

Designing Better Futures: Mindsets & Practices of Innovation

@LisaKaySolomon

Designing better futures

The Art of the Long View
Planning for the Future in an Uncertain World

Moments of IMPACT

DESIGN A BETTER BUSINESS

DMBA

Singularity UNIVERSITY

“
This present moment used to be the **unimaginable** future.
”
Stewart Brand

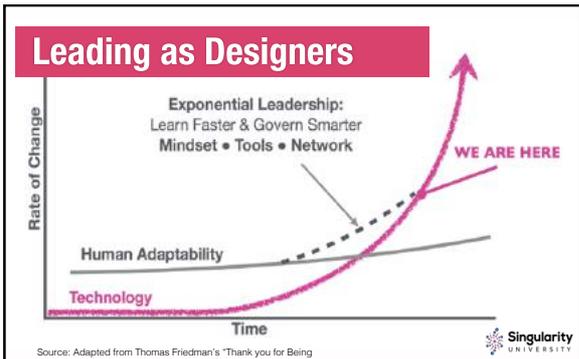


Our Present: A VUCA World

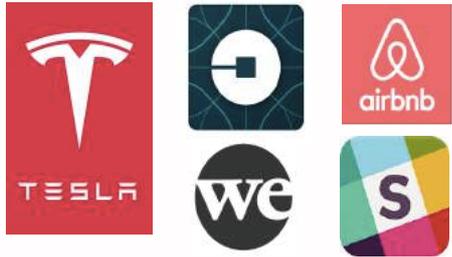
In a world filled with increasing volatility, uncertainty, complexity and ambiguity, leaders need to approach strategy, innovation & impact much less like mechanics and more like **DESIGNERS**.

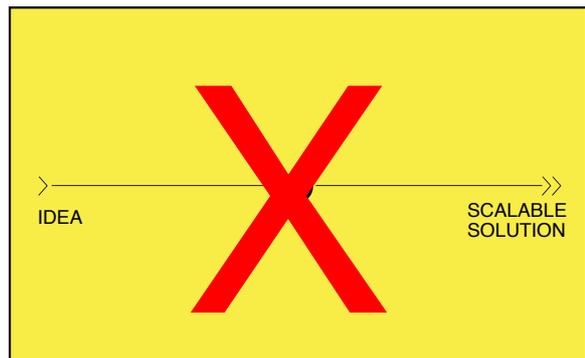
Our VUCA world is getting more VUCA

- Time compression *via technology and information*
- Global complexity *via geopolitics, climate issues*
- New actors *via disruptive startups, new stakeholders*
- New org forms *via networks vs. hierarchies*
- More digital work *via shift to less tangible activities*



Design as lever for value creation



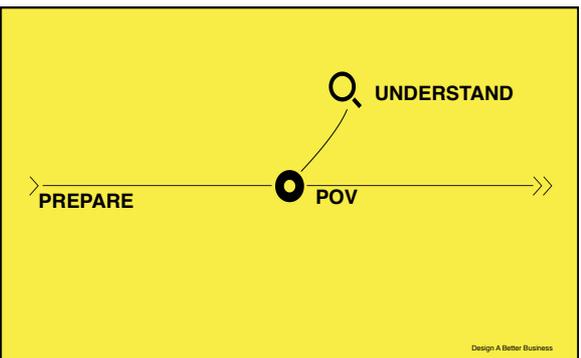
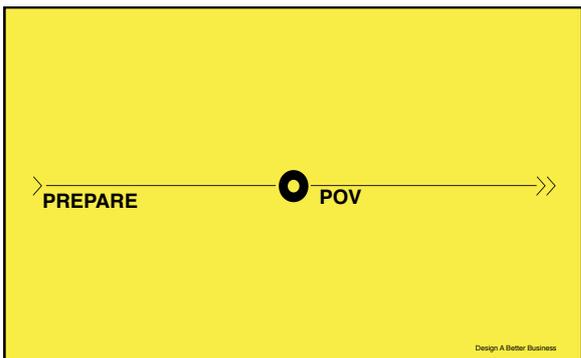


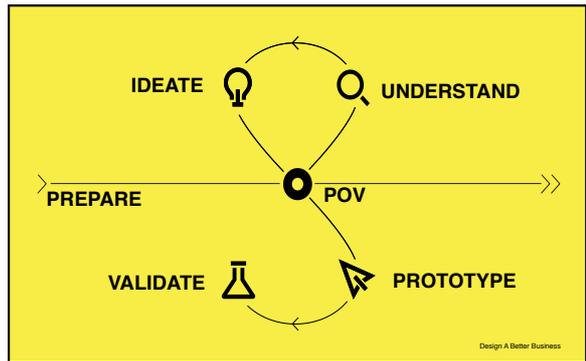
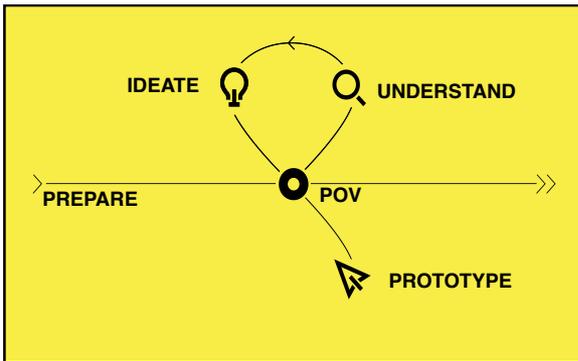
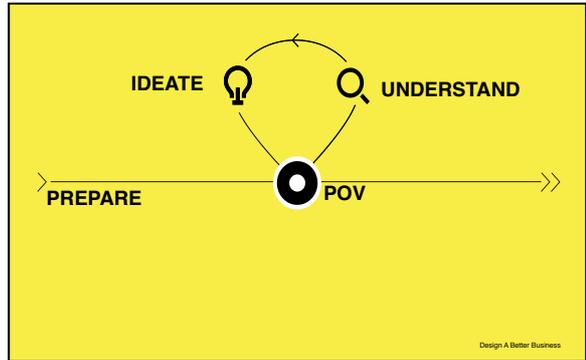
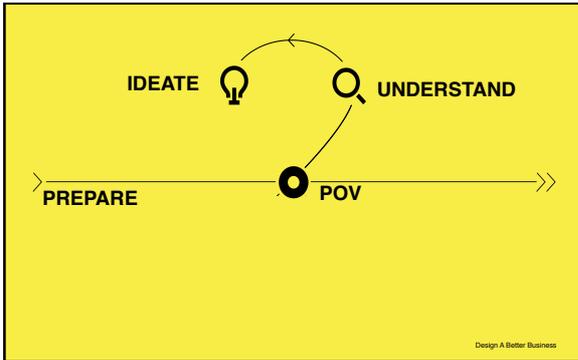
**POV is a rally cry
infused with
common purpose.**

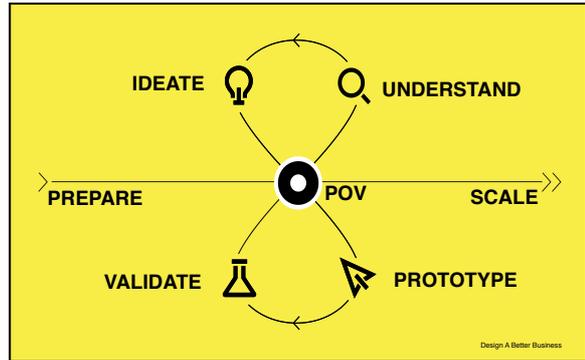
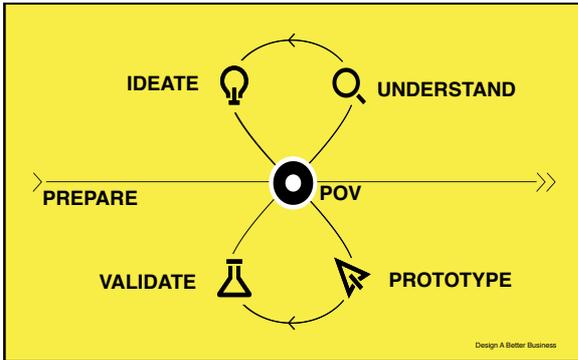
POV: Aspirational Future

**“How might we
make Aotearoa New Zealand
the global exemplar –
environmentally,
economically and socially?”**

TE-HONO 





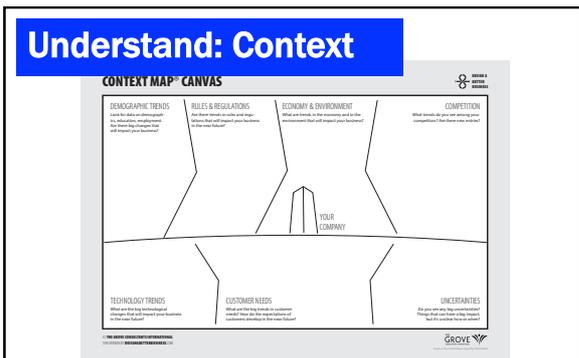
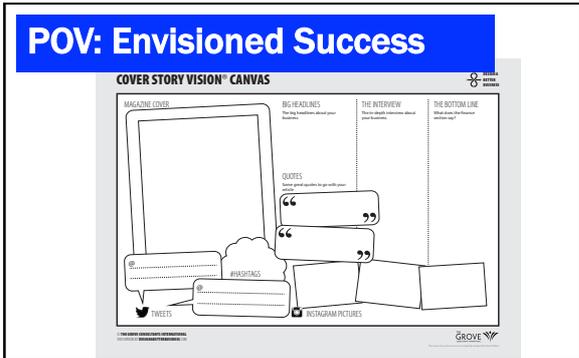


DESIGN
 AS A SCALABLE
 SET OF TOOLS

Expanded Design Toolkit

VISUAL INDEX OF TOOLS

SCREENPLAYS 40	STORYTELLING CANVAS 74	CREATIVE MATRIX 140	PAPER PROTOTYPING 174
TEAM CHARTER 42	CUSTOMER JOURNEY 100	BUSINESS MODEL IDEATION 142	REGIEST ASSUMPTION 200
FIVE BOLD STEPS VISION 58	VALUE PROPOSITION 106	WALL OF IDEAS 144	EXPERIMENT CANVAS 204
COVER STORY VISION 64	CONTEXT CANVAS 110	INNOVATION MATRIX 146	VALIDATION CANVAS 206
DESIGN CRITERIA 78	BUSINESS MODEL CANVAS 116	PITCHING 172	INVESTMENT READINESS 244



Understand Context

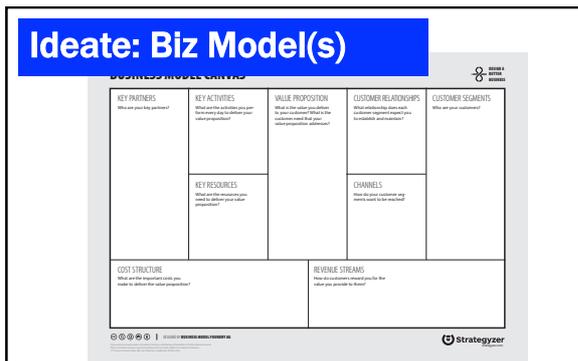
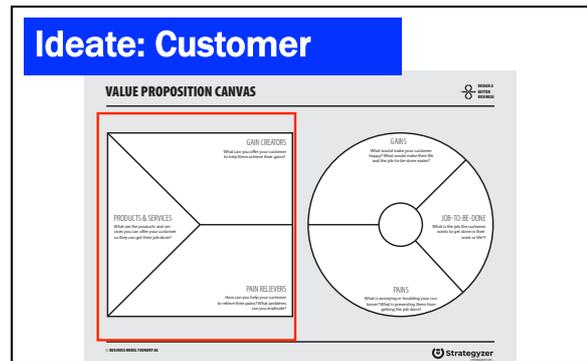
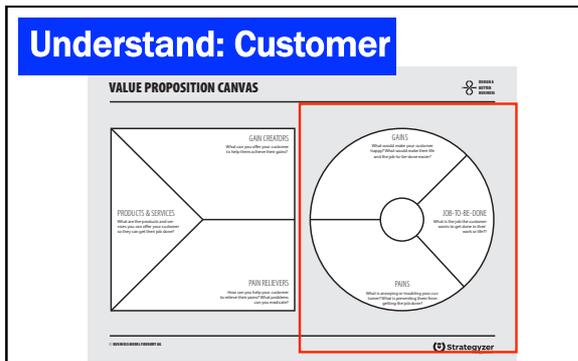
“

If you fight external trends, you're probably fighting the future. Embrace them and you have a tailwind.

These big trends are not that hard to spot, but they can be strangely hard for large organizations to embrace.

Jeff Bezos | CEO Amazon

Source: Amazon SEC 2016 Letter to Shareholders



Re-imagine business models

CalorieCloud

It's time to get Active for Good!

Scale: Igniting Change

STORYTELLING CANVAS

SUBJECT What is the story about?		GENRE What do you want to achieve with this story?		AUDIENCE What is your primary audience? What are their interests?
BEFORE What does your audience think, feel, and do before they hear your story? (What are their assumptions?)	1. SETTING THE SCENE What do you want to establish about the situation or characters?	2. AHA! MOMENT The audience's "aha" moment.	3. CONCLUSION The point of your story. What is the emotional takeaway for your audience?	AFTER What does your audience think, feel, and do after they hear your story? (What are their assumptions?)

Problems we solve become stories we tell.

DESIGN

IS A SCALABLE

SET OF SKILLS



Design Skills

DESIGNER: A REBEL WITH A CAUSE

THE 7 ESSENTIAL SKILLS

IT ALL STARTS WITH THE CUSTOMER	THINK AND WORK VISUALLY	DON'T FLY SOLO	TELL STORIES	KEEP IT SIMPLE	SET UP SMALL EXPERIMENTS	EMBRACE UNCERTAINTY
Obtaining customer feedback from well-placed friends is helpful, but it's not enough. You must ask the right questions to get the answers you want.	Working visually helps you to see the bigger picture, generate new concepts, topics, create a visual anchor for your strategy, connect services, and engage with your audience.	Collaboration helps you to see the bigger picture, generate new concepts, topics, create a visual anchor for your strategy, connect services, and engage with your audience.	Don't have a clear beginning and end, and most likely they have hidden sub-headers and content with cool stories that will be told to others. Cool stories will be told to others. Cool stories will be told to others.	Just start. Don't begin with a plan. Don't have a clear beginning and end, and most likely they have hidden sub-headers and content with cool stories that will be told to others. Cool stories will be told to others. Cool stories will be told to others.	Every little iteration and test will set you up for success. Don't have a clear beginning and end, and most likely they have hidden sub-headers and content with cool stories that will be told to others. Cool stories will be told to others. Cool stories will be told to others.	Except for things, there is no such thing as uncertainty in business. Accept this and harness opportunities from uncertainty.

Embrace Uncertainty

Source: Duck Rabbit by Amy Krouse Rosenthal



**Designing
Better Futures
Starts with you!**

@lisakaysolomon
designabetterbusiness.com

A stylized line-art illustration of a hand holding a yellow pencil. The hand is white with black outlines, and the pencil is yellow with a black eraser and a black lead tip. The hand is positioned as if about to write or draw.