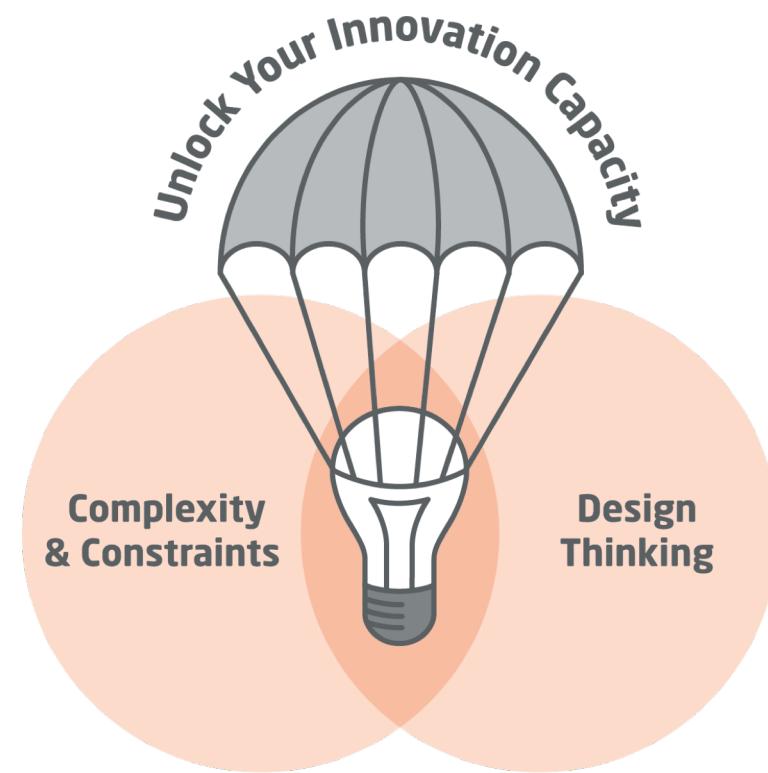
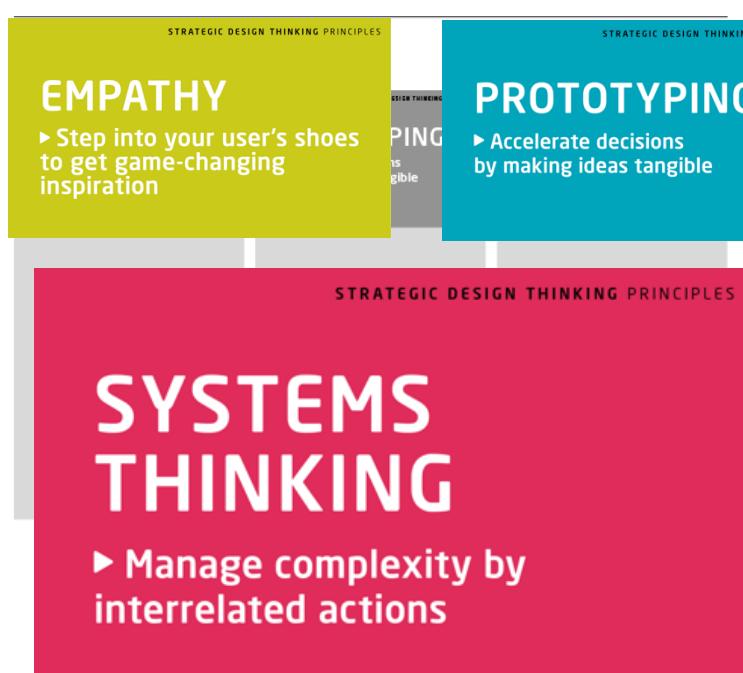


STRATEGIC DESIGN THINKING FOR EVERY DAY.



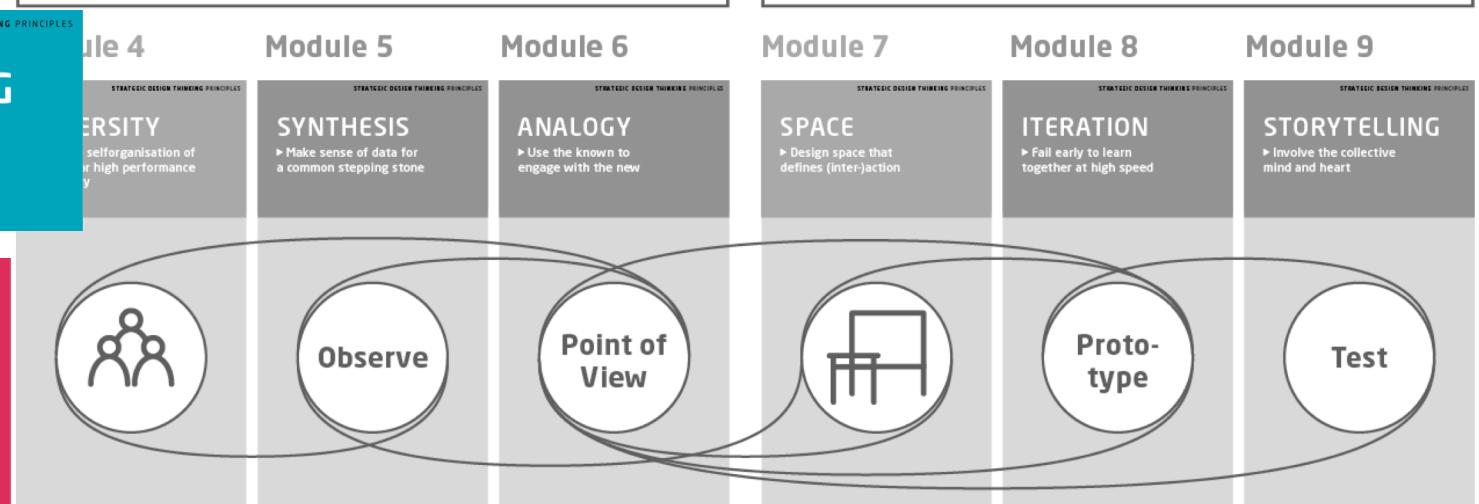
Your Course Journey

Block 1: Human Needs as Innovation Source



Multiperspectivity as Innovation Amplifier

Experiments as Innovation Motor

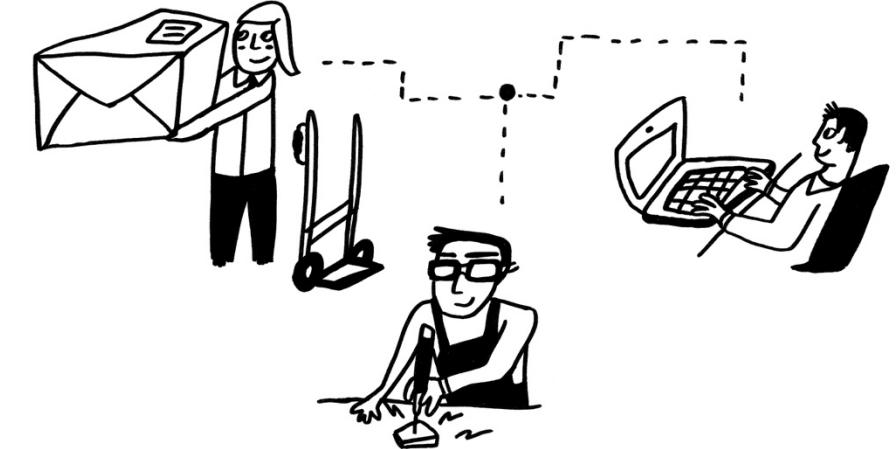


Modul 3:

STRATEGIC DESIGN THINKING PRINCIPLES

SYSTEMS THINKING

- ▶ Manage complexity by interrelated actions



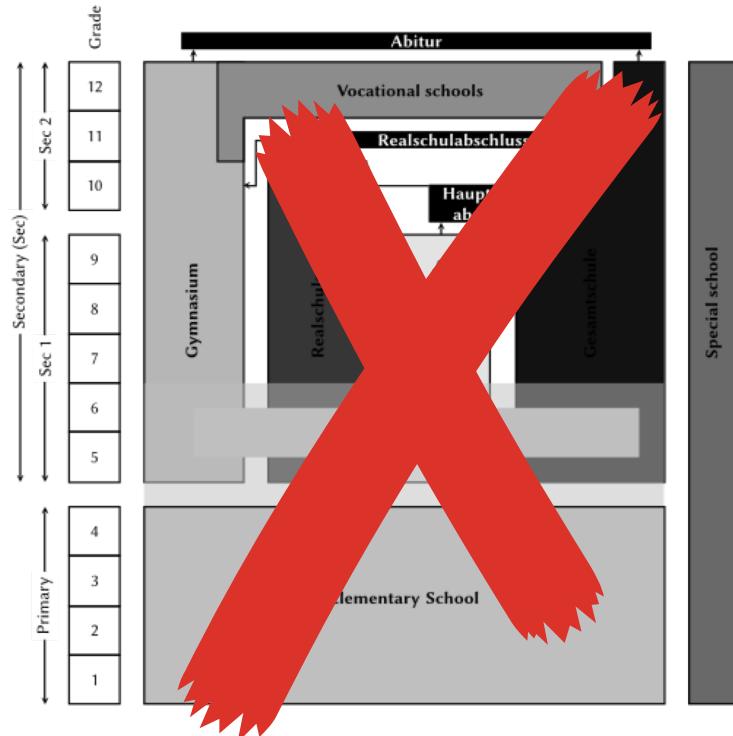
SYSTEMS THINKING helps against failure



SYSTEMS THINKING?

SYSTEMS

formal system

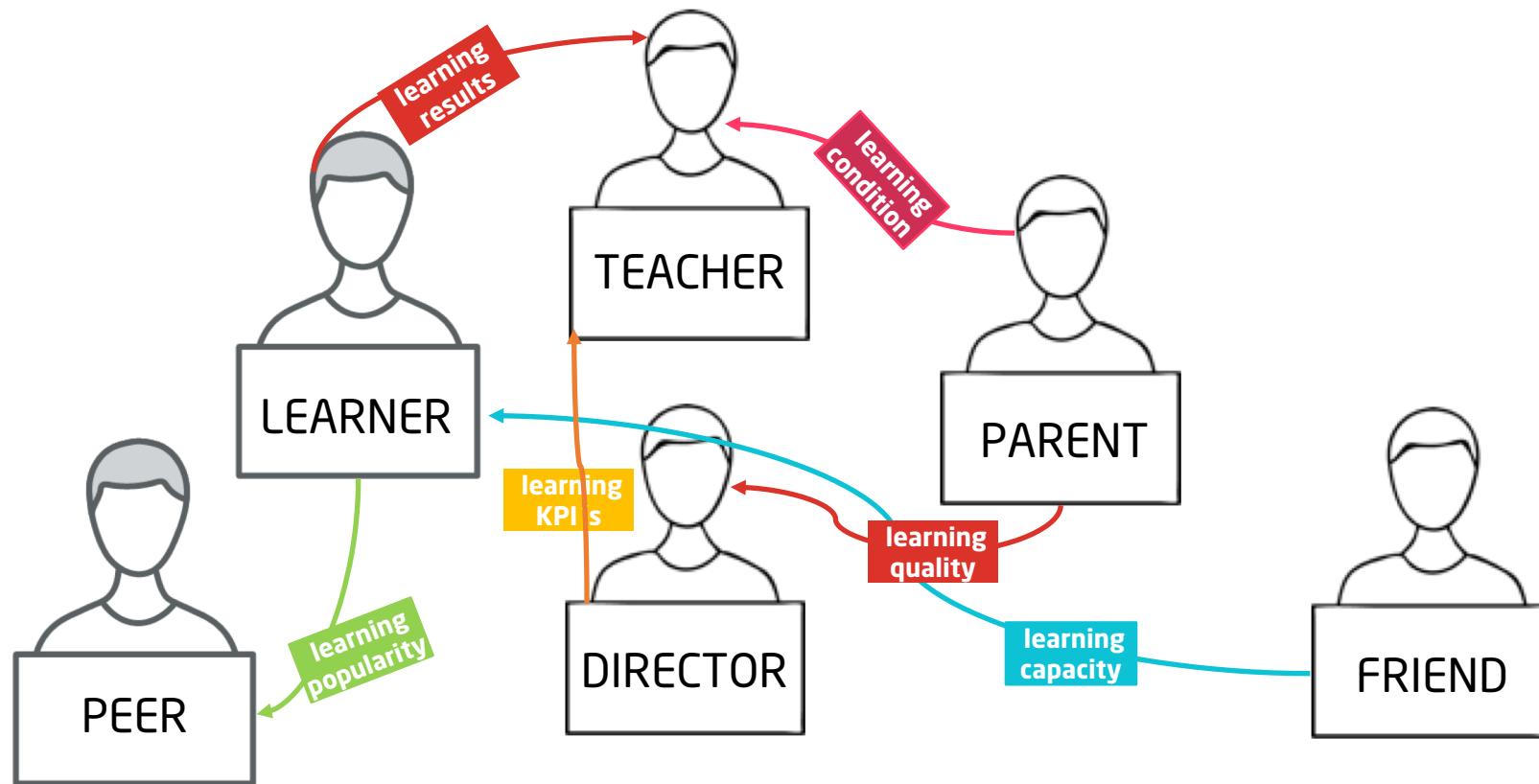


IT system

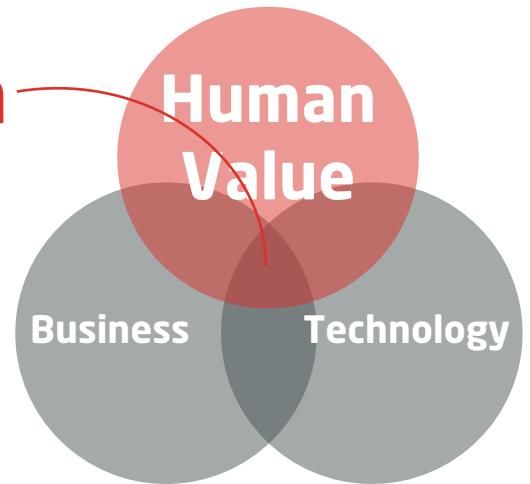


SYSTEMS

Social System



Innovation



Systems Thinking

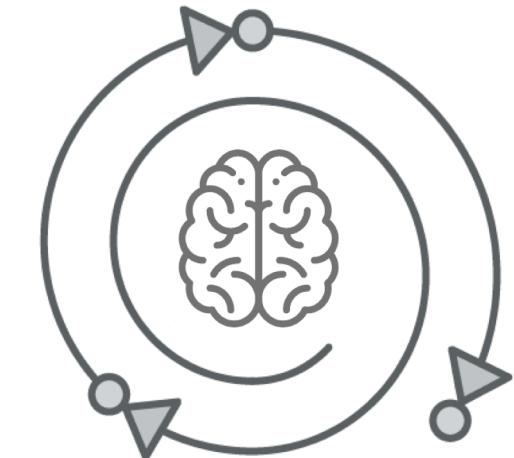
[sɪ·stm] [thing·kuhng]

Greek:

sustēma (whole of organized elements)

Proto-Germanic:

þankijana (to think, suppose, perceive)



>>> **System Thinking is to perceive the organization of elements that form a whole**

***“SYSTEMS THINKING
is to be able to see the
consequences of my own
action.”***

Peter Senge, systems scientist and author

WHY IS Systems Thinking important for innovation?

- ▶ User Experience
- ▶ System Integration

Systems Thinking Focuses User Experiences

Human Centered Innovation

=

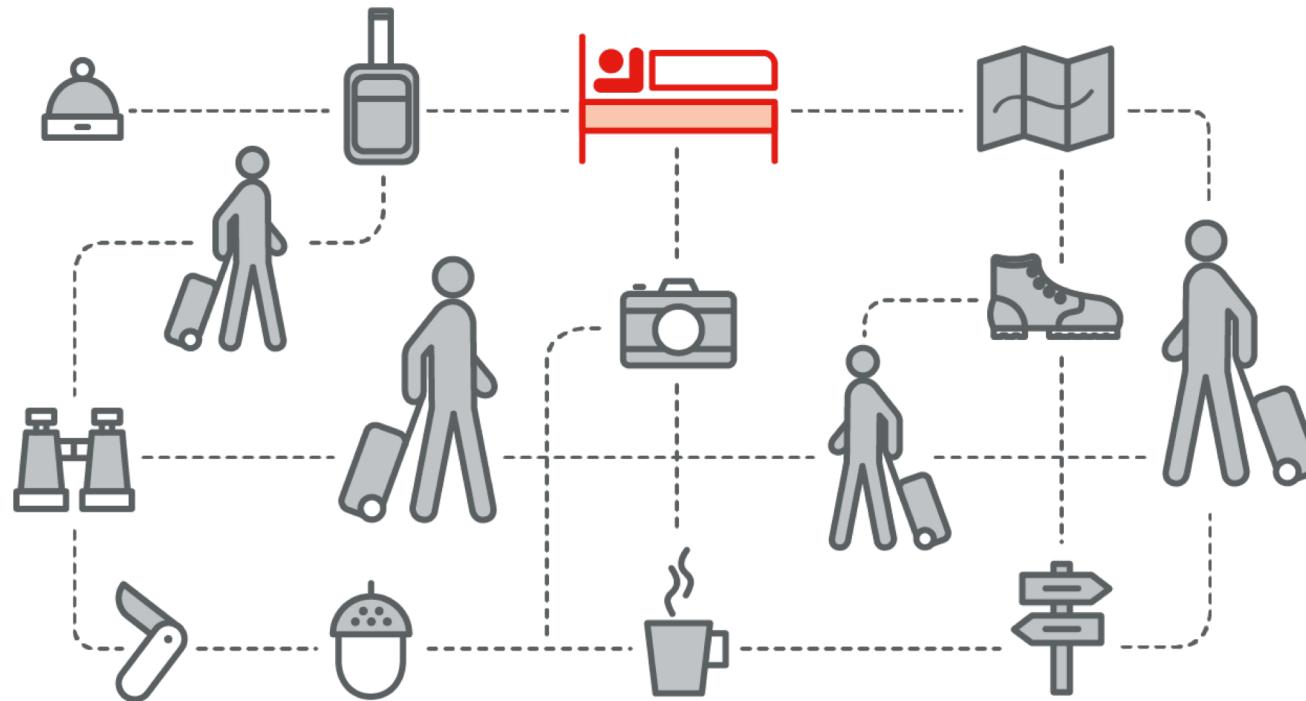
User Experiences

≠

Isolated Product- / Market Categories

Systems Thinking Focuses User Experiences

User Experience Travelling



Market Category Hotels



Systems Thinking Supports System Integration

Successful Innovation

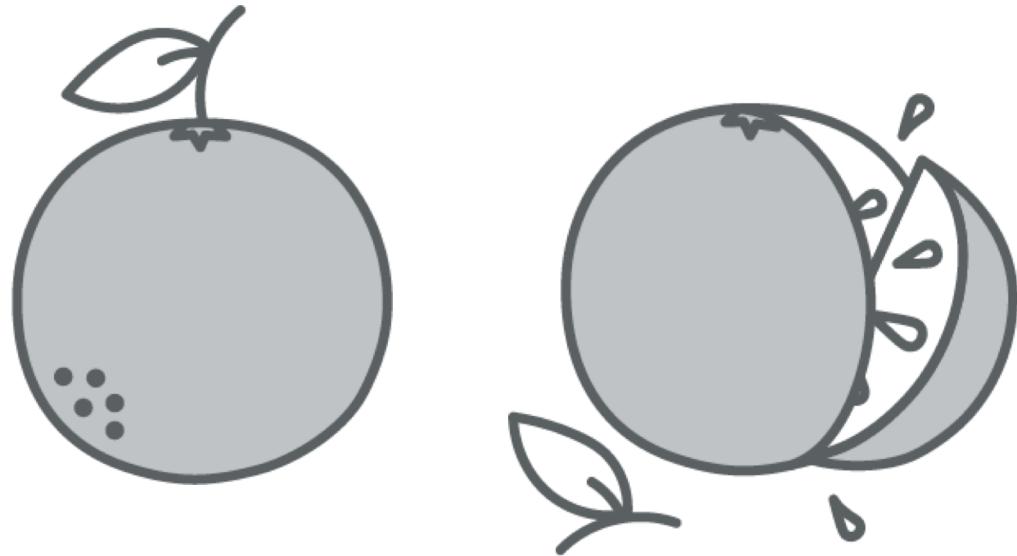
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System Disruption

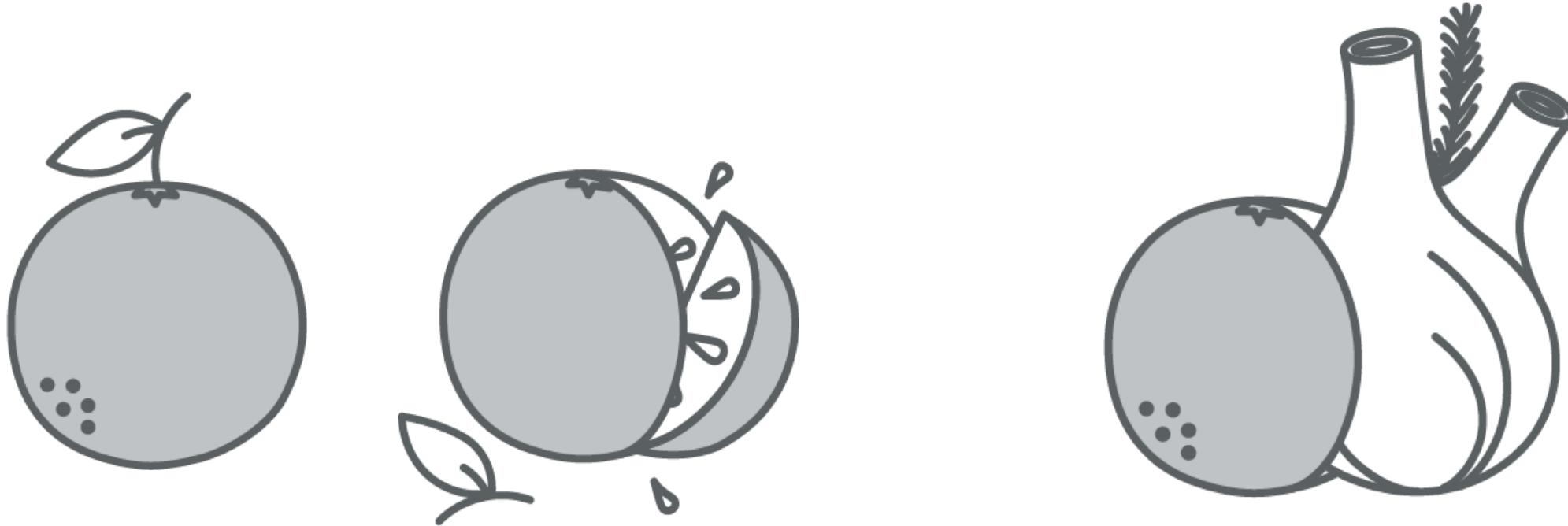
+

System Integration

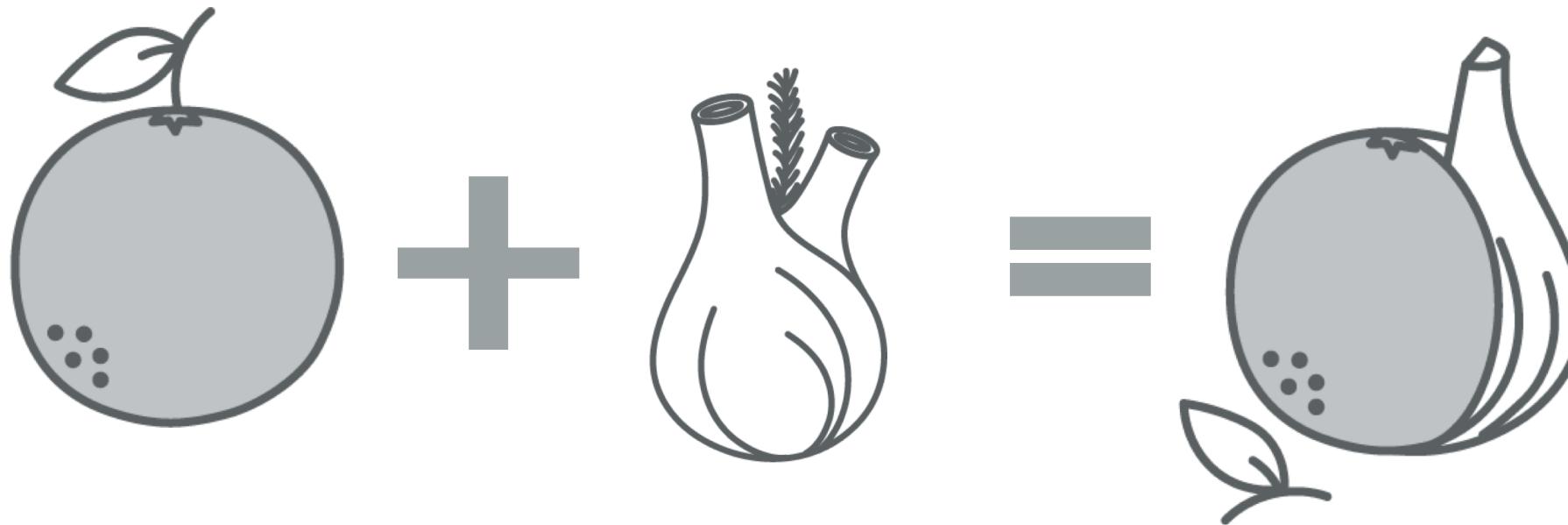
System Disruption



System Disruption



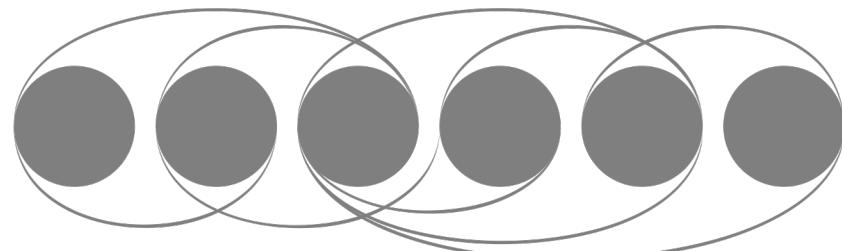
System Integration



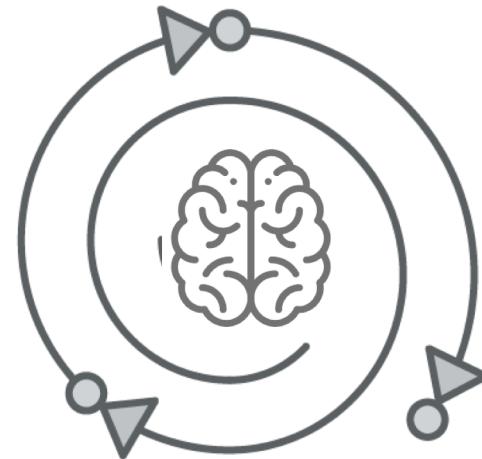
Research: Design Thinking & Systems Thinking



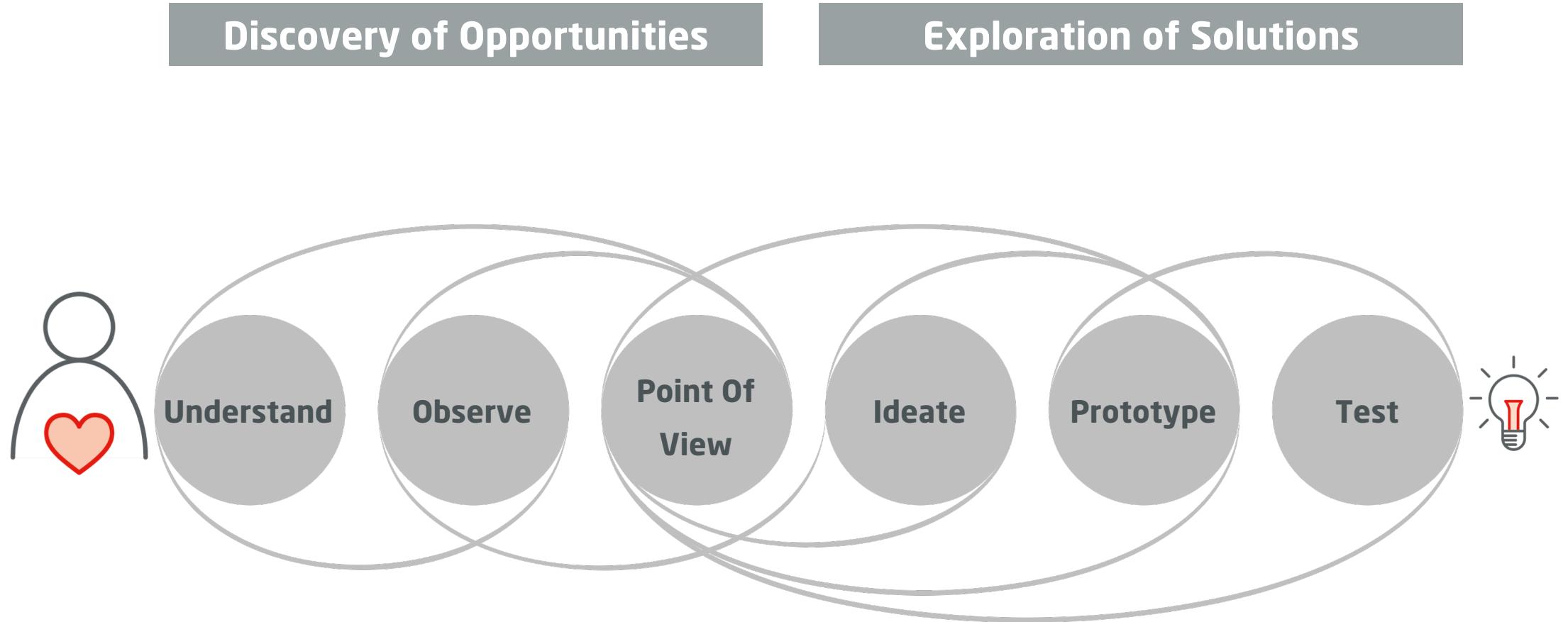
Thomas Both
Director Designing for Social Systems
Program Stanford



&

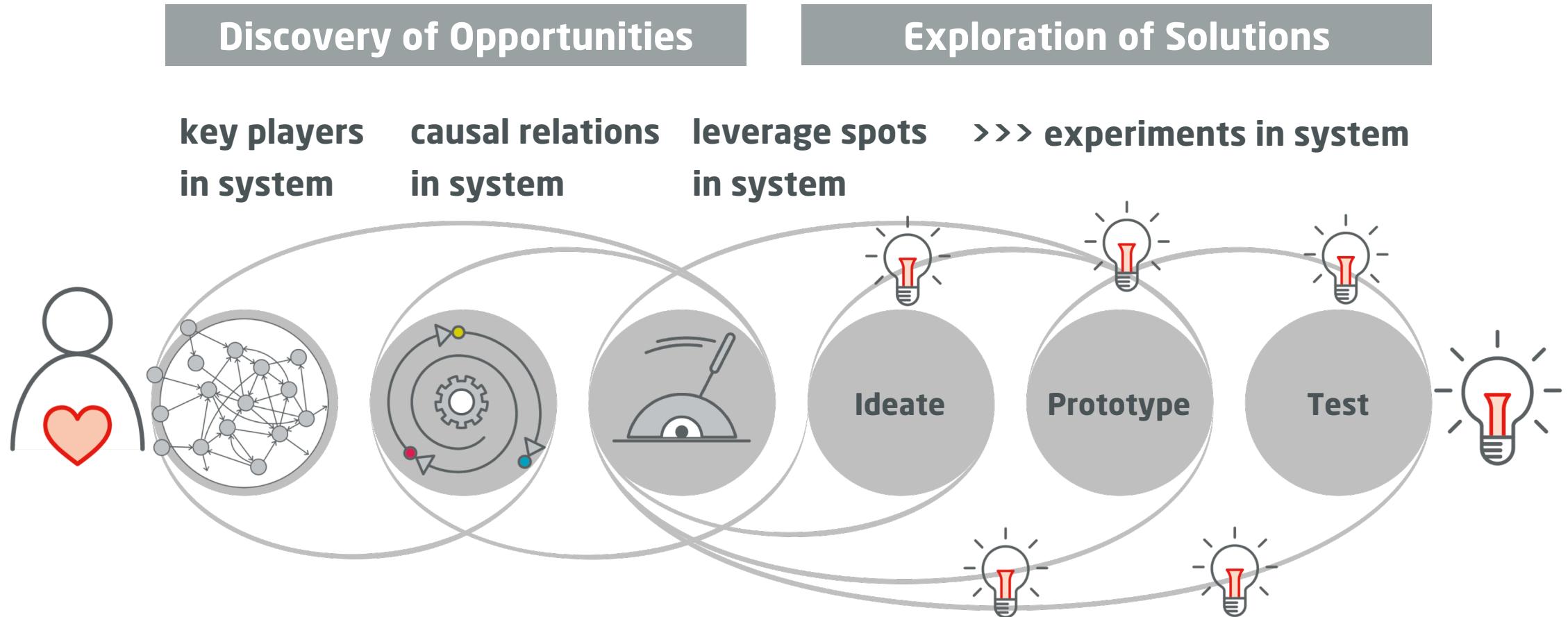


Research: Design Thinking & Systems Thinking



Build on the research of Thomas Both / Human Centered, System Minded Design - Stanford Social Innovation Review 2018

Research: Design Thinking & Systems Thinking



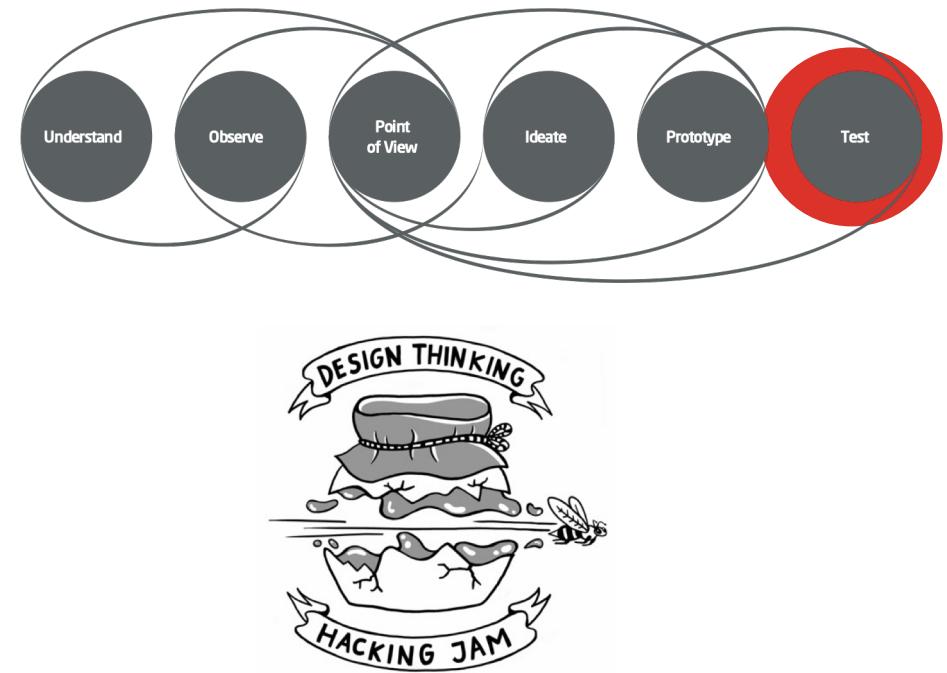
Build on the research of Thomas Both / Human Centered, System Minded Design - Stanford Social Innovation Review 2018

SYSTEMS THINKING: in the process and as „Hack“

STRATEGIC DESIGN THINKING PRINCIPLES

SYSTEMS THINKING

- Manage complexity by interrelated actions

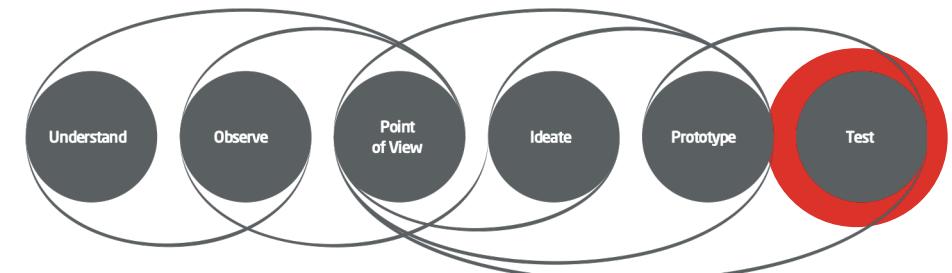


SYSTEMS THINKING in the Design Thinking Process

STRATEGIC DESIGN THINKING PRINCIPLES

SYSTEMS THINKING

- Manage complexity by interrelated actions



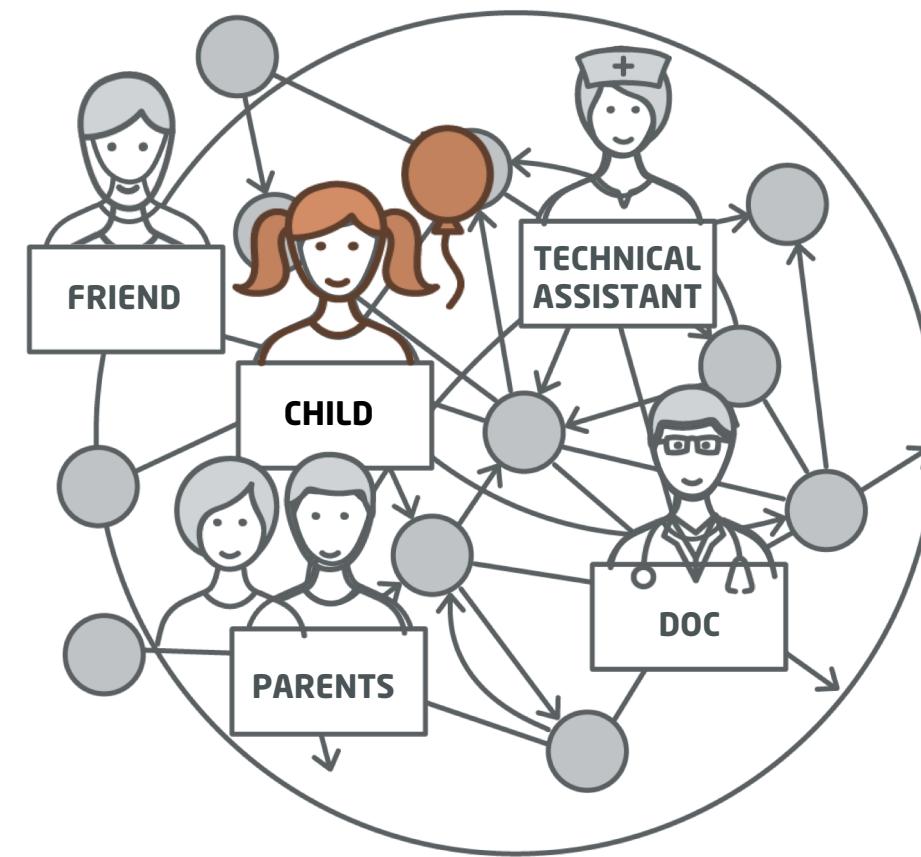


Doug Dietz

Principal Design Thinker at GE Healthcare



KEY PLAYERS IN SYSTEM: WHO INFLUENCES EXPERIENCE?



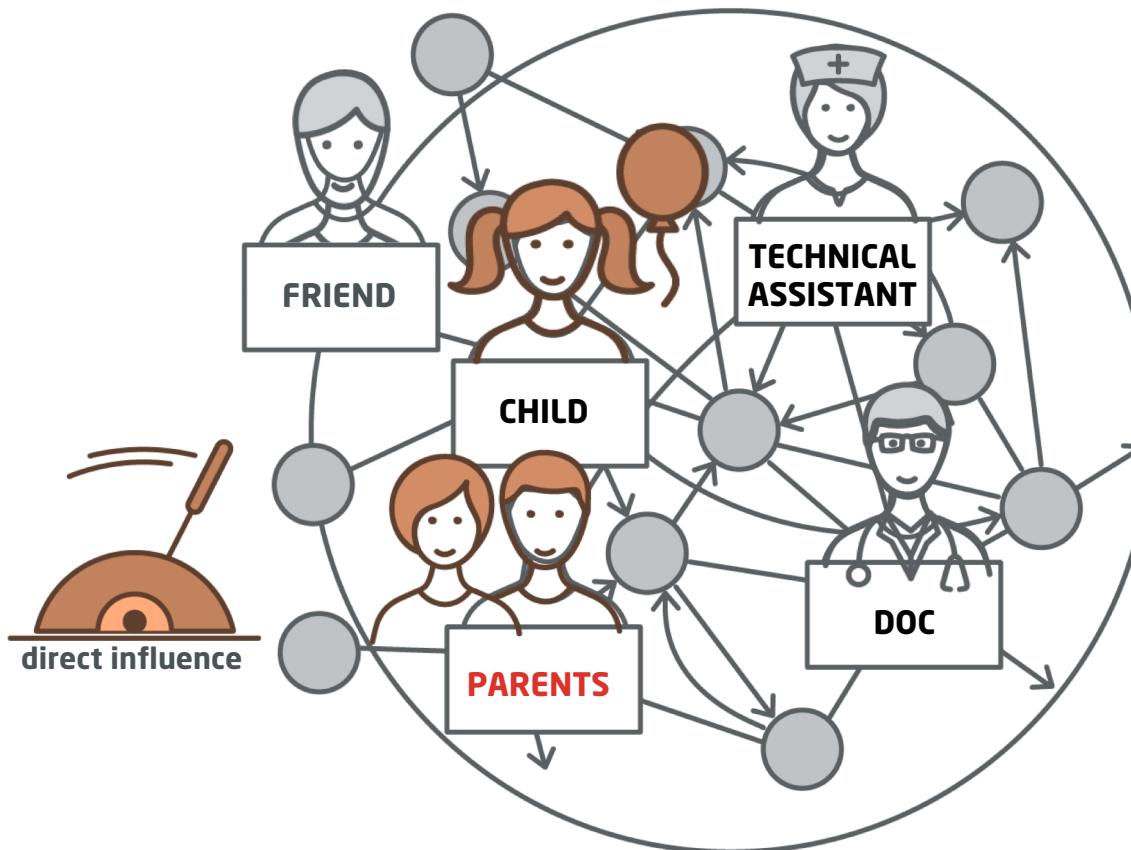
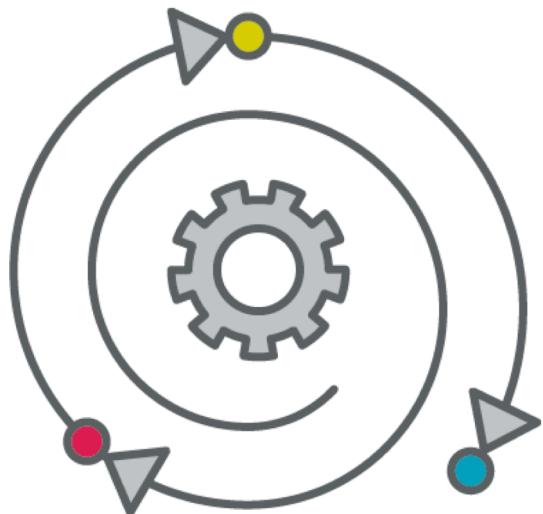


Doug Dietz

Principal Design Thinker
at GE Healthcare

KEY PLAYERS IN SYSTEM: WHO INFLUENCES EXPERIENCE?

CAUSAL RELATIONS IN SYSTEM: WHO HAS MAXIMUM LEVERAGE EFFECT?

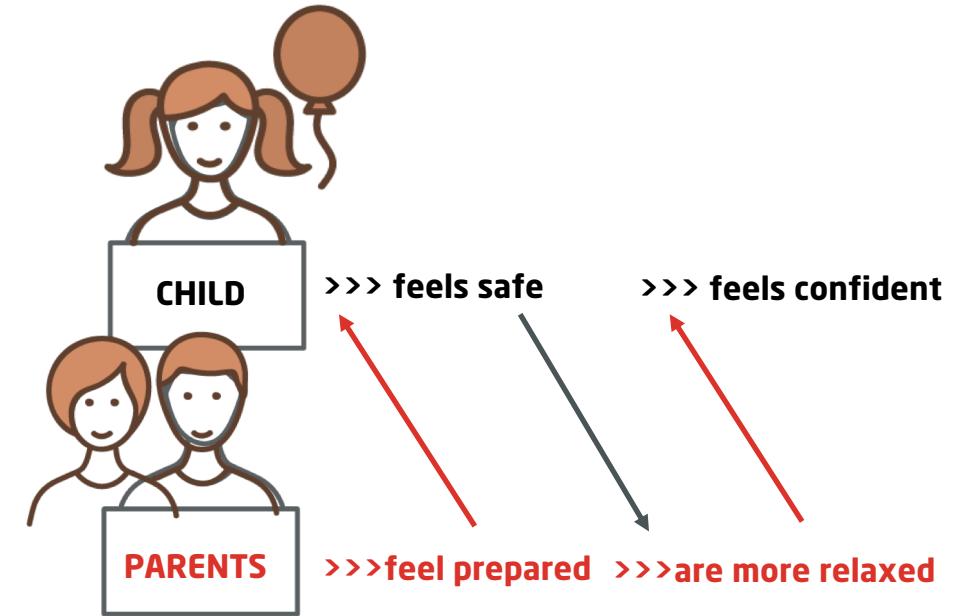
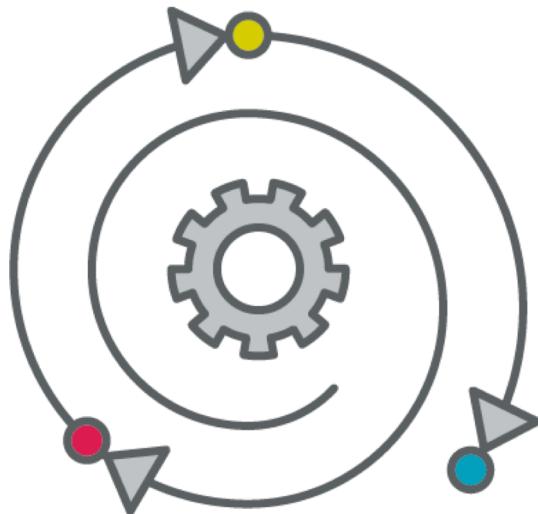




Doug Dietz
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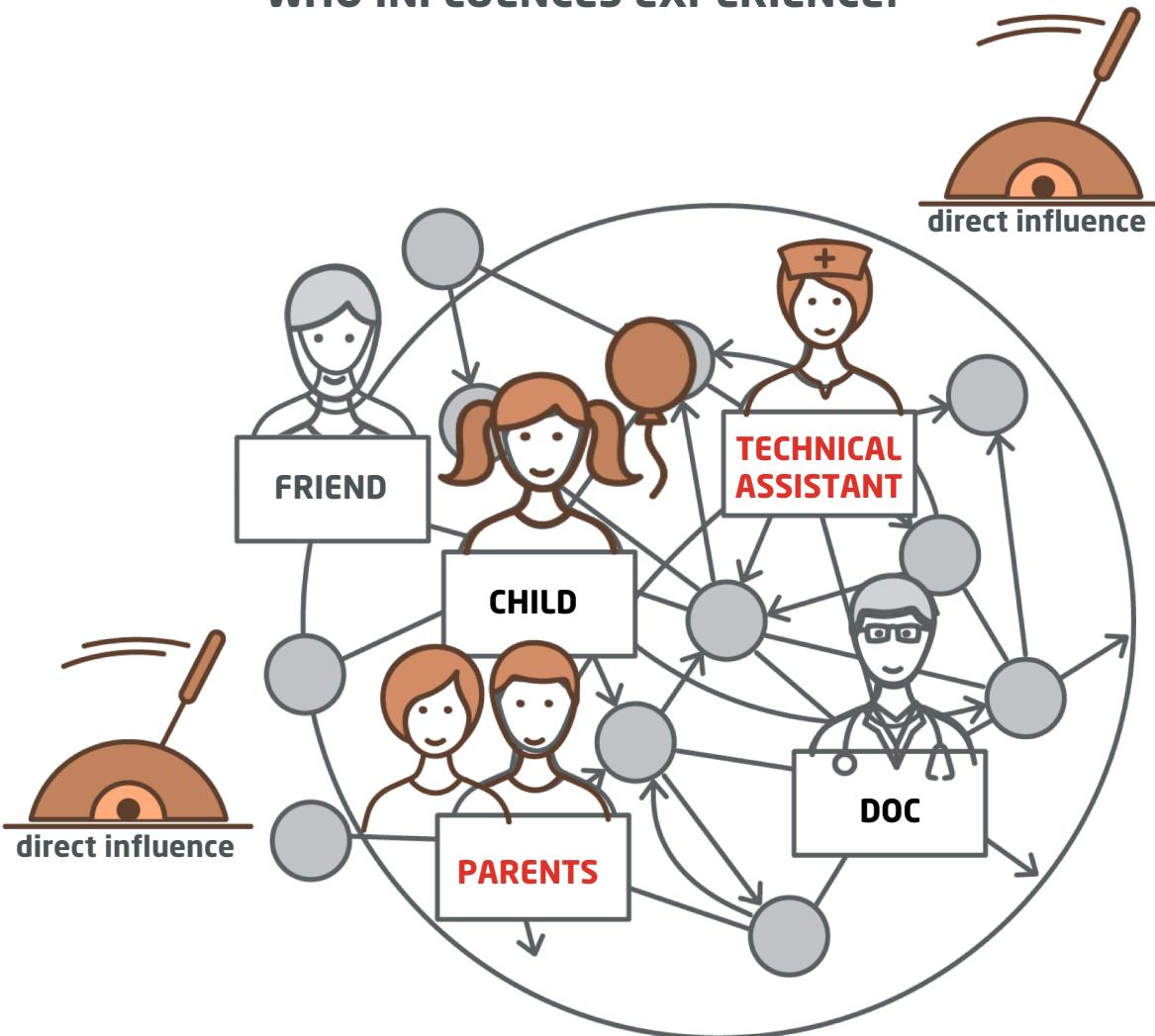
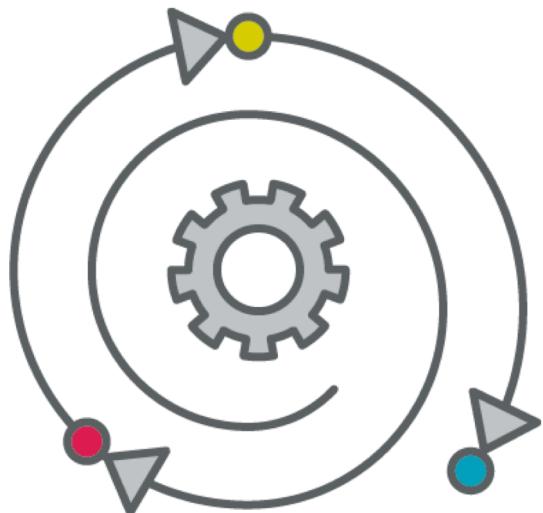
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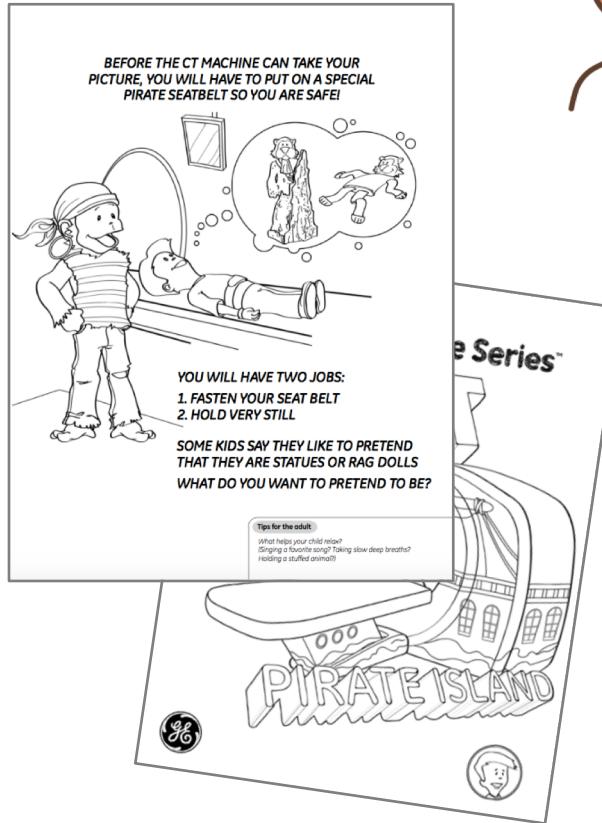


CAUSAL RELATIONS IN SYSTEM: WHO HAS MAXIMUM LEVERAGE EFFECT?



Using the strongest lever

Parents / before



Drawing Book:
Parents' tool to
playfully prepare
child - and
themselves

Technical Assistants / during



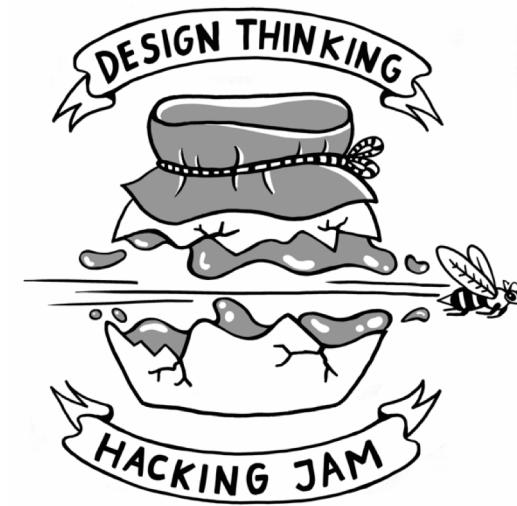
Script:
technical assistant
becomes storyteller
and comments the
adventure details.

SYSTEMS THINKING - Hack: think BIG & start small

STRATEGIC DESIGN THINKING PRINCIPLES

SYSTEMS THINKING

- ▶ Manage complexity by interrelated actions





Katherine
Head of Portfolio Development

„My personal motivation...

DESIGN THINKING



Katherine
Head of Portfolio Development

**„My personal motivation ≠
the motivation of others.“**

PROBLEM:

Katherine wanted to implement Design Thinking in the working processes of her department - yet her superiors and her colleagues were not convinced....

DESIGN THINKING

SPACE

≠ office

TOOLS

≠ work

ATTITUDE

≠ serious





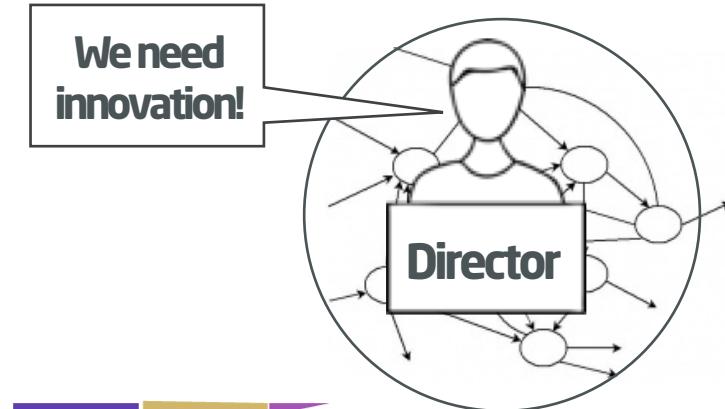
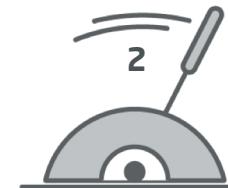
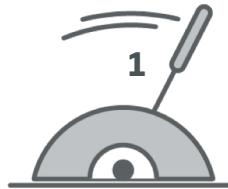
Katherine
Head of Portfolio Development

“Connect with stakeholders’ needs and existing processes.”

SOLUTION:

Connection with innovation as business goal of her superior and the annual idea competition of the department.

Solid results created benefit for the company and buy-in of colleagues.





Katherine
Head of Portfolio Development

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SYSTEMS THINKING

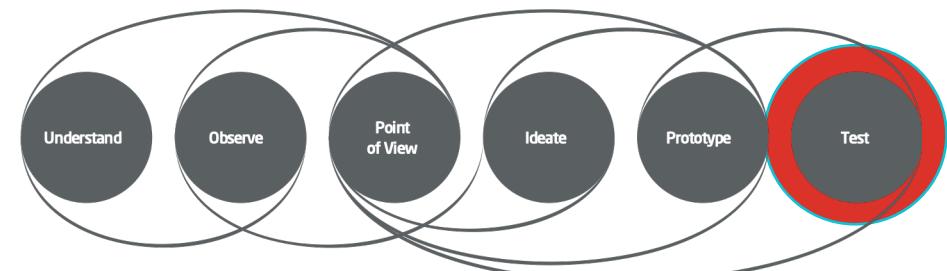
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**Start Small.
Think Big.**

It's Your Turn

► Follow the Design Thinking Process

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



STRATEGIC DESIGN THINKING PRINCIPLES

SYSTEMS THINKING

- Manage complexity by interrelated actions

So Let's Start Now - It's Your Turn

► Work on Self-Defined Challenge

Choose your individual daily challenge that involves other users than yourself which you can talk to. How could you use Systems Thinking?

STRATEGIC DESIGN THINKING PRINCIPLES

SYSTEMS THINKING

- Manage complexity by interrelated actions

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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