty
Healthcare
Knowledge Management
Epidemic

Why using DIVERSITY as strategic principle for innovation?

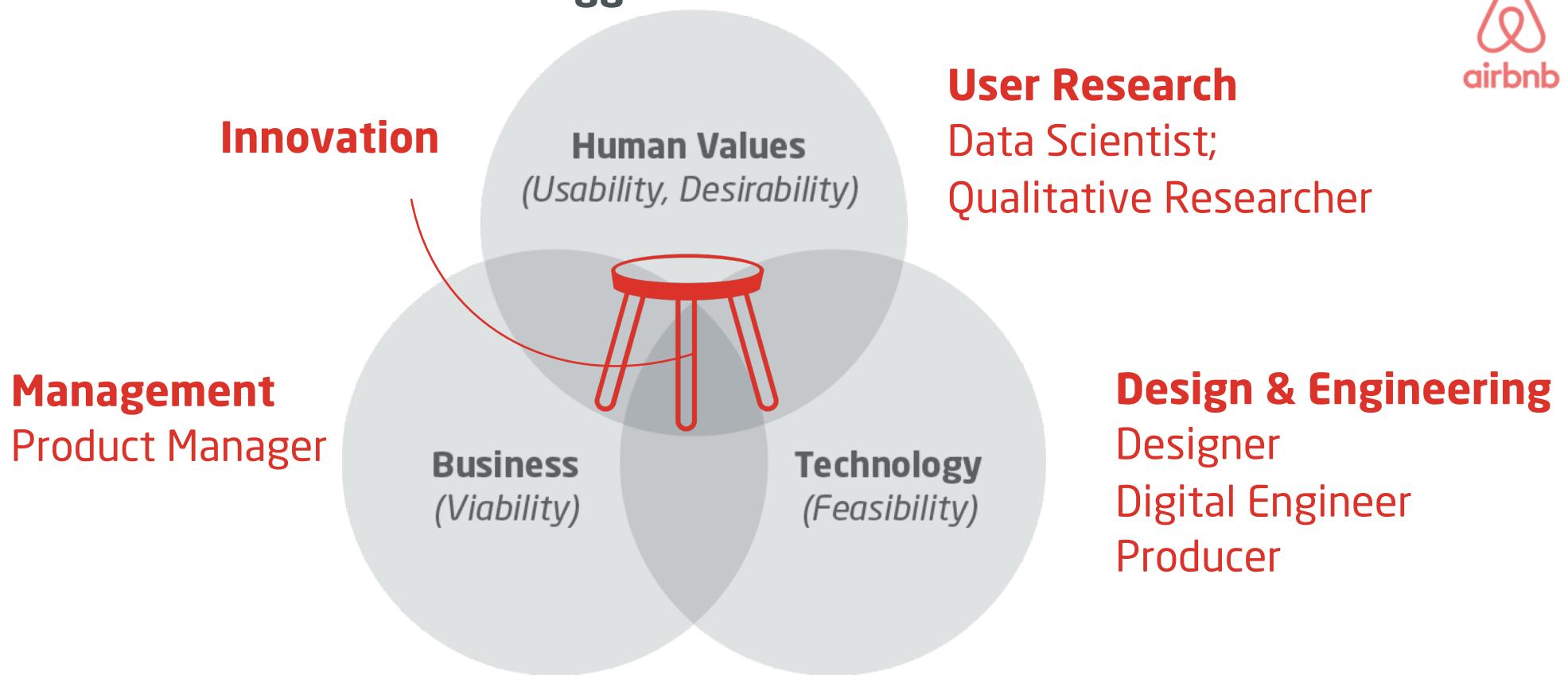
- ▶ Successful innovation require multidimensional expertise.
- ▶ Diversity generates high performance creativity.

Multidimensional Expertise Needed



Multidimensional Expertise Needed

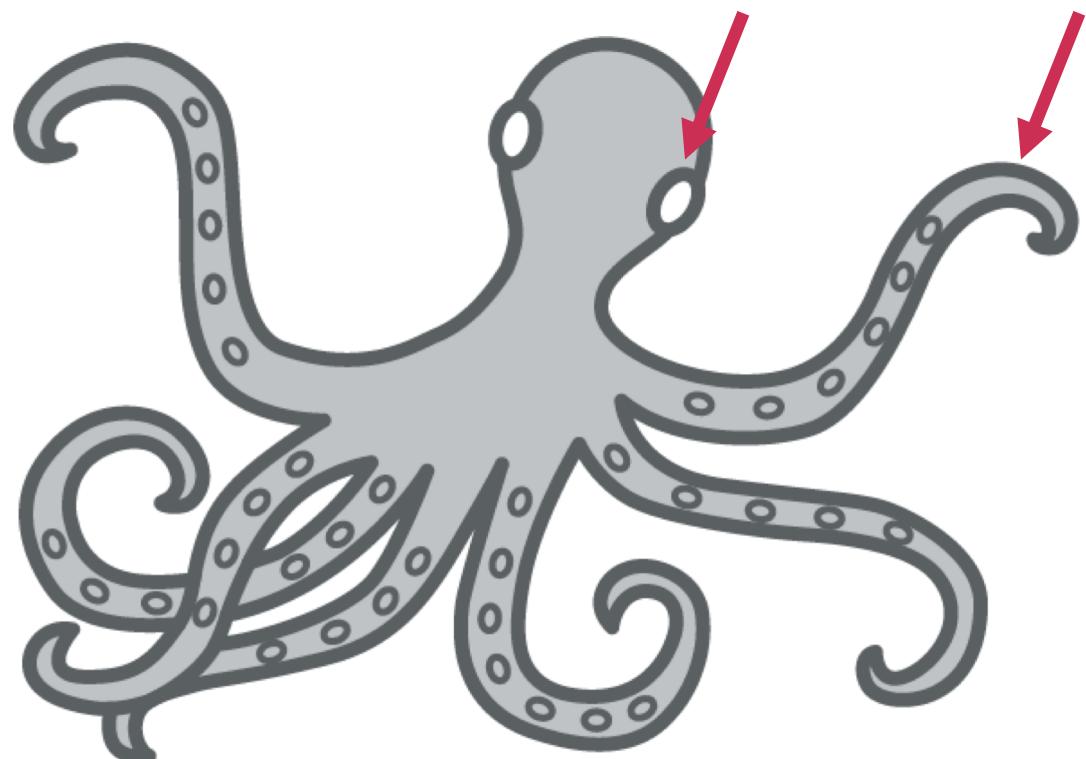
“The team should resemble a three-legged stool”



Why using DIVERSITY as strategic principle for innovation?

- ▶ Successful innovation require multidimensional expertise.
- ▶ **Diversity generates high performance creativity.**

High Performance Creativity



more sensors
=
more intelligence

High Performance Creativity



more sensors
=
more intelligence

High Performance Creativity

"Research on creativity and innovation has been consistent in showing the value of exposing individuals to experiences with multiple perspectives and worldviews."



Tendayi Viki / Psychologist, -Author and Researcher at Stanford University Forbes 2016

High Performance Creativity



*"However, team performance positively **correlates with social sensitivity**, the ability to relate to other team members' problem solving preferences."*

Teamology- The Art and Science of Design Team Foundation, Greg L. Kress and Mark Schar;
Center for Design Research, Stanford University 2012



Diversity is cool - when fun and based on rules



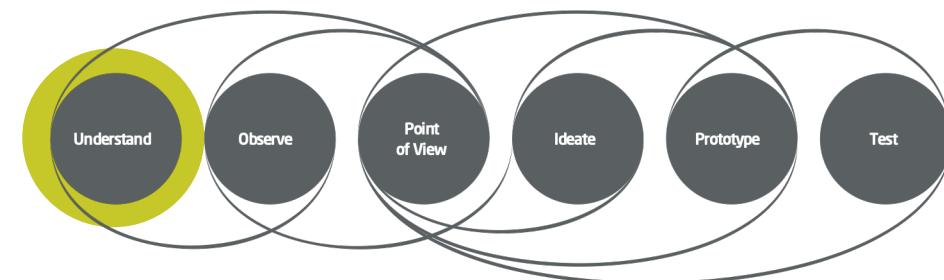
1. Understand and acknowledge **difference: take it as lever for inspiration.**
2. Make sure that **fun has a defined space** in your team work.
3. Organize yourself and **establish your goal & rules** of interaction.

Diversity in the Design Thinking Process

STRATEGIC DESIGN THINKING PRINCIPLES

DIVERSITY

- ▶ Enable selforganisation of teams for high performance creativity

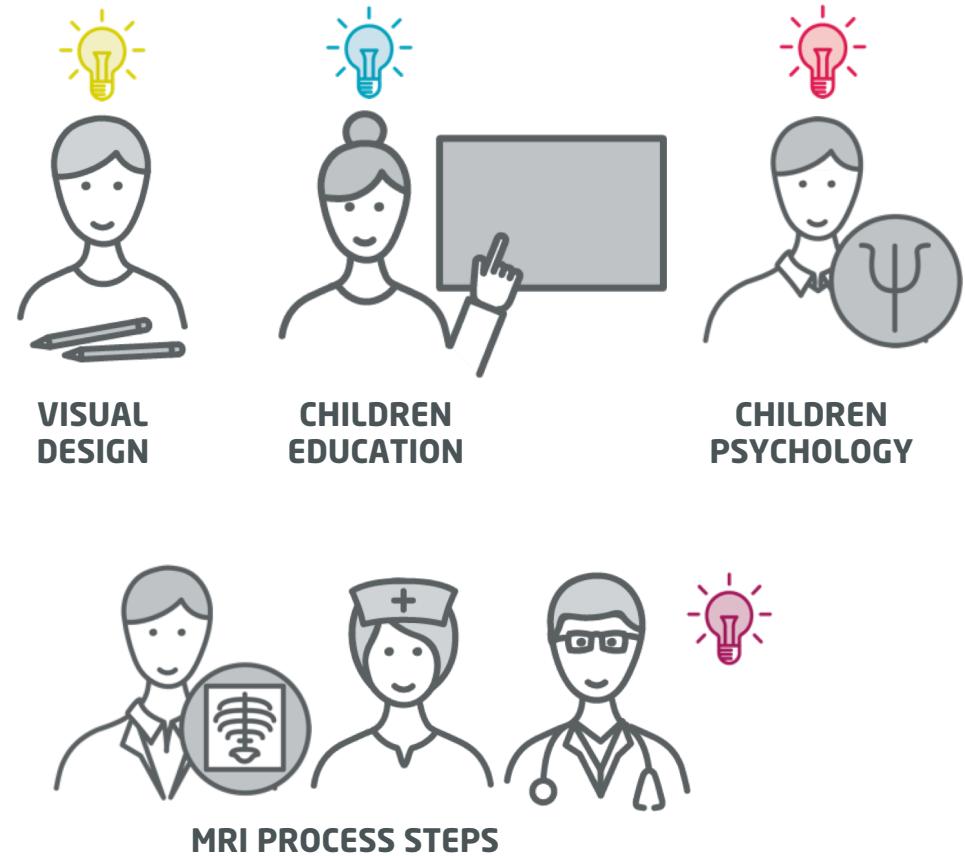




Doug Dietz
Principal Design Thinker
at GE Healthcare



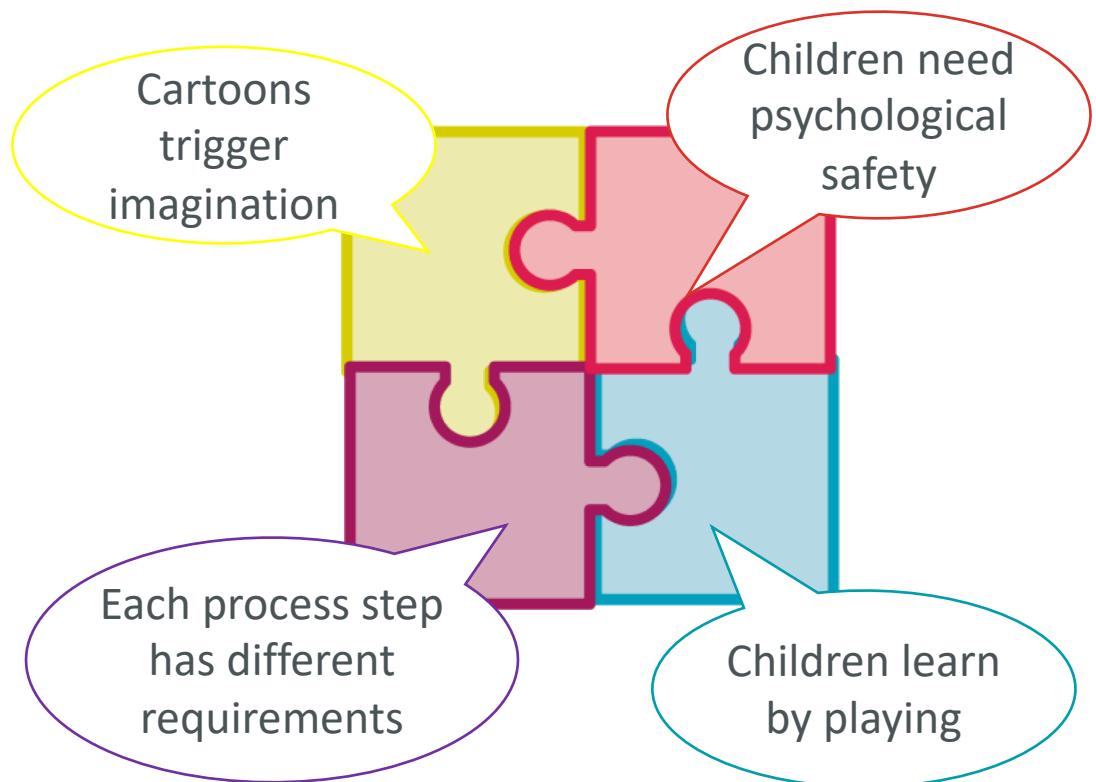
TEAM DIVERSITY: WHO ADDS WHICH PERSPECTIVE?



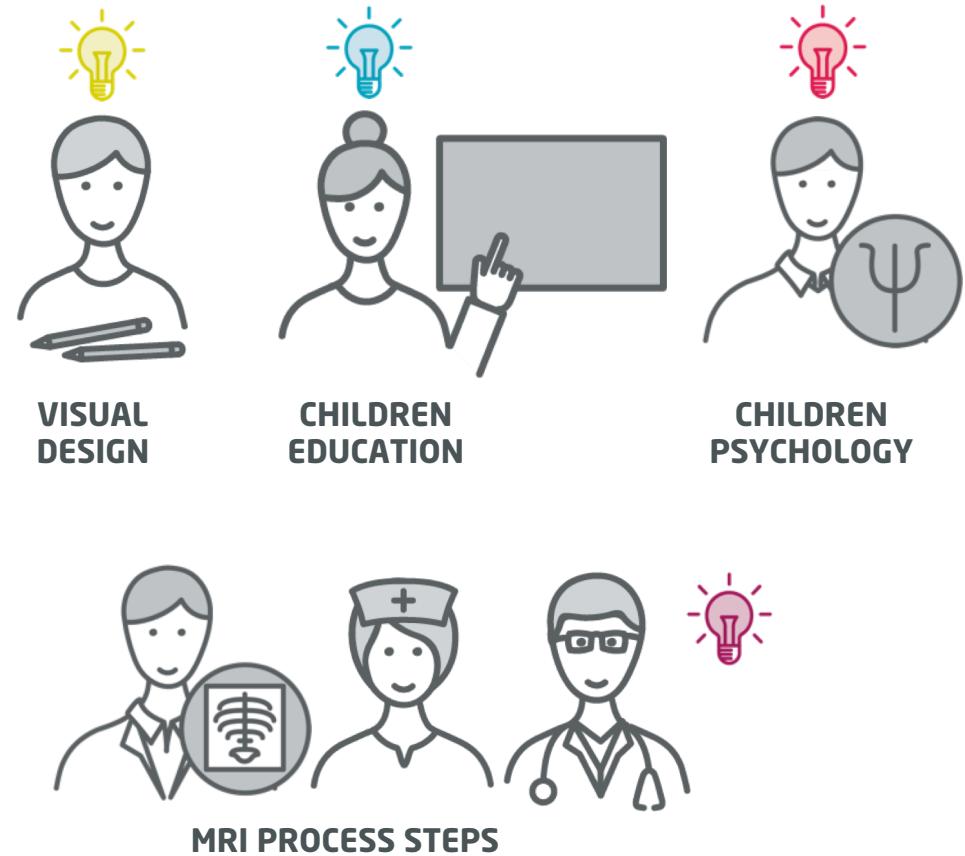
GE-Adventure Series - The Submarine Room: [GE Healthcare](#) | © Traditional Copyright



Doug Dietz
Principal Design Thinker
at GE Healthcare



TEAM DIVERSITY: WHO ADDS WHICH PERSPECTIVE?

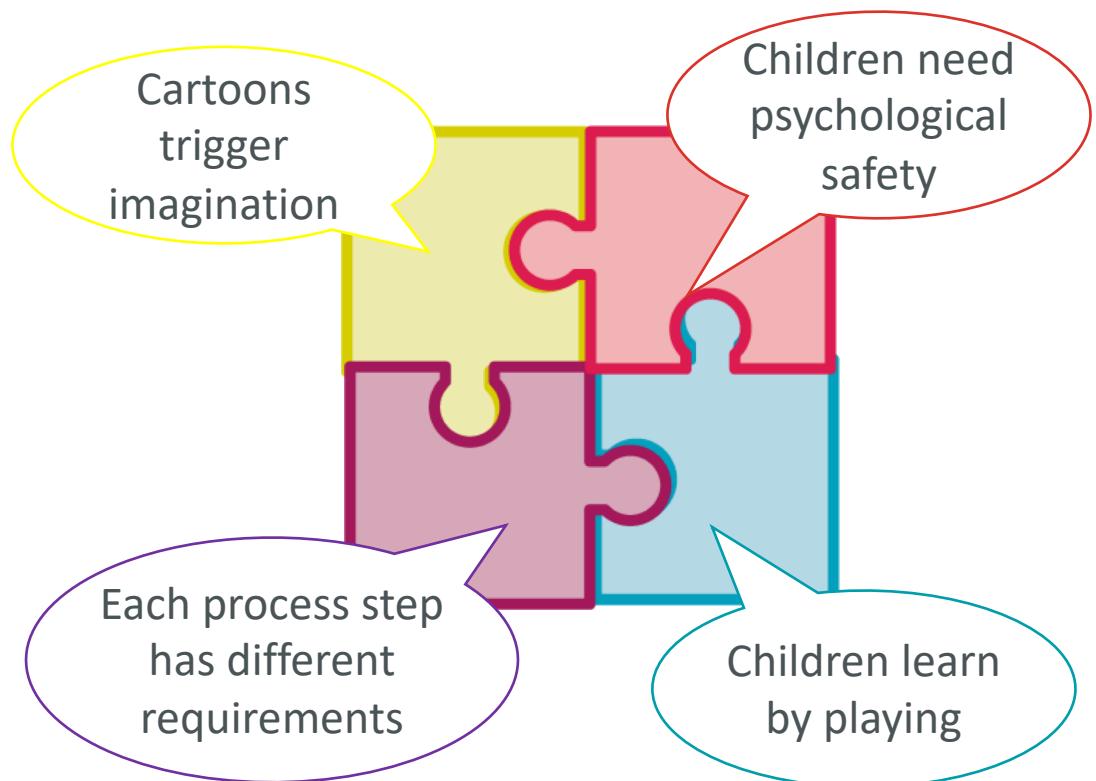


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Doug Dietz

Principal Design Thinker
at GE Healthcare



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TEAM DIVERSITY: WHO ADS WHICH PERSPECTIVE?

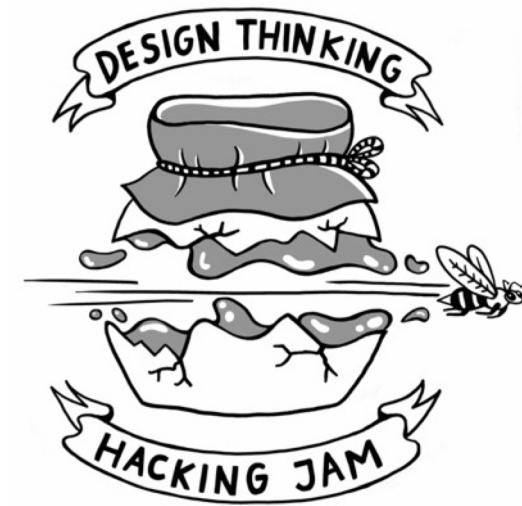


Diversity - Hack: Pop-Up DIVERSITY

STRATEGIC DESIGN THINKING PRINCIPLES

DIVERSITY

- ▶ Enable selforganisation of teams for high performance creativity



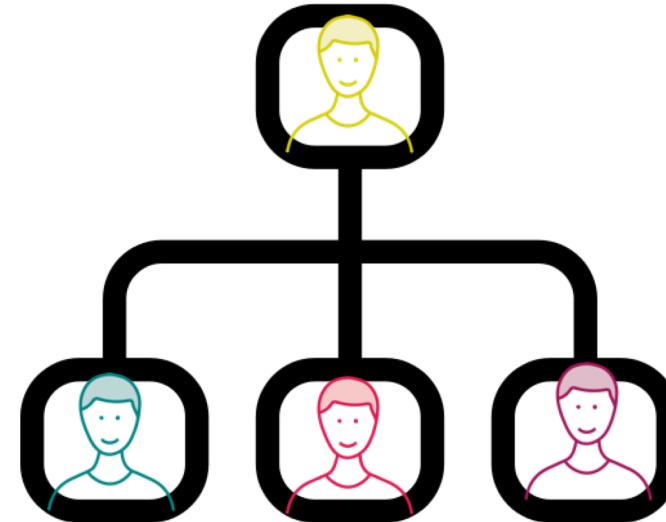


Design Thinking Team,
National Research
Institute

„Cross departmental work is not daily business.“

PROBLEM:

Working on the re-design of the innovation experience in their organization, the team had several ideas, but a hard time to get the expert's input from other departments.





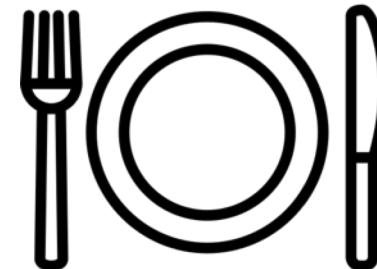
Design Thinking Team,
National Research
Institute

"Invite all departments for a Creative Lunch and do quick open prototyping"

SOLUTION:

Using the motto „be creative at lunch“, they invited colleagues from other departments and collaboratively built prototypes. The diverse expertise was integrated „on the flight“ during the sessions and led to more sophisticated concepts.

CREATIVE LUNCH



Diversity

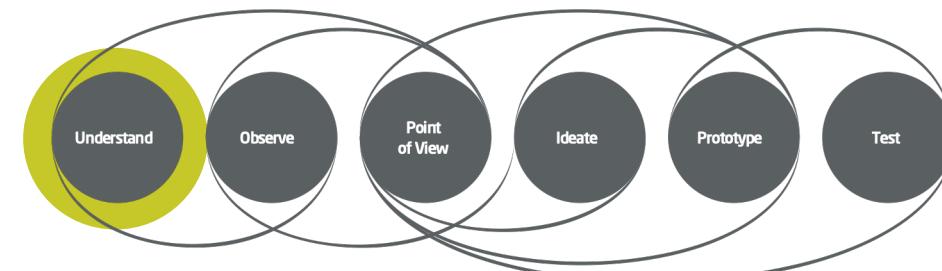
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Makes the whole Greater
than the sum of it's parts.

It's Your Turn

► Follow the Design Thinking Process

**Re-Design the
Learning Experience
in a world where
schools do not exist.**



It's Your Turn

► Work on Self-Defined Challenge

Choose your individual daily challenge that naturally includes different perspectives.

How could you use Diversity to create a whole that is more than the sum of isolated parts?

STRATEGIC DESIGN THINKING PRINCIPLES

DIVERSITY

- ▶ Enable selforganisation of teams for high performance creativity

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