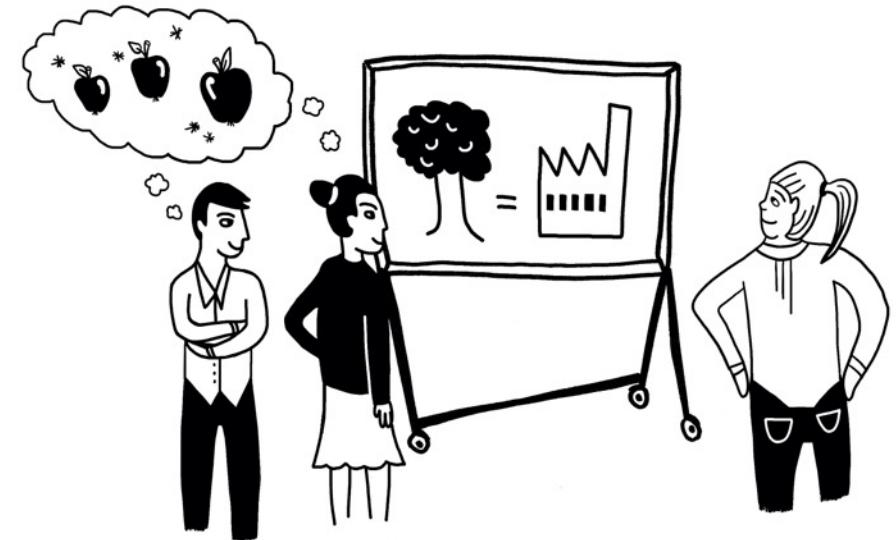


# The Principle of Analogy

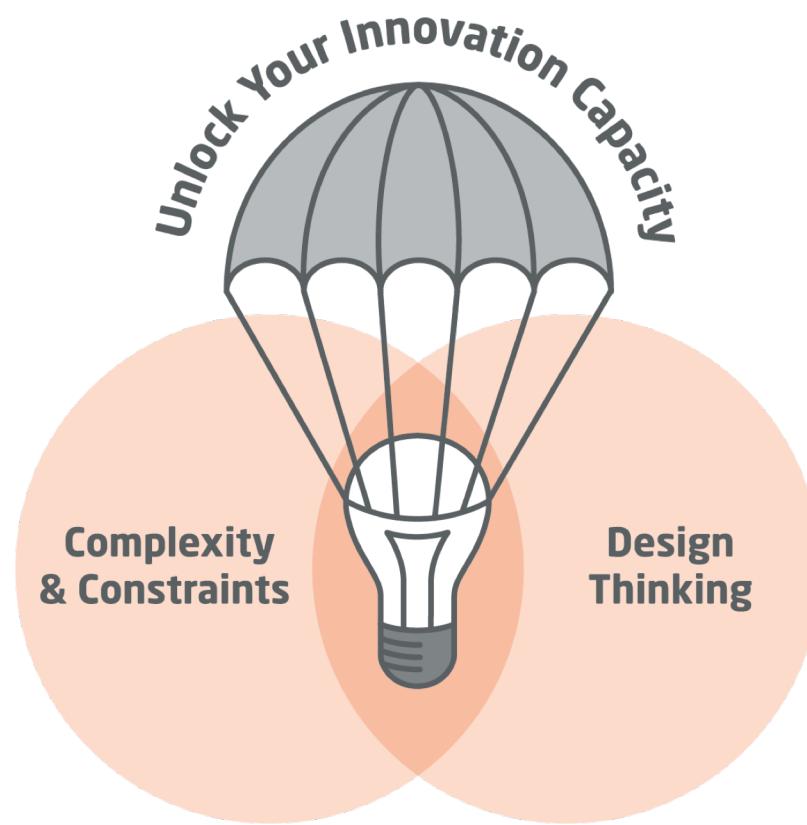
STRATEGIC DESIGN THINKING PRINCIPLES

## ANALOGY

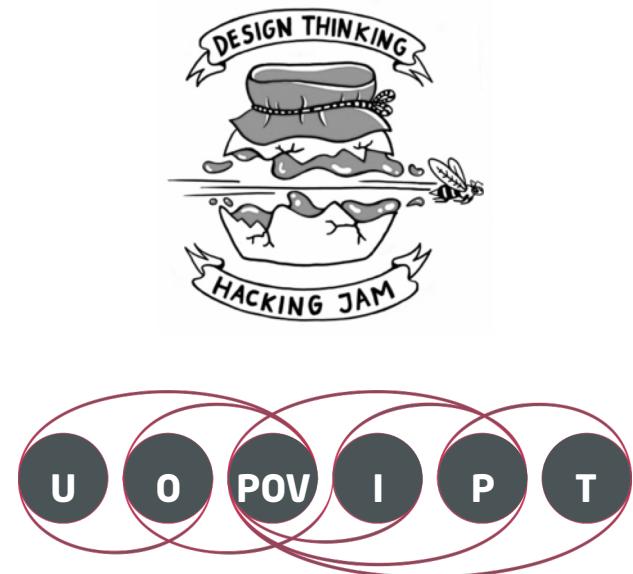
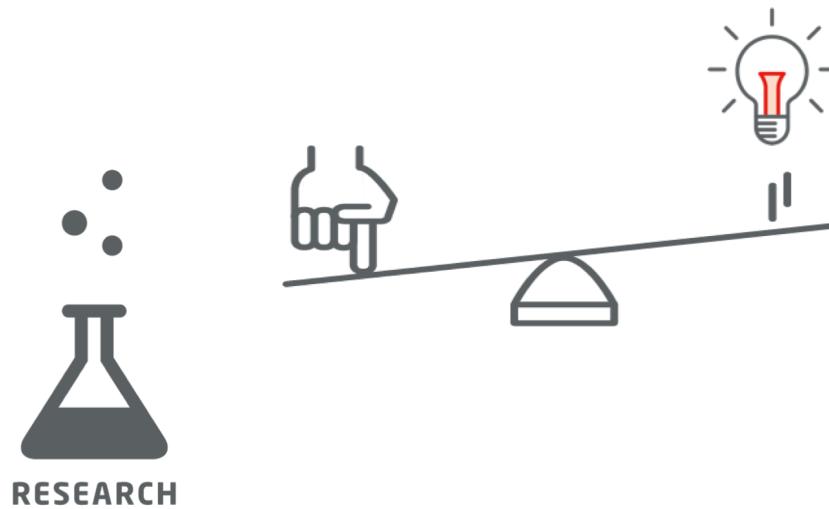
- ▶ Use the known to engage with the new



# STRATEGIC DESIGN THINKING FOR EVERY DAY.



# STRATEGIC DESIGN THINKING FOR EVERY DAY.



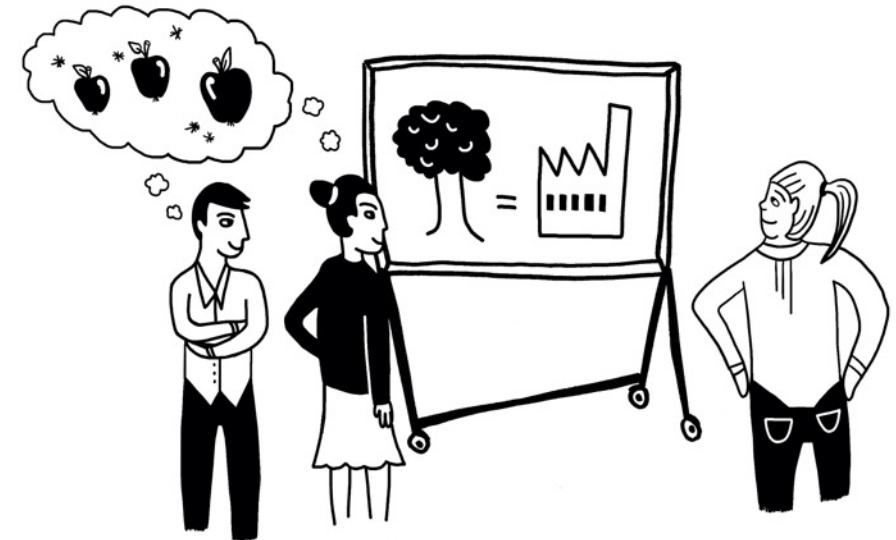
**1. THE PRINCIPLE    2. RESEARCH BEHIND    & 3. REASON WHY    4. EXAMPLES**

# The Principle of ANALOGIZING

STRATEGIC DESIGN THINKING PRINCIPLES

## ANALOGY

- ▶ Use the known to engage with the new



# Social Distancing Measuring = 5 Pizzas



# ANALOGY means:

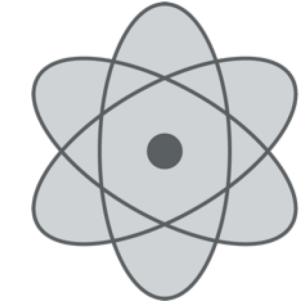
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[ə' næ lədʒi]

Ancient Greek / Latin / late Middle English:

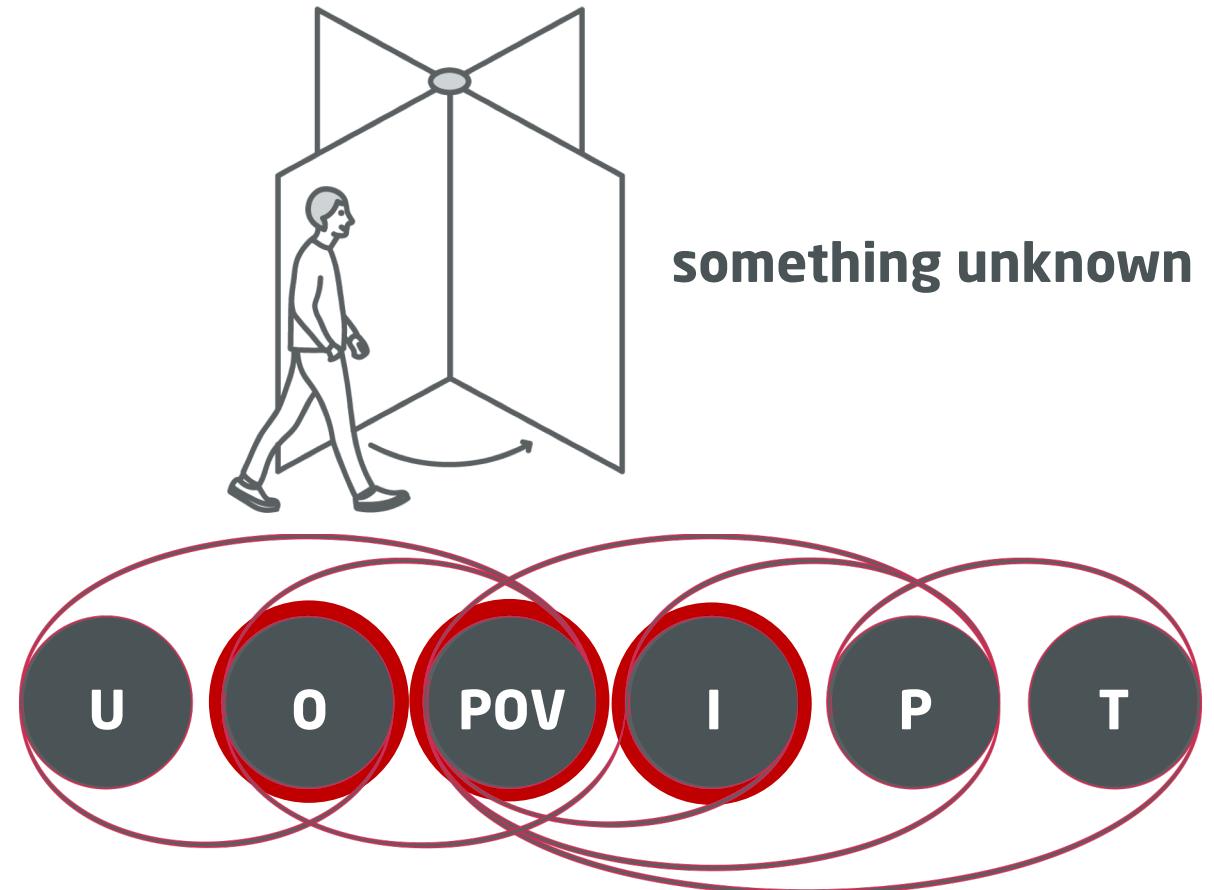
***Analogos / Analogia / Analogy***

(proportion, correspondence)

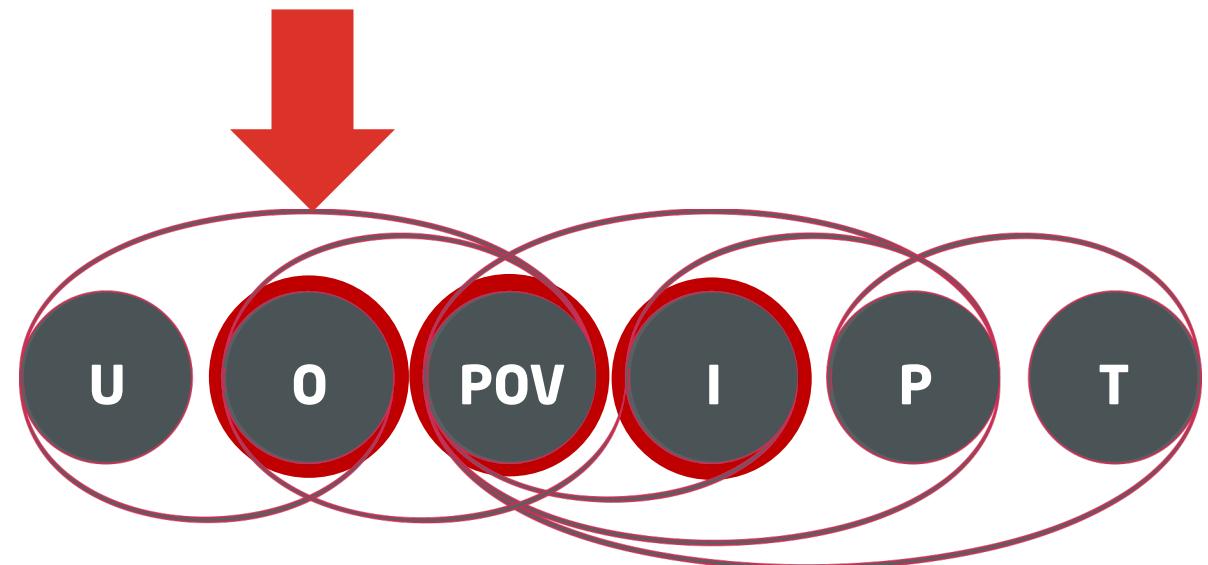


>>> **Analogizing means the comparison of relations or proportions of one (known) thing to similar relations of another (unknown) thing.**

# ANALOGY in the Design Thinking process



# ANALOGY in the Design Thinking process



# Analogous Fields in Observe Phase

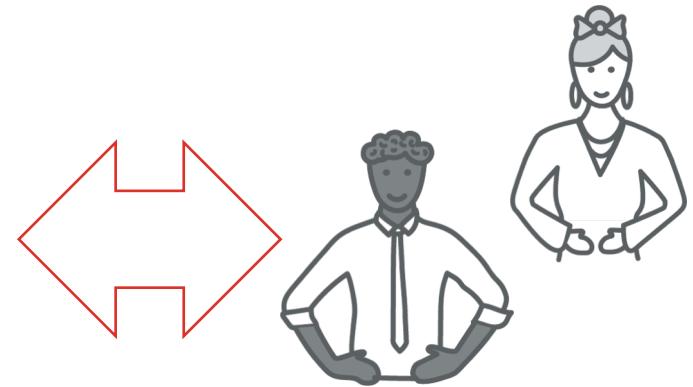
We want to learn more  
about  
**the needs of CEOs in  
decision taking.**

...well, it is going to be  
difficult to access this  
user group...  
**who else faces similar  
tasks and conflicts?**

CEO



SINGLE PARENT

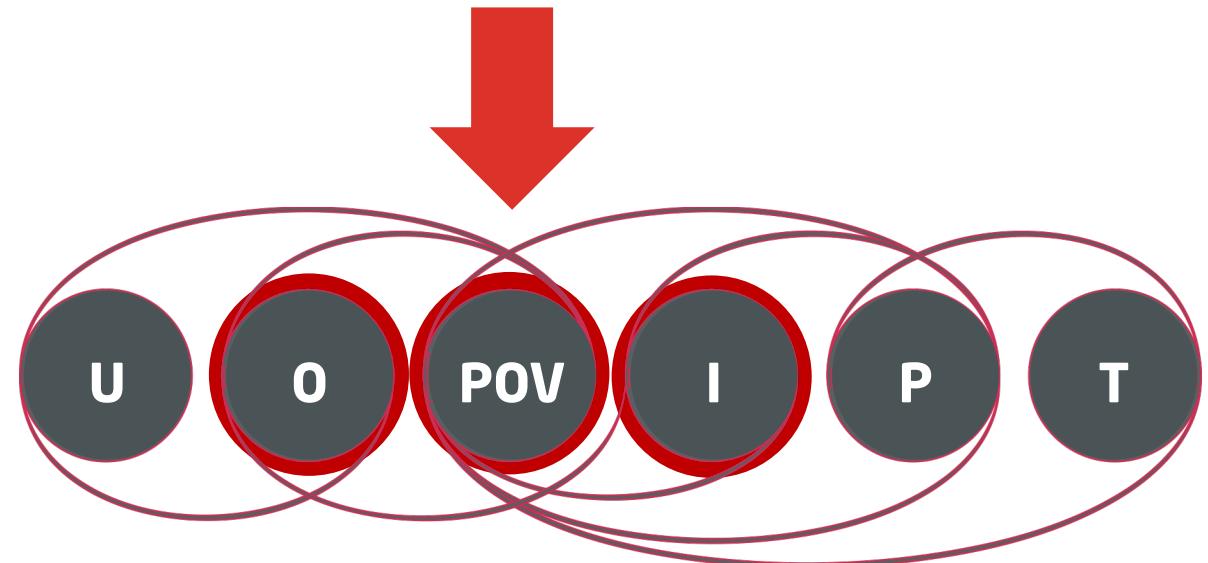


**last link in accountability chain**

**impact of decisions on whole system**

**decision taking under time pressure**

# ANALOGY in the Design Thinking process



# Analogies to give “Grip” to your Synthesis

## 3. DESIGN TASK

„HOW MIGHT WE HELP Klaus to work on his lessons at any moment, in any place and in any space of time?“

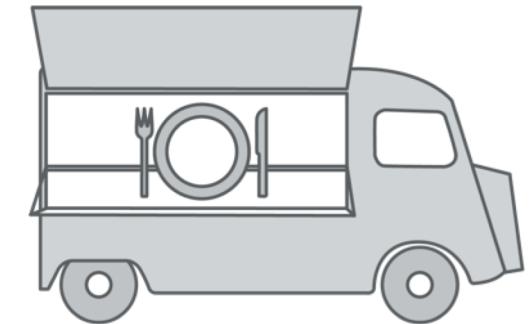
## 1. DISCOVERY

„WE WERE SURPRISED to discover that online courses' big plus is the self-paced learning .“

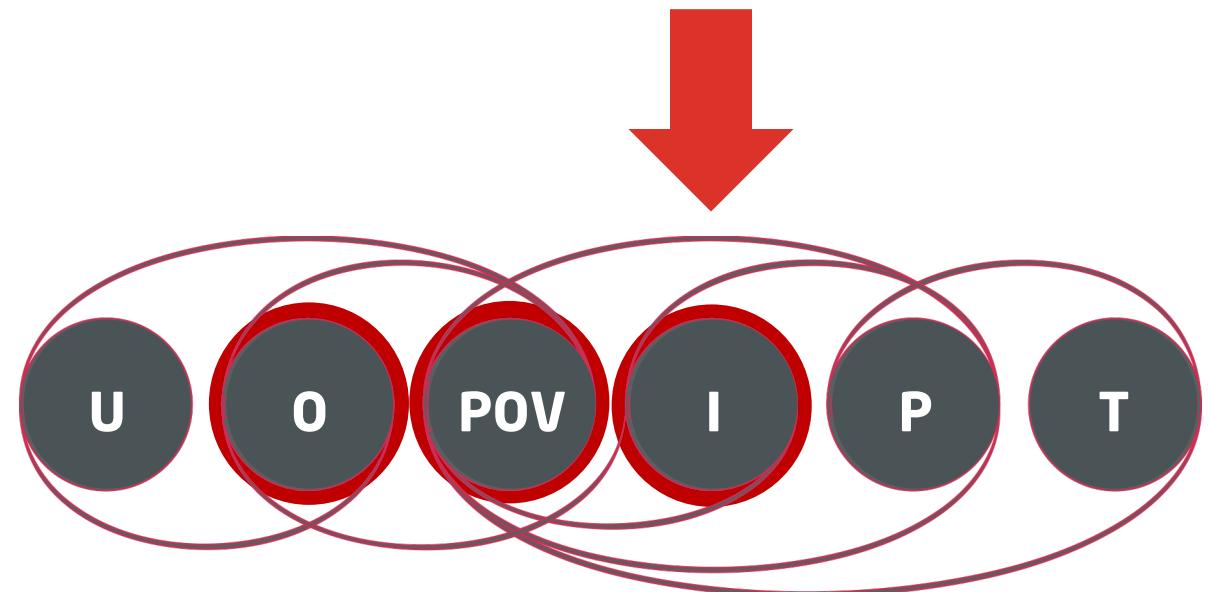
## 2. USER

„WE MET Klaus, 32 y., busy product manager of a global food company

Not a whole menu....but small bites you can take from a mobile food truck.



# ANALOGY in the Design Thinking process



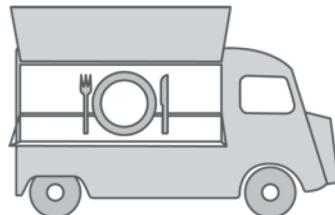
# Analogies as Creative Energizers

## 3. DESIGN TASK

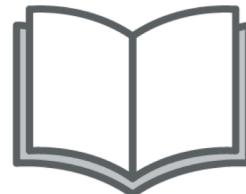
„HOW MIGHT WE HELP Klaus to work on his lessons at any moment, in any place and in any space of time?“

Which comparisons have similar relations between their features / attributes, that you can transfer to your task?

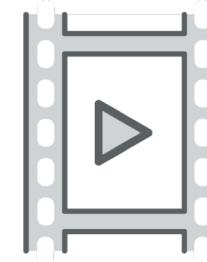
**food truck**



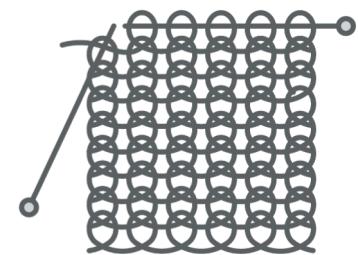
**pocket book**



**tv series**



**knitting piece**



<div>Icons erstellt von <a href="https://www.flaticon.com/de/autoren/freepik" title="Freepik">Freepik</a> from <a href="https://www.flaticon.com/de/" title="Flaticon">www.flaticon.com</a></div>

# Creative Technique Extreme Performers

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Who is doing well in what you want to achieve?

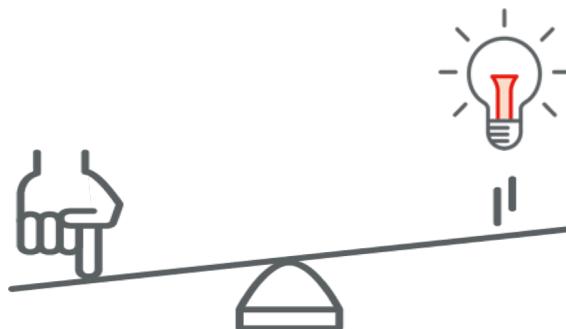
**NEED:** RAPID TEAM COMMUNICATION



**NEED:** BELONGING TO A GROUP



# Why using ANALOGY as strategic principle for innovation?



- ▶ It helps to create **disruptive solutions for ill-structured problems.**
- ▶ Analogies are **agents of integration** for innovation in existing systems.

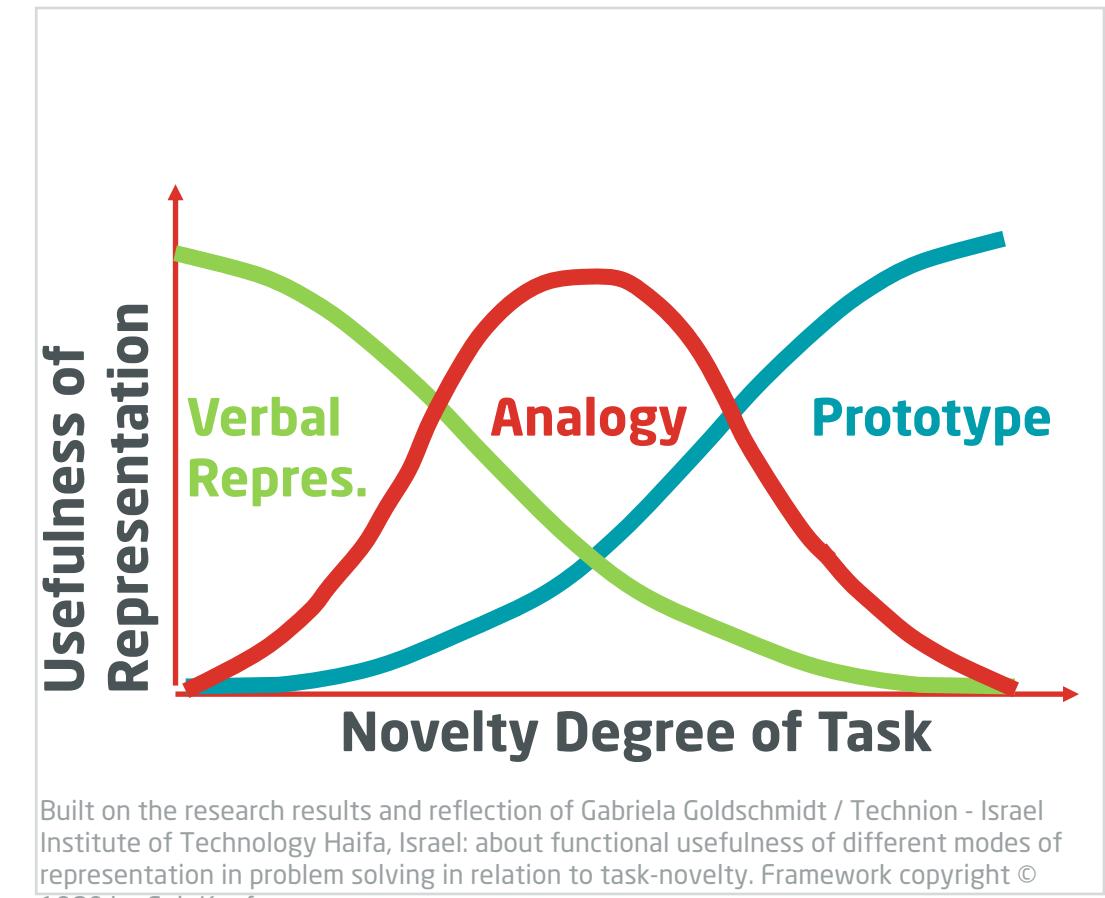
# Disruptive Solution Finding



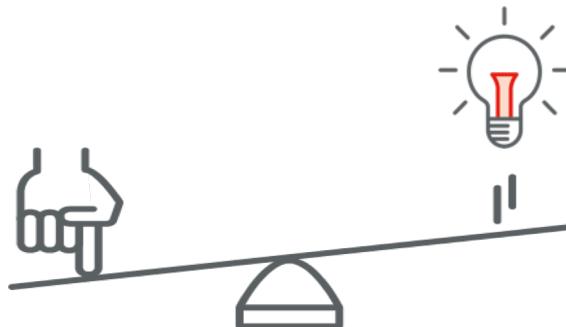
RESEARCH

*"Analogical reasoning is most valuable for ill-structured problem solving"*

...because it triggers the cognitive process of mental visual imagery.



# Why using ANALOGY as strategic principle for innovation?



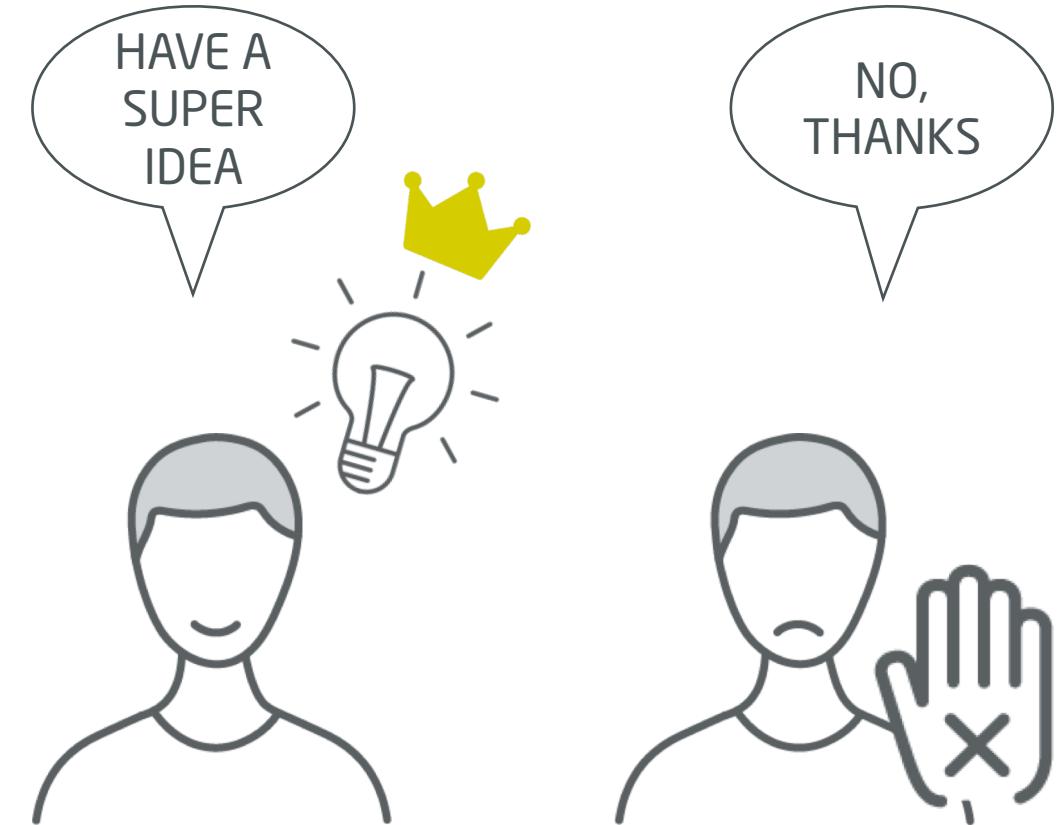
- ▶ It helps to create **disruptive solutions for ill-structured problems.**
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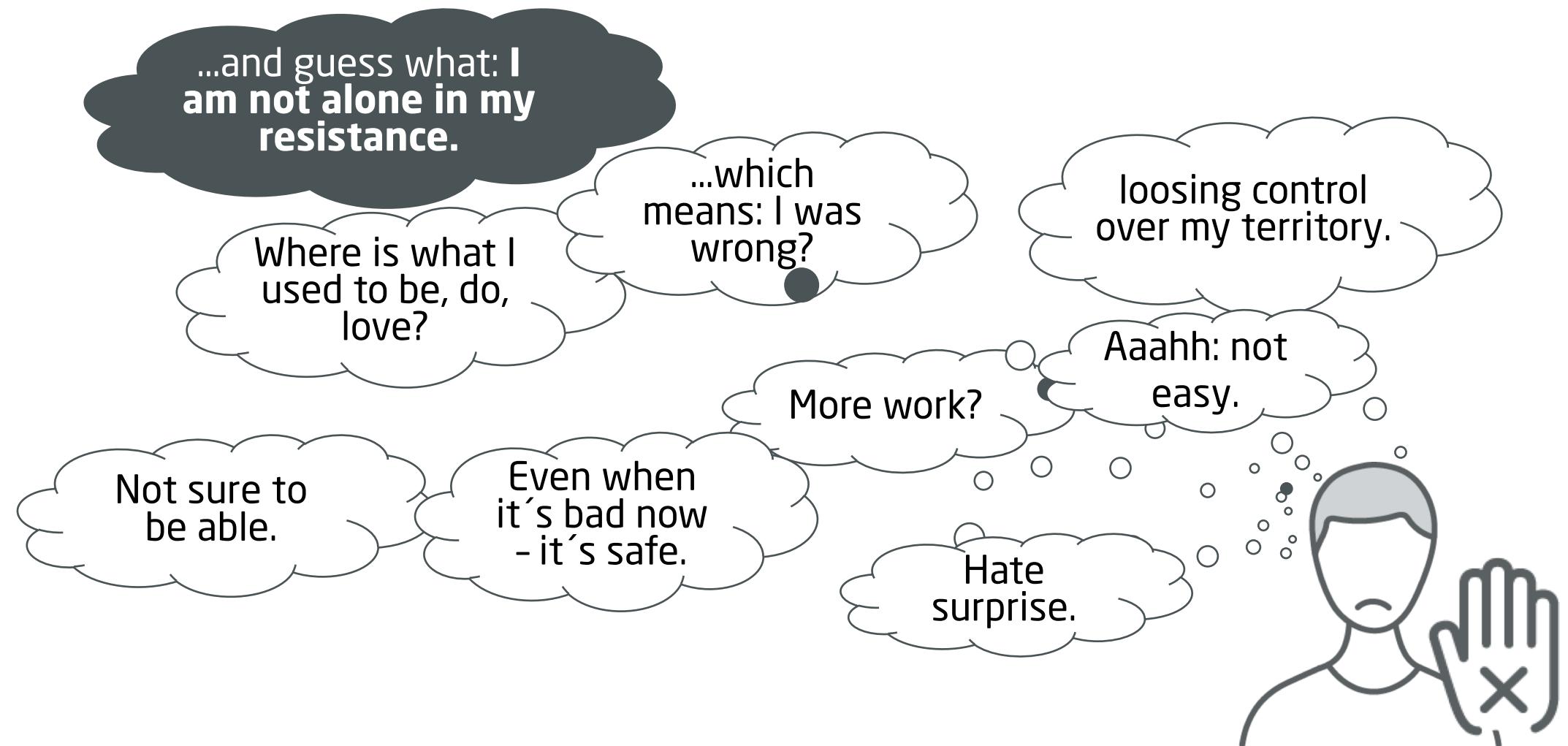
# Agents of Integration

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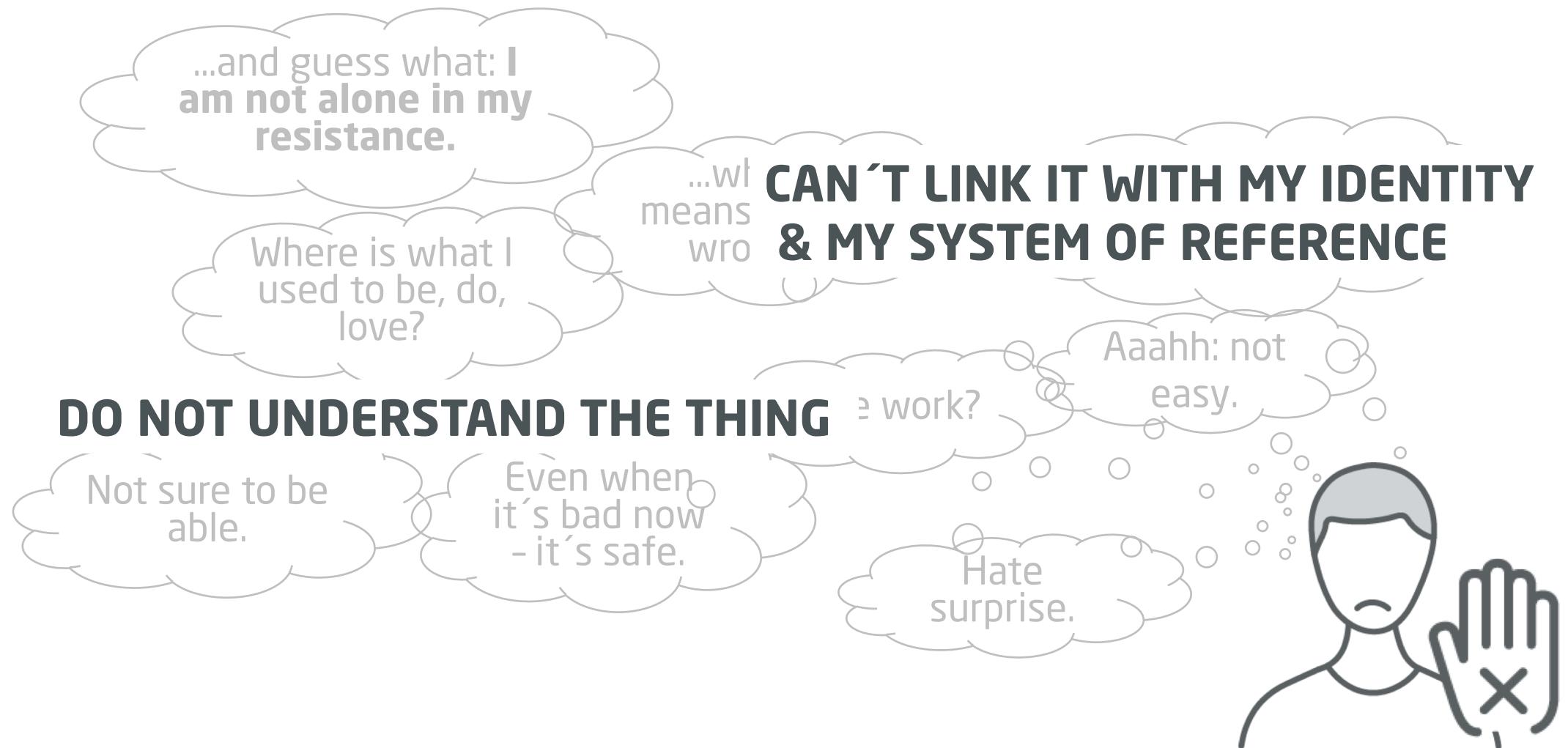
**How do people react to innovation?**

**Very often with RESISTANCE.**



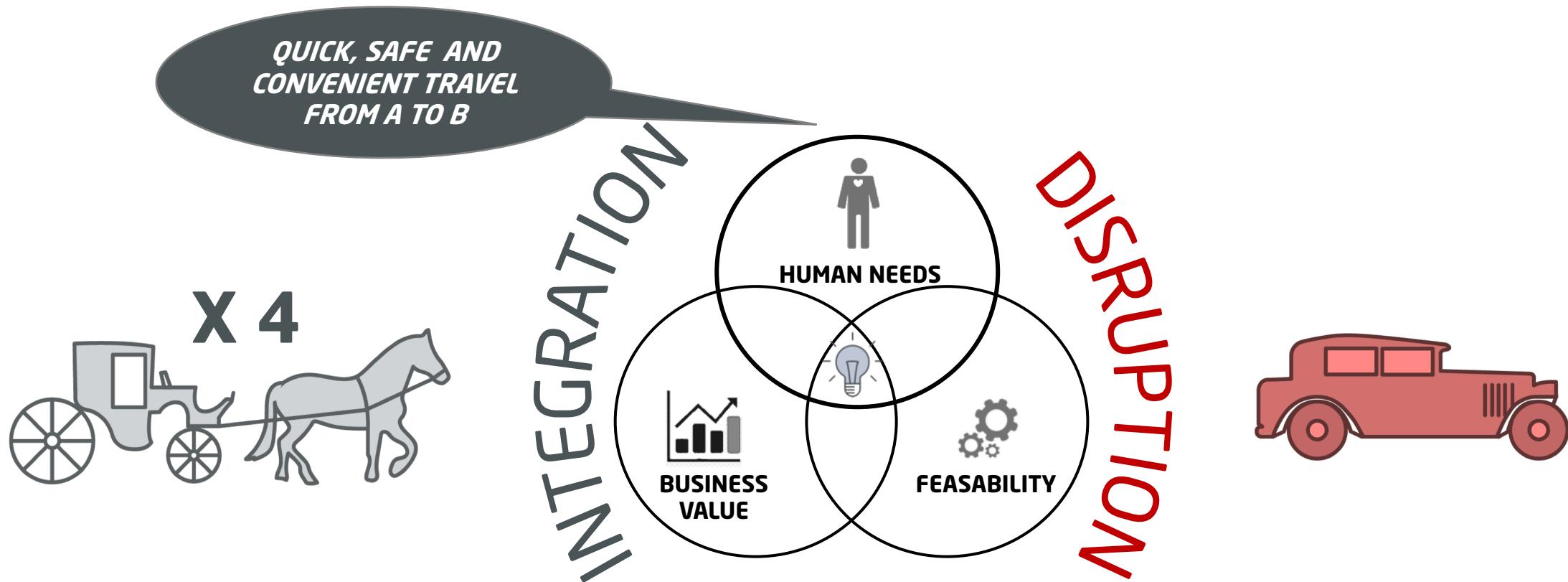


Ten Reasons People Resist Change; Rosabeth Moss Kanter; HBR SEPTEMBER 25, 2012

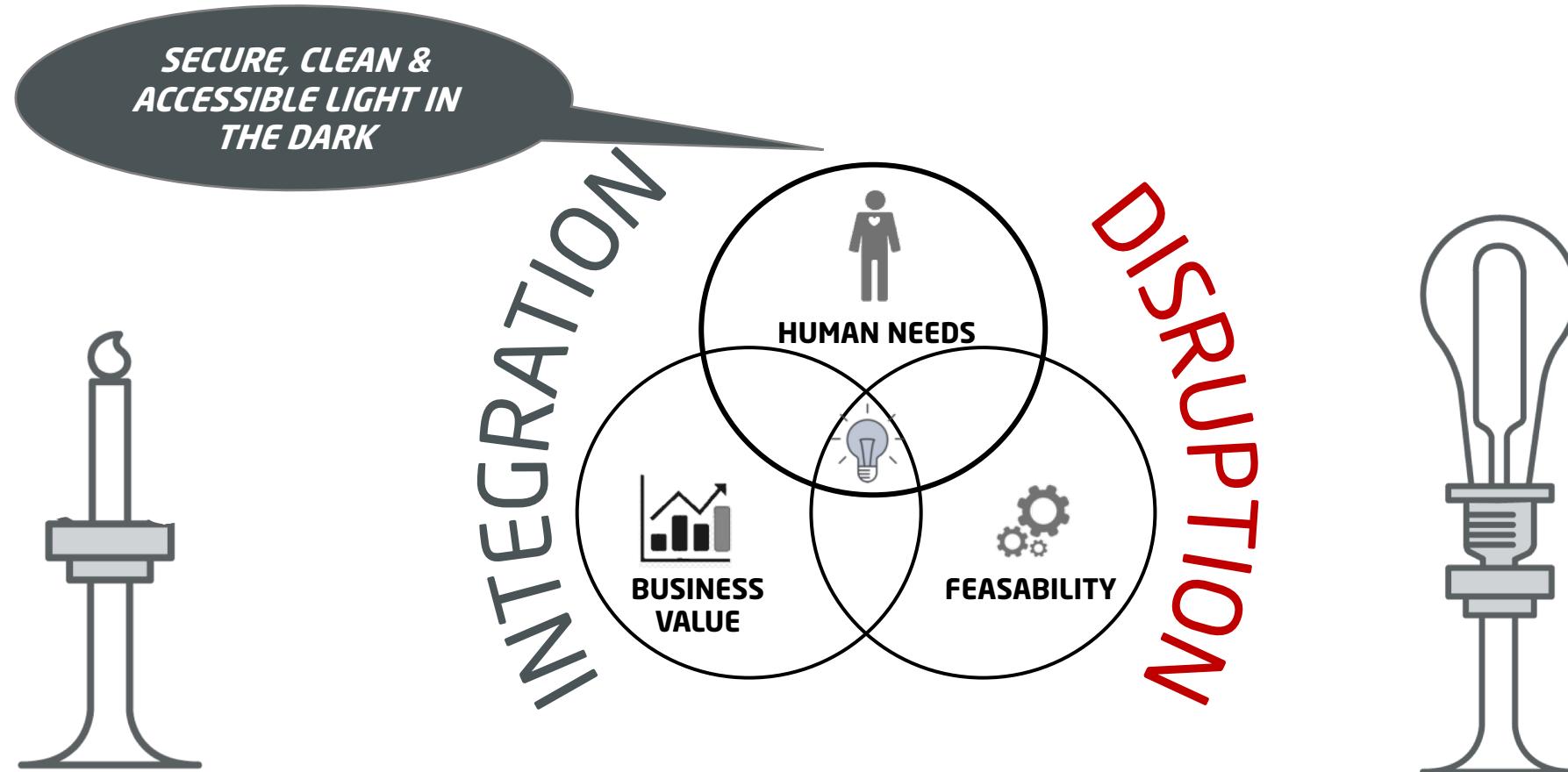


Ten Reasons People Resist Change; Rosabeth Moss Kanter; HBR SEPTEMBER 25, 2012

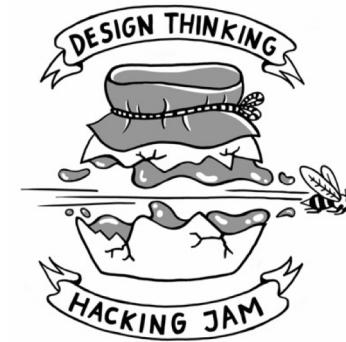
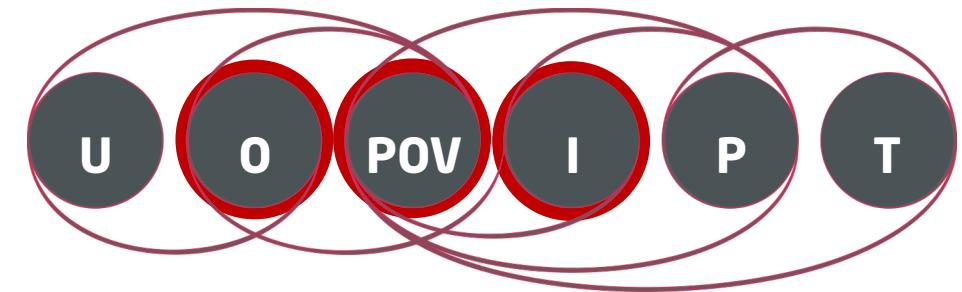
# Sustainable Innovation = Disruption + Integration



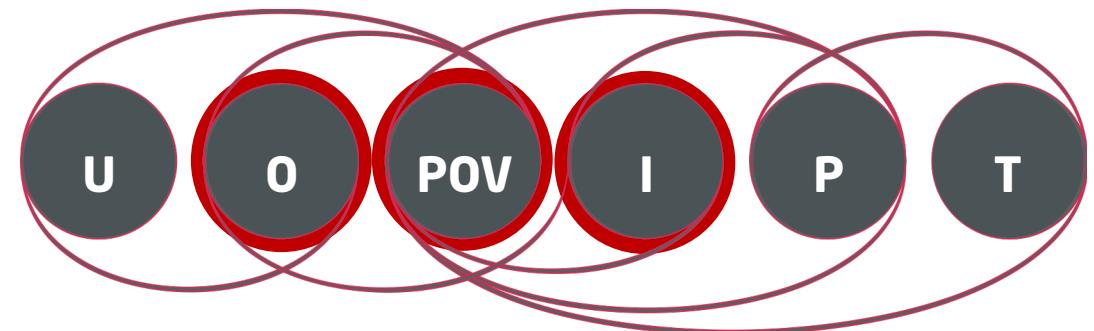
# Sustainable Innovation = Disruption + Integration



# ANALOGY: in the Process and as „Hack“



# ANALOGY in the Design Thinking Process



# The Adventure Series: Submarines, Happy Campers, Cable Cars...

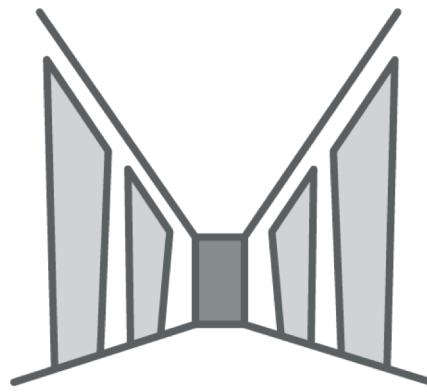
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GE Healthcare | © Traditional Copyright

# Transforming little patients full of fear...

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**SCARY ENVIRONMENT**



**SCARY HUGE ENGINES**

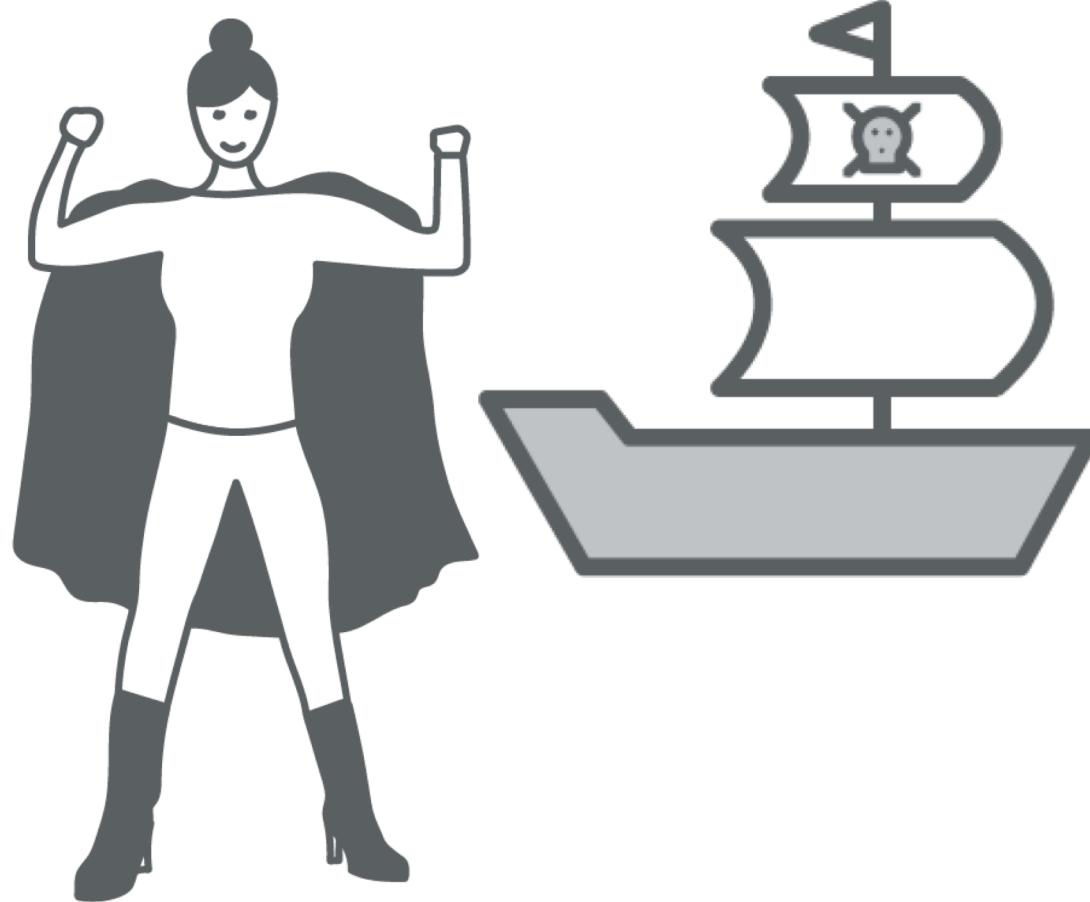
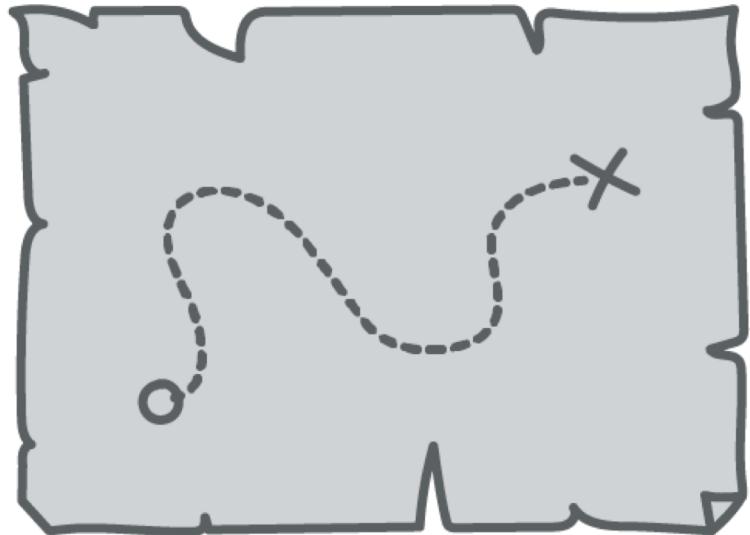


**GIANT STRANGERS**



# ...into Heroines & Heroes of their Adventures

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# ...into Heroines & Heroes of their Adventures

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# ANALOGY - Hack: Explain the Design Thinking Process



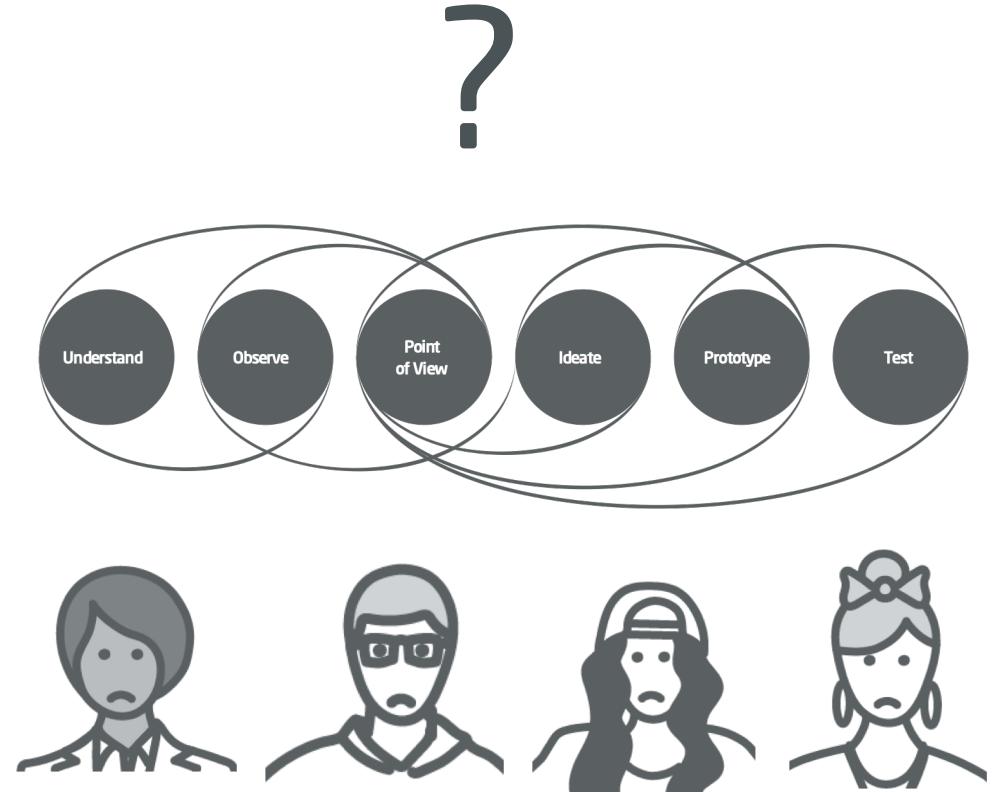


Mike, HR Director  
financial services company

**„The Design Thinking Process is so different - it's hard to understand for the teams.“**

**PROBLEM:**

Going back into his company after the first on-campus workshops in the Professional Track, Mike immediately wanted to move on with his project work and his colleagues - which did not really understand what he was talking about.



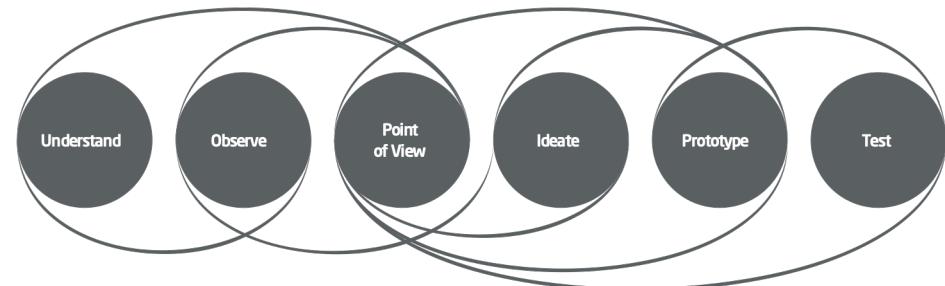


**Mike, HR Director**  
financial services company

**“Explain the essence of each phase with an analogy.”**

**SOLUTION:**

To kick-off understanding, Mike found a different analogy for each of the phases. The effect: he could explain the process in his very own way and his team would be inspired for direct start of project work. The pictures became the symbols for Design Thinking.

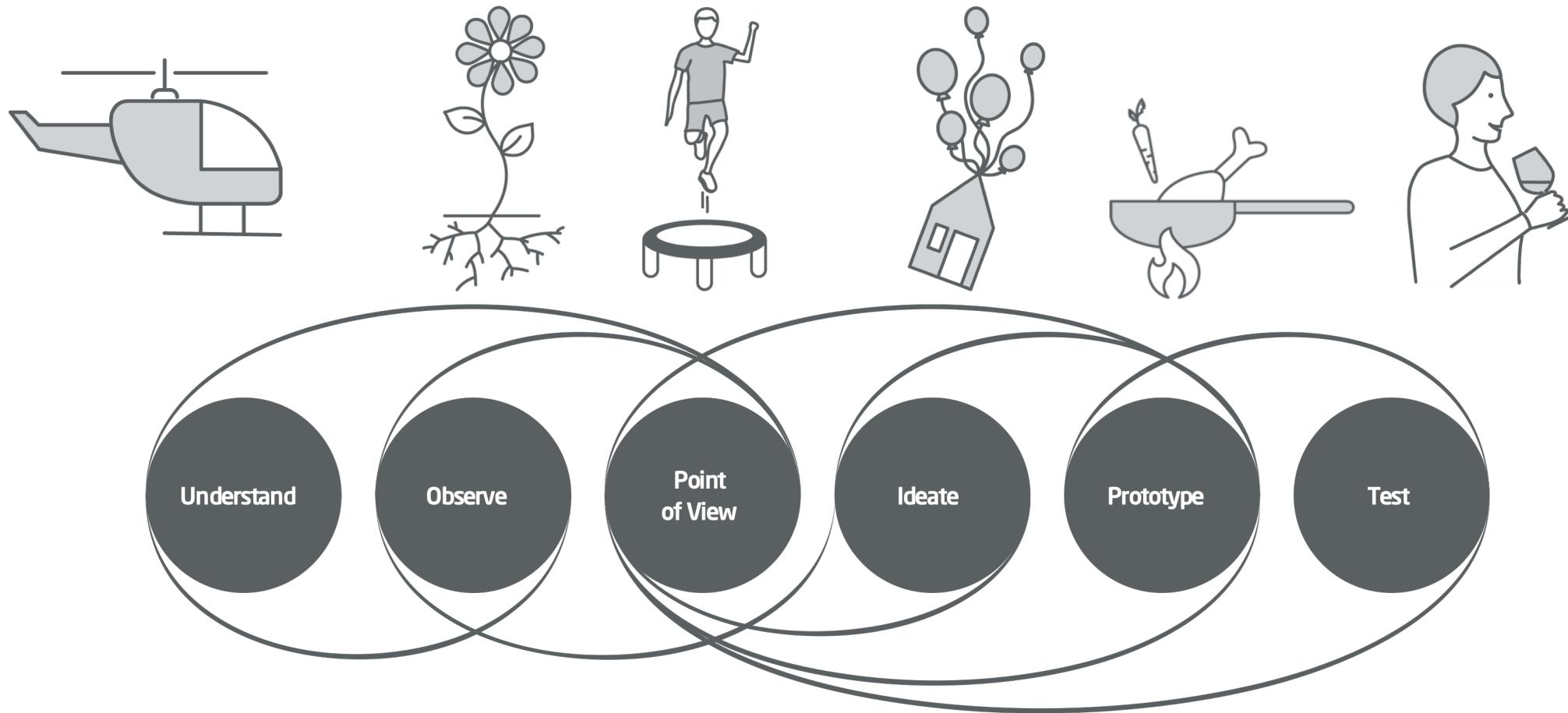


STRATEGIC DESIGN THINKING PRINCIPLES

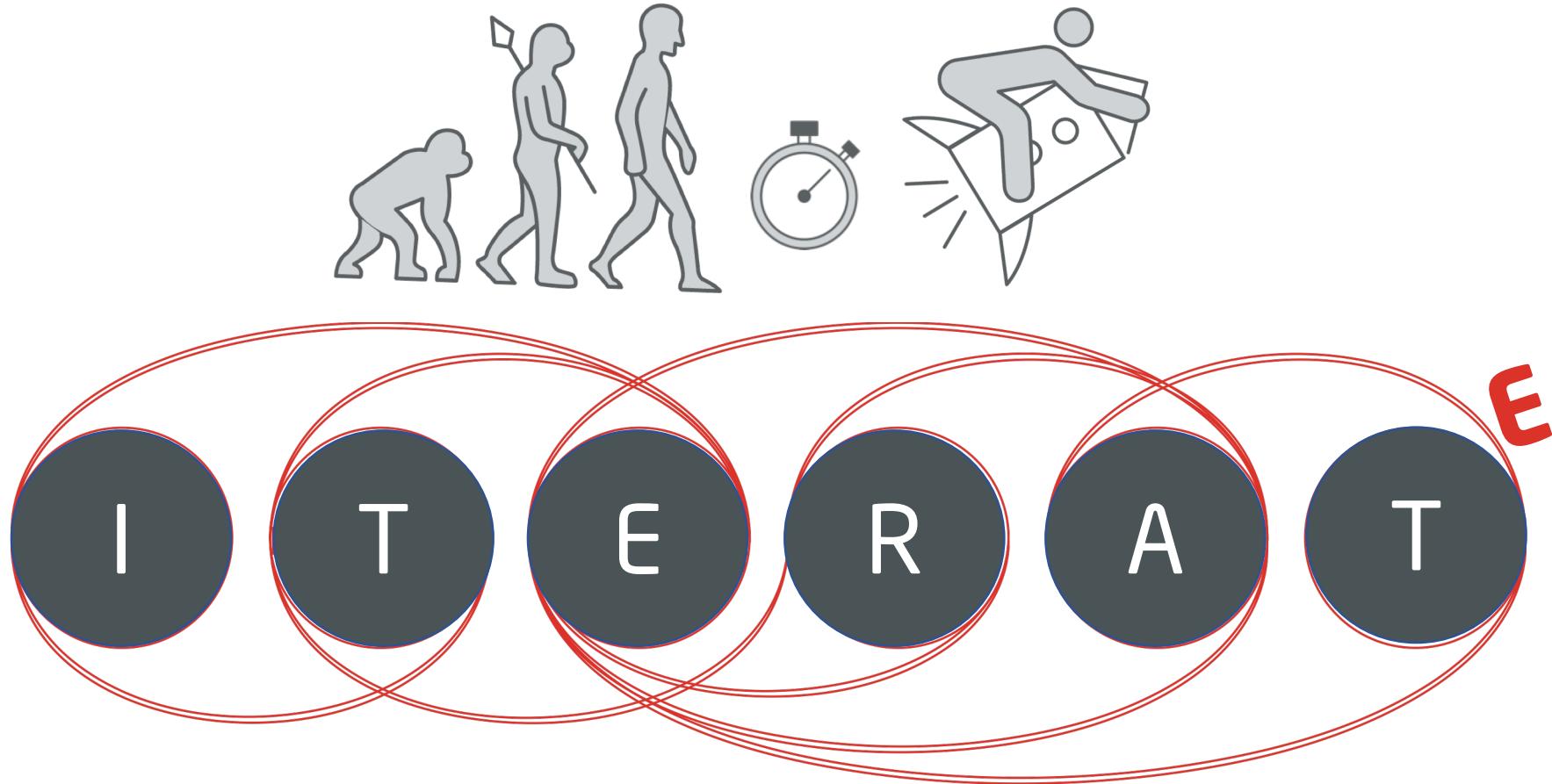
## ANALOGY

► Use the known to engage with the new

# ANALOGIZE the Design Thinking Process



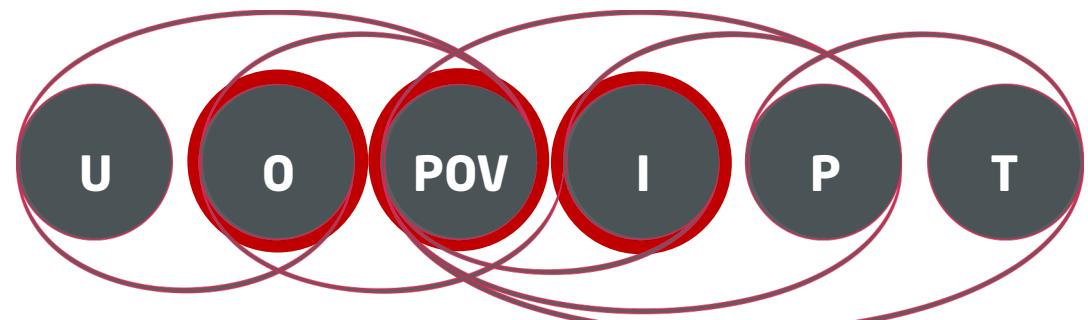
# ITERATE: Like Speeding-Up Evolution



# 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 is connected to understanding (or not understanding) new things. How could ANALOGIZING help yourself or others engage with the new?**



# Do ANALOGIZE...



...and your Intelligence has  
Fun\*.

\*) and as Mr. Einstein told us: Creativity = Intelligence + Fun.

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HPI Academy • Education for Professionals

Hasso-Plattner-Institut Academy  
August-Bebel-Str. 88  
14482 Potsdam  
Germany

Phone: +49-331-5509-565  
Fax: +49-331-5509-128  
Email: info@hpi-academy.de

[www.hpi-academy.de](http://www.hpi-academy.de)