INNOVATION SUMMIT

IRVINE·CALIFORNIA·MARCH·13·14·2014

Hello.

IDEO has been around for 30+ years, with 600 people in 10 offices around the world

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IDEO is a design consultancy.

We use design and design methods to help organizations innovate.

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At IDEO we create impact through design.

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Design is about changing existing situations to preferred ones.

— Herbert Simon from
“The Sciences of the Artificial”

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Design is about changing existing situations to preferred ones.

— *Herbert Simon from*
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We'll come back to this later...

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“Design is the fundamental soul of a human-made creation that ends up expressing itself in successive outer layers of the product or service.”

— *Steve Jobs*

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Innovation education for

https://innovatorsaccelerator.com/index.html

INNOVATOR's ACCELERATOR
A REVOLUTIONARY LEARNING PROGRAM

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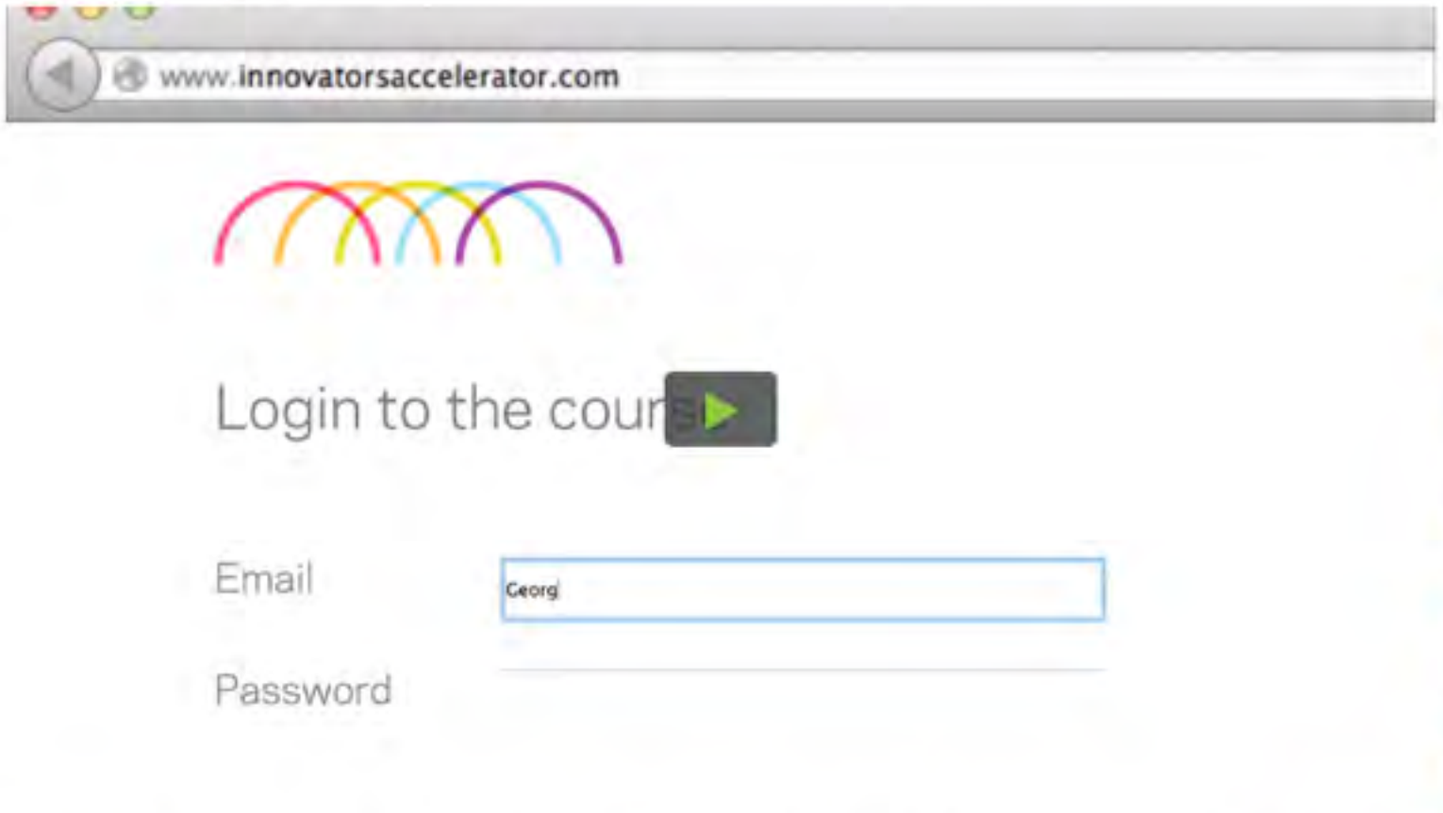
home why innovate? how it works professors press

Innovation isn't just the next big thing. It's the *only* thing. Does your organization have it?

Watch the program trailer.



In today's leaner, meaner organization, innovation is crucial to creating and sustaining your competitive advantage. And we've got good news: Innovator's Accelerator can teach your emerging leaders the skills they need to make an immediate and transformational impact on your future. Why innovate?

Request Info

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Learn from the world's leading minds on innovation.

Improving School Lunch by Design

The New York Times

By COURTNEY E. MARTIN

Fixes looks at solutions to social problems and why they work.

Tags:

Children and Childhood, Diet and Nutrition, Education (K-12), Food, Ideo LLC

Nicolas Zurcher

At the Everett Middle School in San Francisco, students, parents, school administrators and community partners toured an exhibit displaying the vision for new dining experiences in local schools.

What if the secret to getting kids to eat healthier is to stop focusing on food?

In spring 2013, the San Francisco Unified School District (S.F.U.S.D.) began a five-month collaboration with the design firm IDEO to re-imagine the school food system. This effort might not

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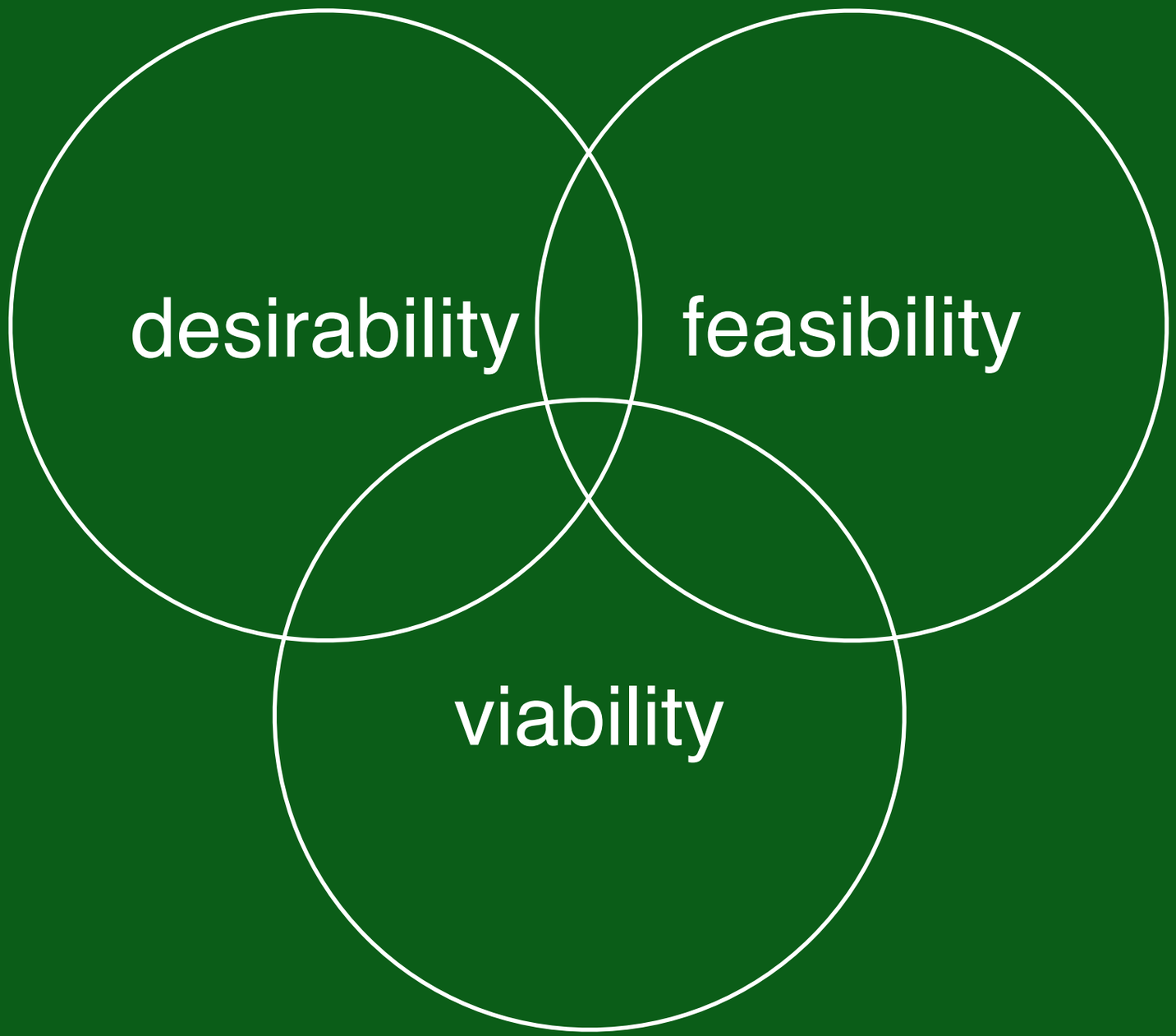

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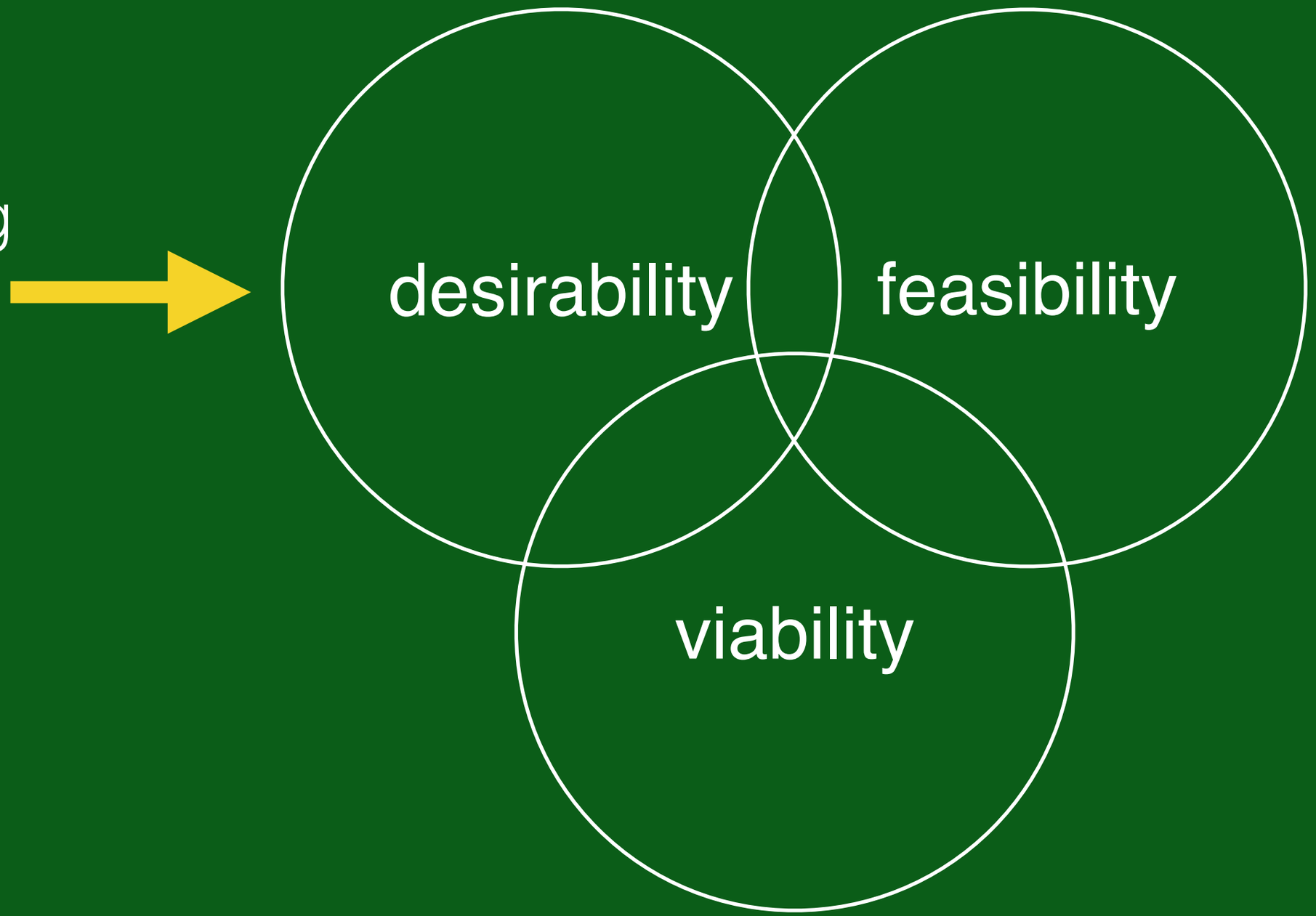
Design Thinking
usually starts
with people



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It can look messy and chaotic, but there *is* a process.

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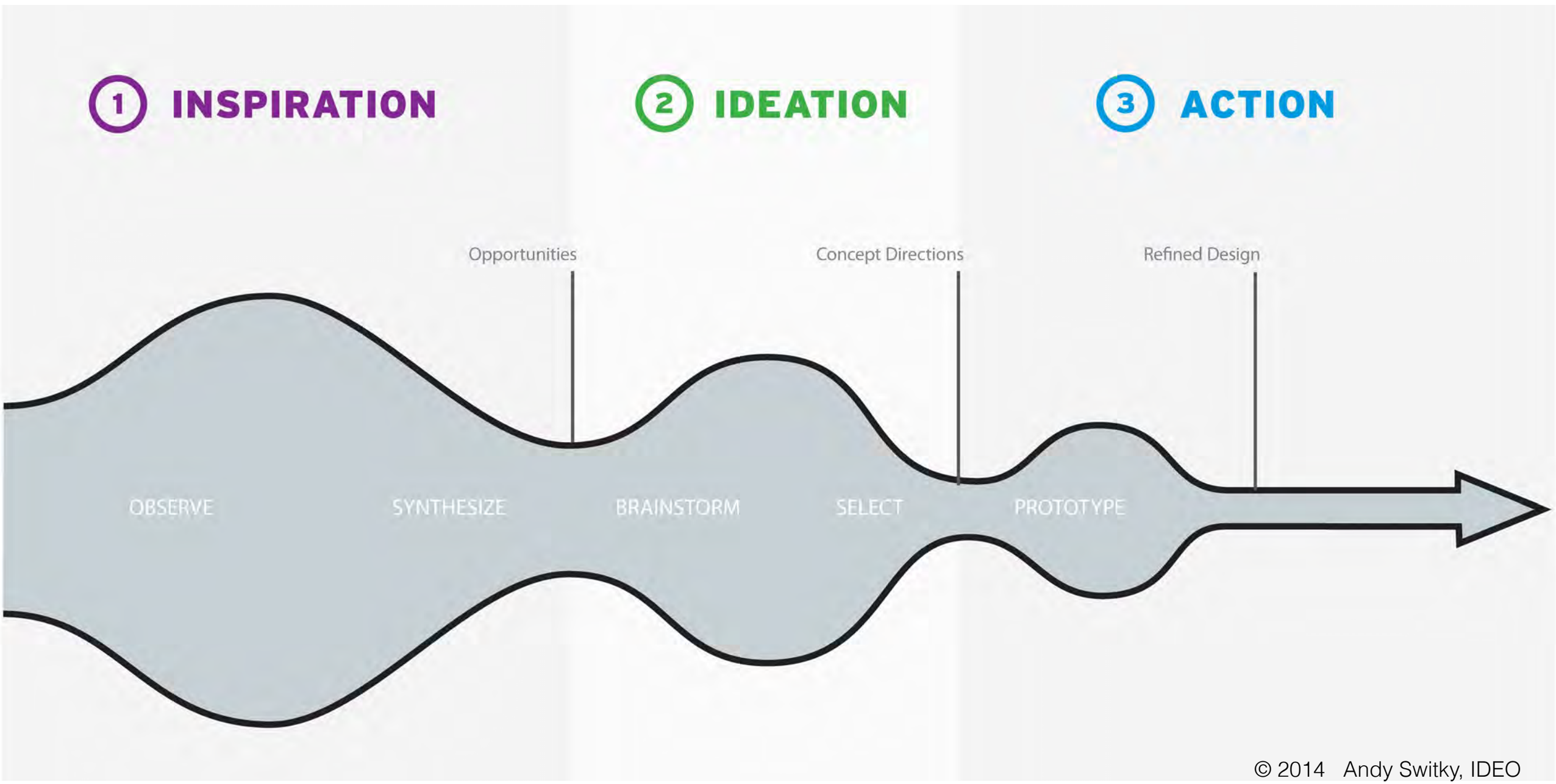
With Design Thinking you'll intentionally head into the weeds, but you'll always come back, and your ideas will be amazing.



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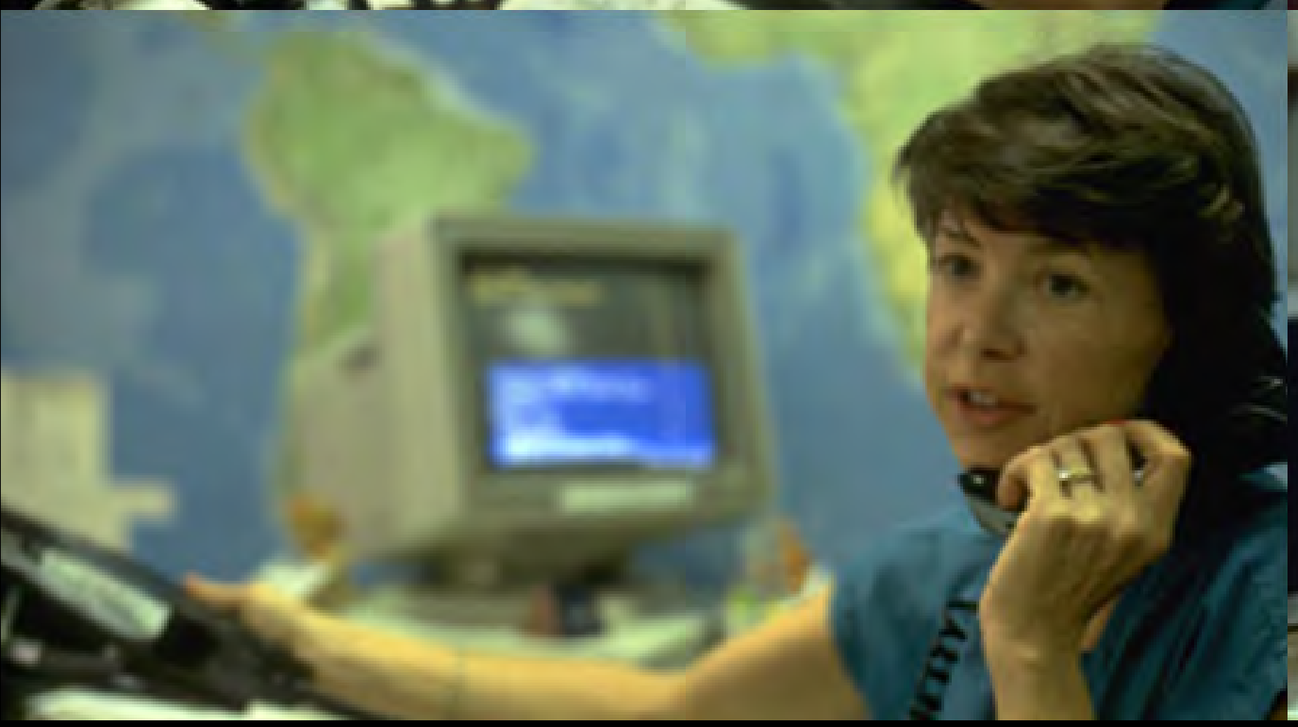

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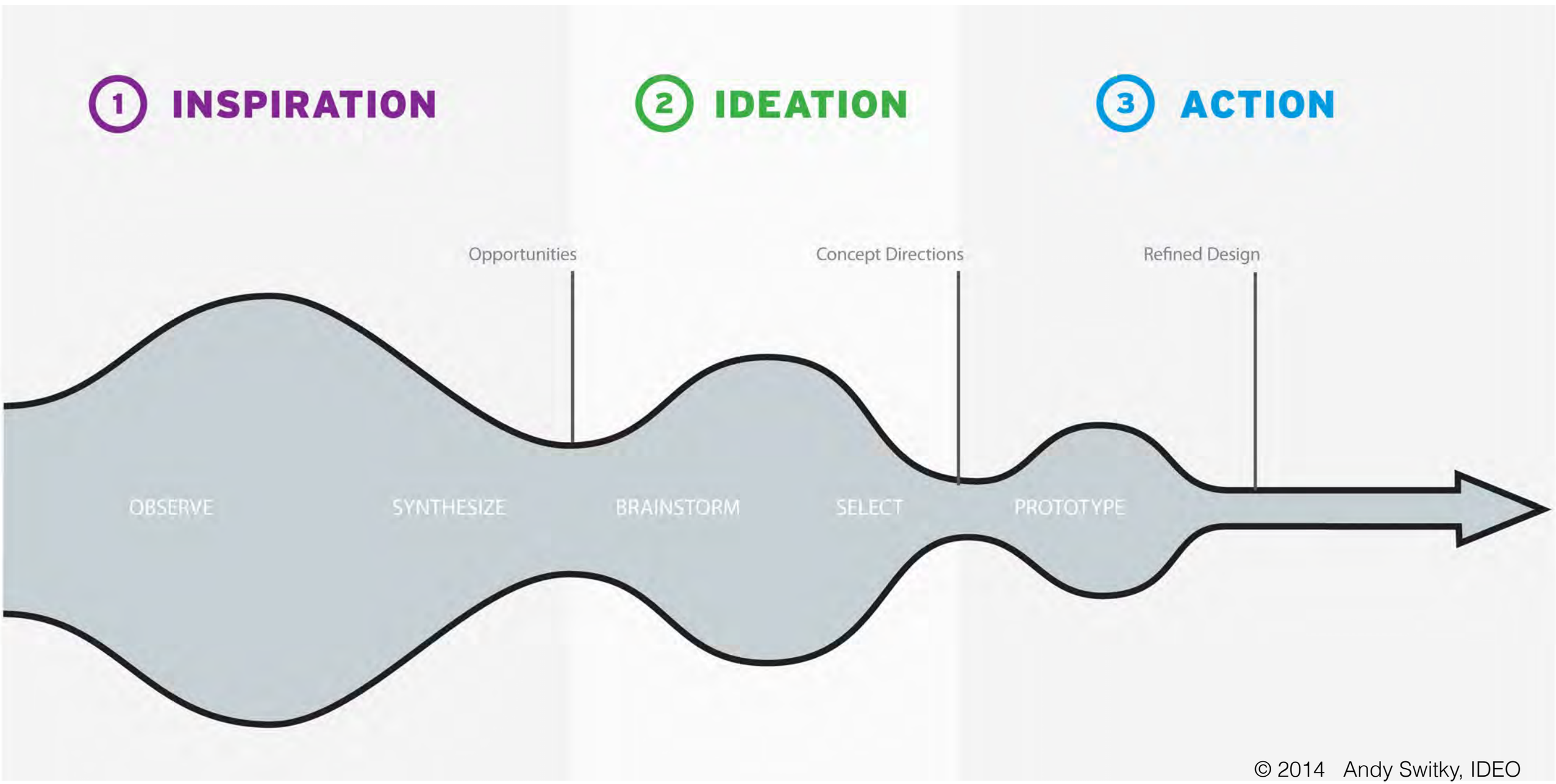

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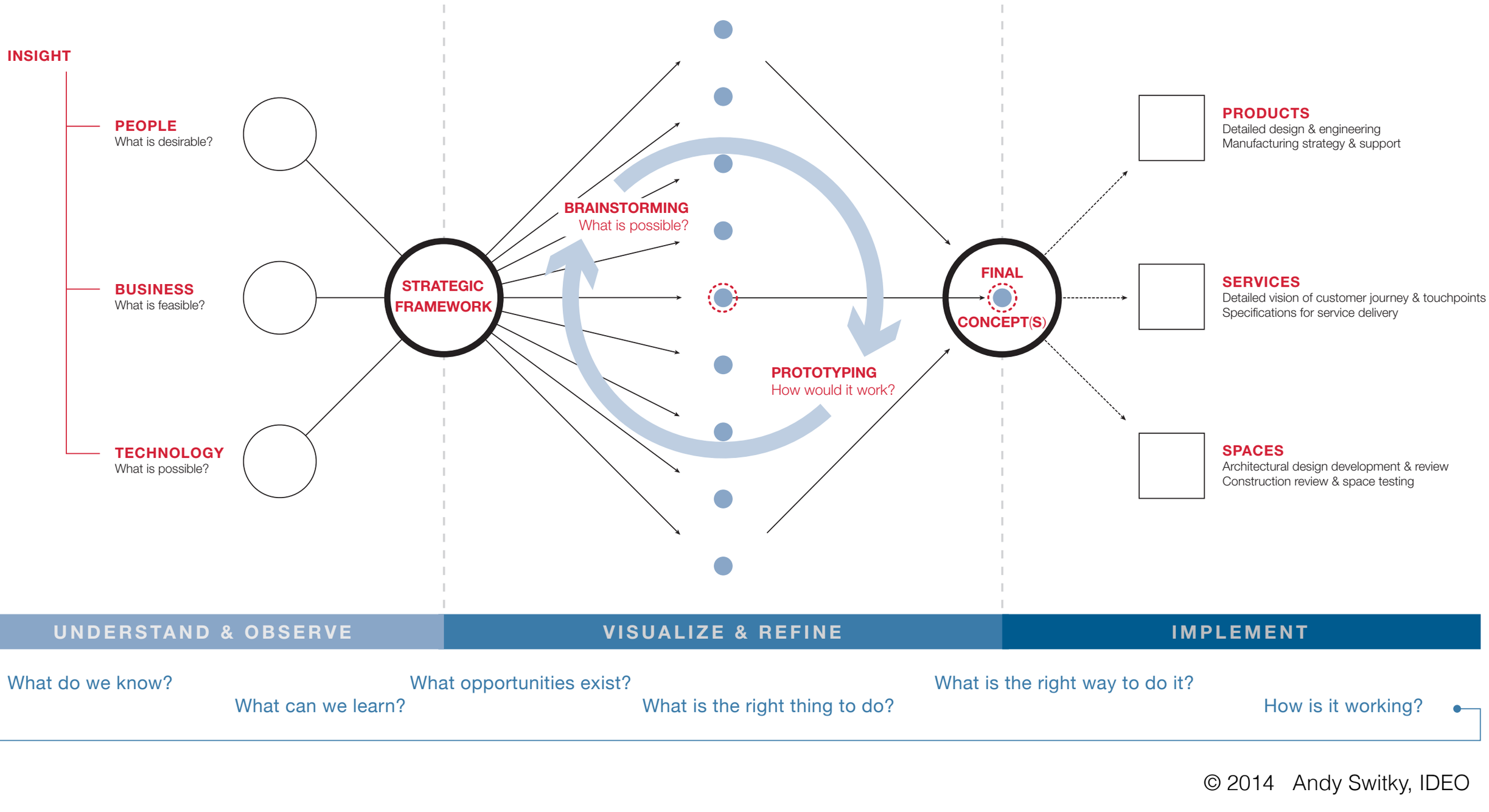

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Organizing around innovation & some tools you can use

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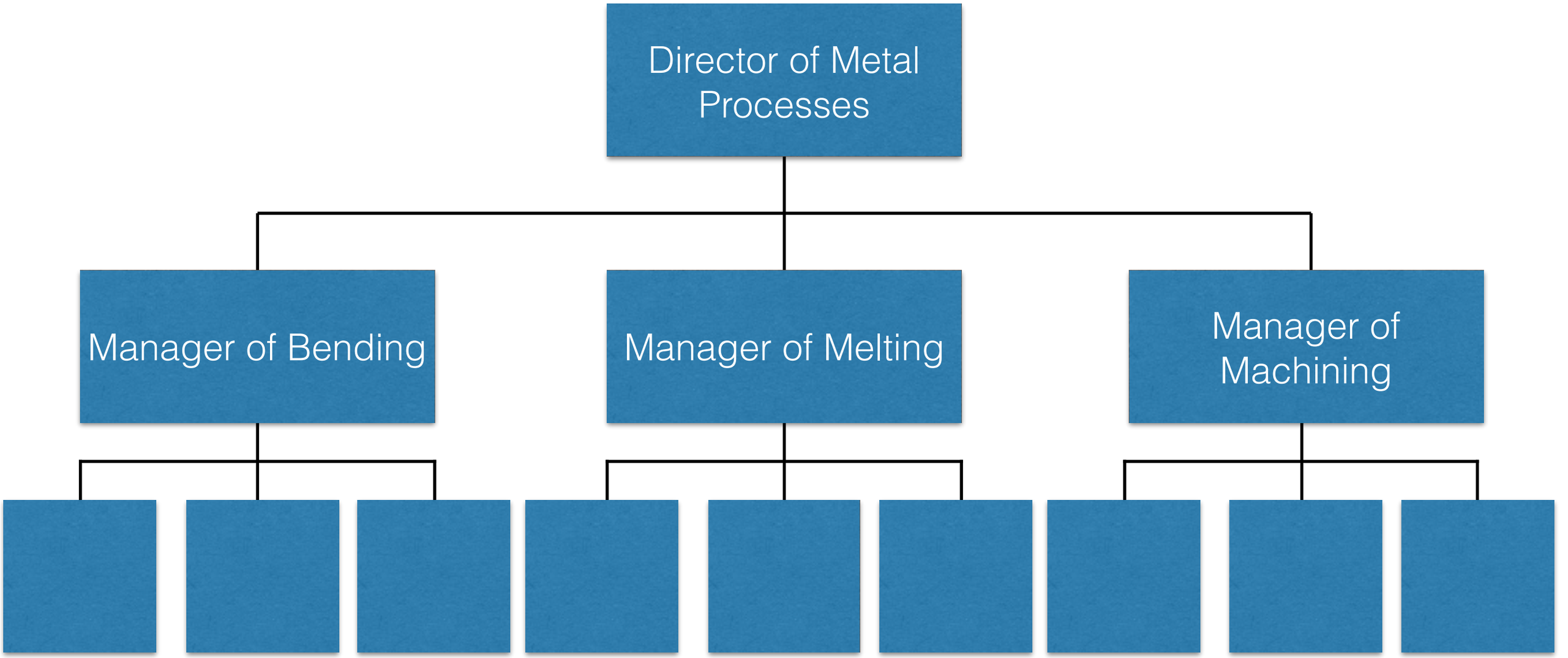

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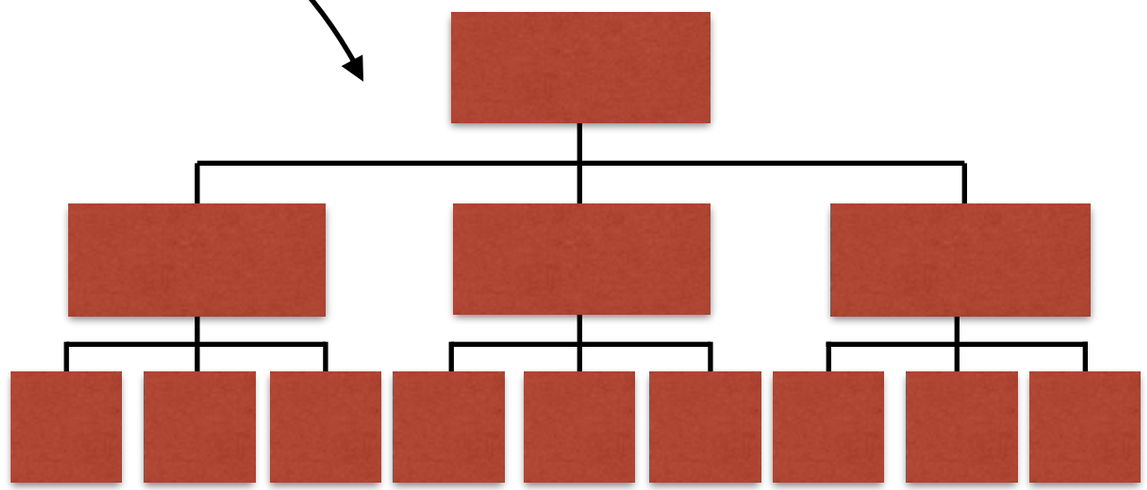
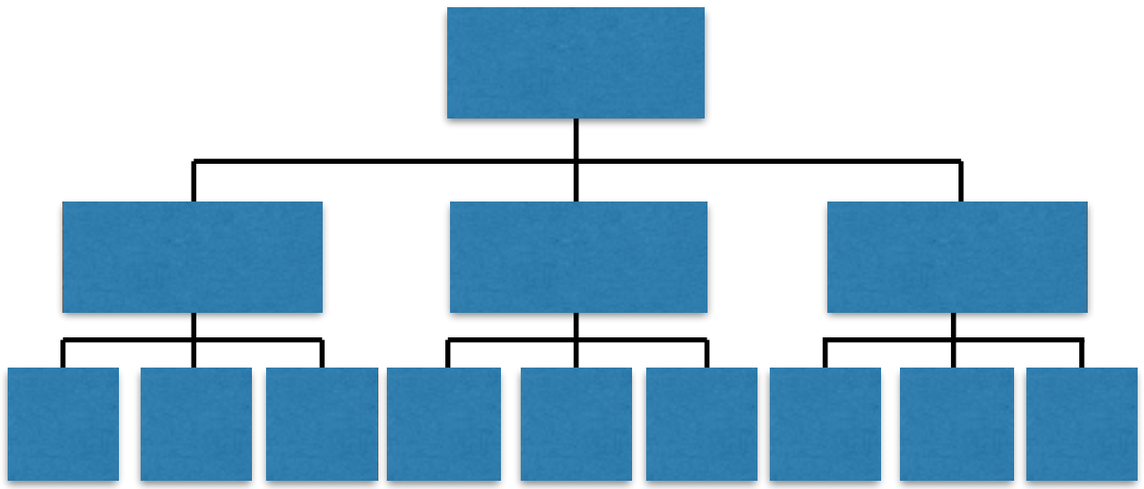
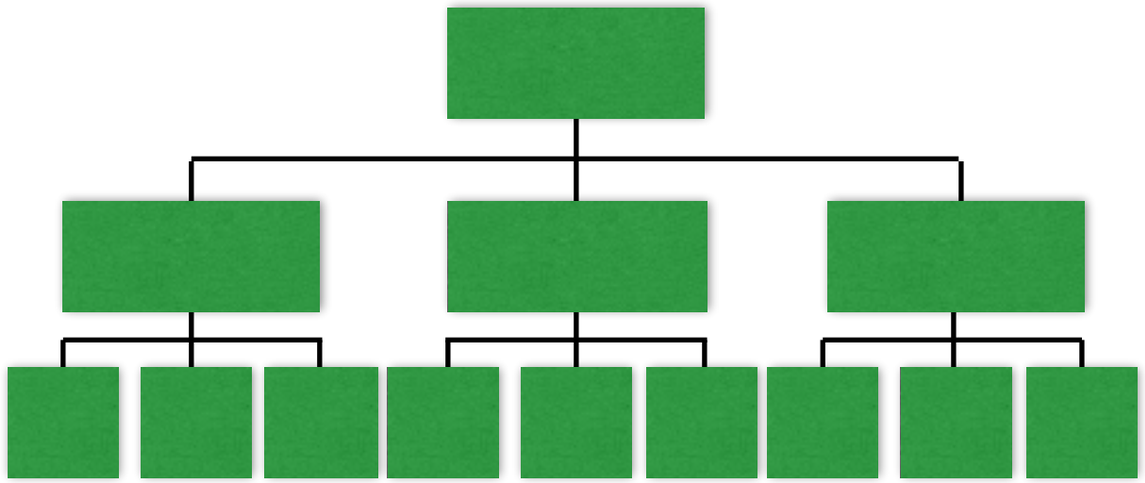
Design



Manufacturing



Marketing



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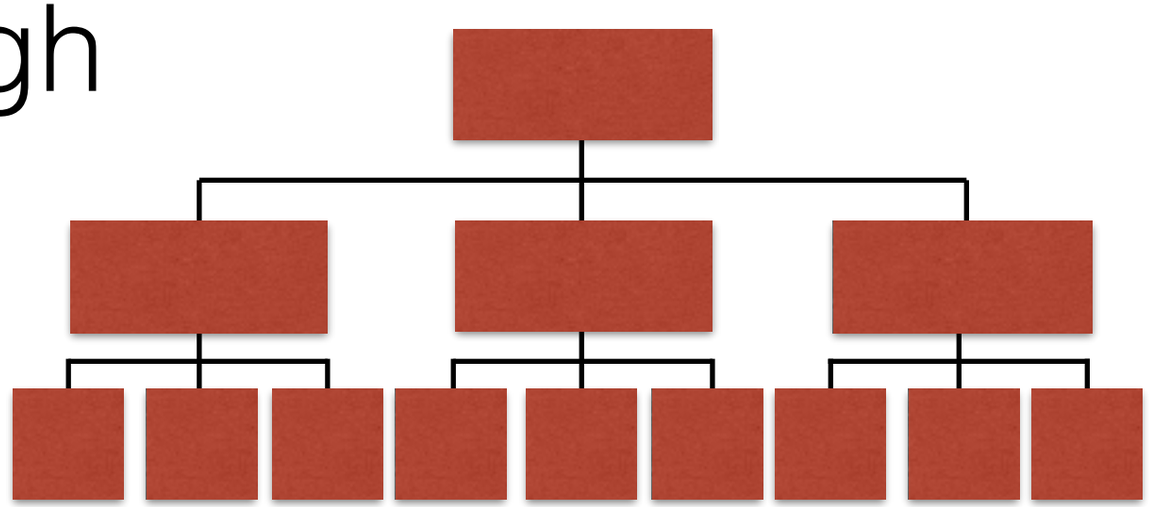
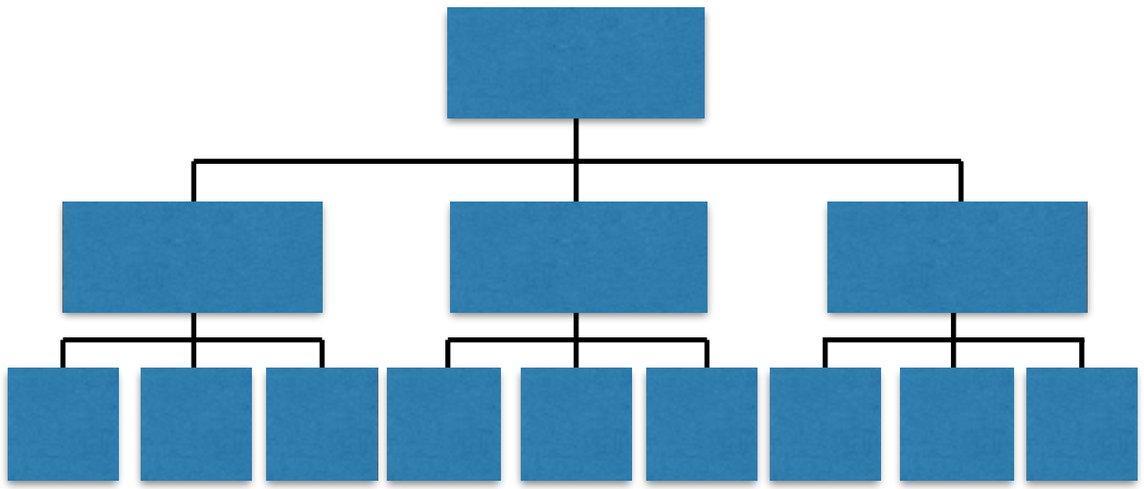
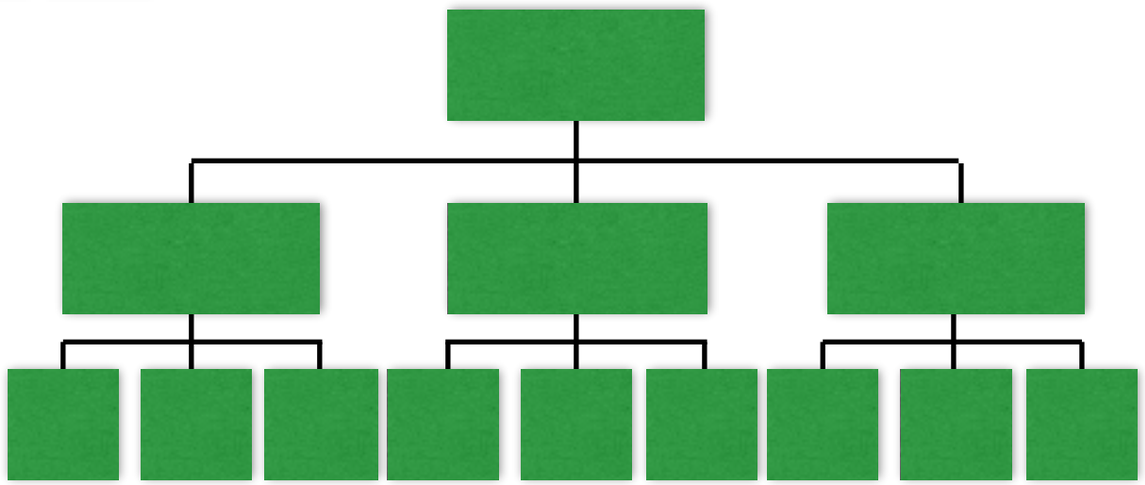
Incentives and motivations tend to move up through an organization







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This is easy.

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This is hard.

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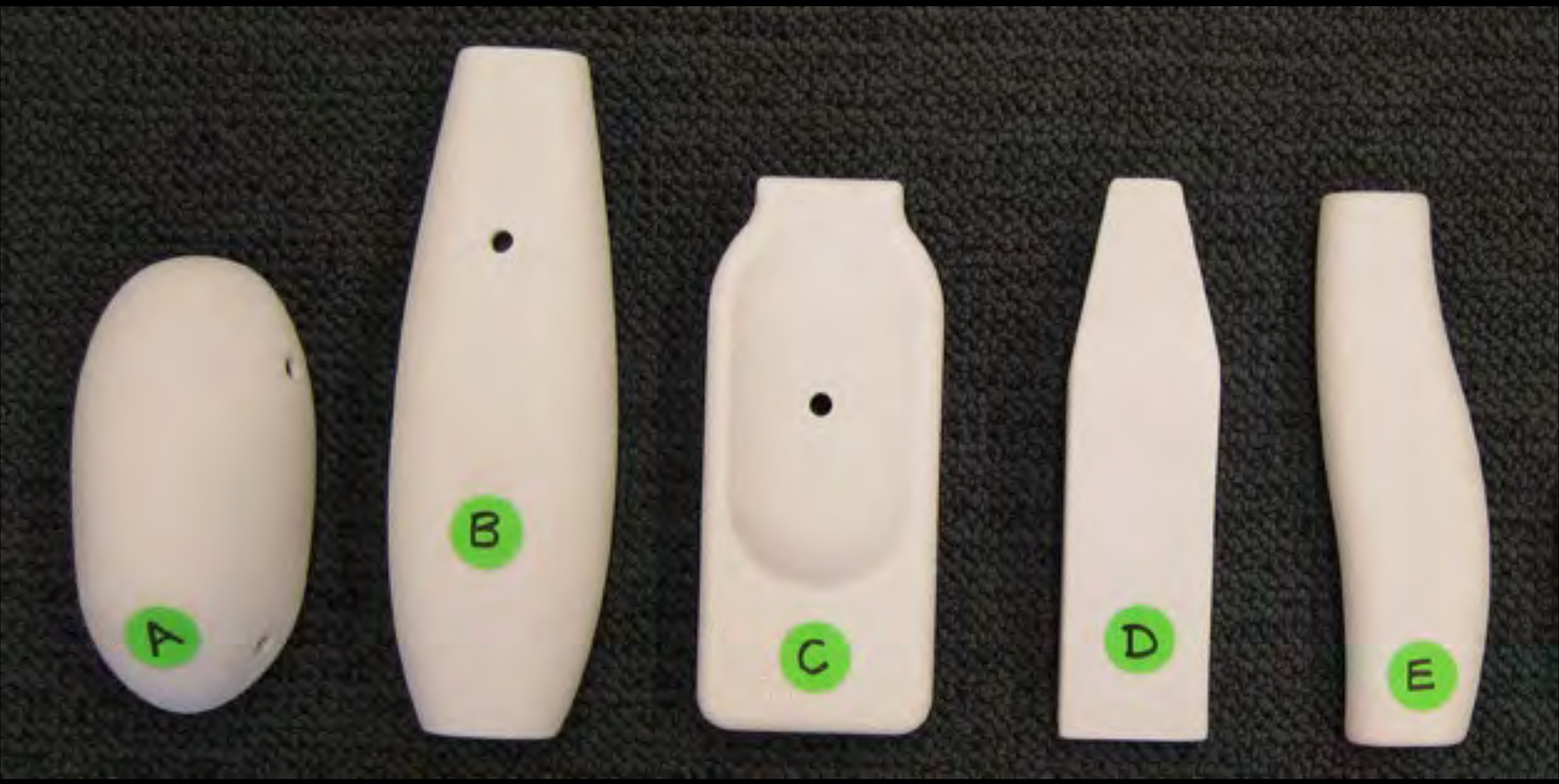

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Psst: no one cares how you're organized except you.

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Can you guess how the SSA is organized?

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It’s easy to tackle an “operational slice” of a company, but try taking an “experiential slice.” (optimization vs. generative)

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Optimizing nail removal at a pallet factory?
Definitely an operational slice.

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Helping new moms transition to motherhood and out of hospital? An experiential slice.

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Perinatal Journey Home Board for Kaiser-Permanente

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Your Journey Home

C-Section Care

Newborn Screening

Mother/Baby Education

Transportation Home

Circumcision

Newborn Exam

Mom's Discharge Exam

Hearing Screening

Follow-up Appointments

Discharge Medications

Birth Certificate

Newborn Photos

Immunizations

Nurse Denise

x 3418

Journey Home Partner name / number Sandra

Your projected departure date / time:

May 05/08
10 Am.

To assist you in preparing for your journey home, we will:

- Help you complete all of the activities listed on this board
- Let you know what time you will be ready to leave so you can arrange transportation
- Answer any questions you have regarding your care

Room 513

Phone # 3400

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Create intentional inefficiencies and collaborative spaces.

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The best research was consistently produced when scientists were working within ten metres of each other; the least cited papers tended to emerge from collaborators who were a kilometre or more apart.

From “Groupthink”, by Jonah Lehrer
The New Yorker, January 2012

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You can’t break down barriers between silos with the slogan “*We break down barriers between silos.*”

At IDEO we socially engineered messy, intentionally inefficient interactions.

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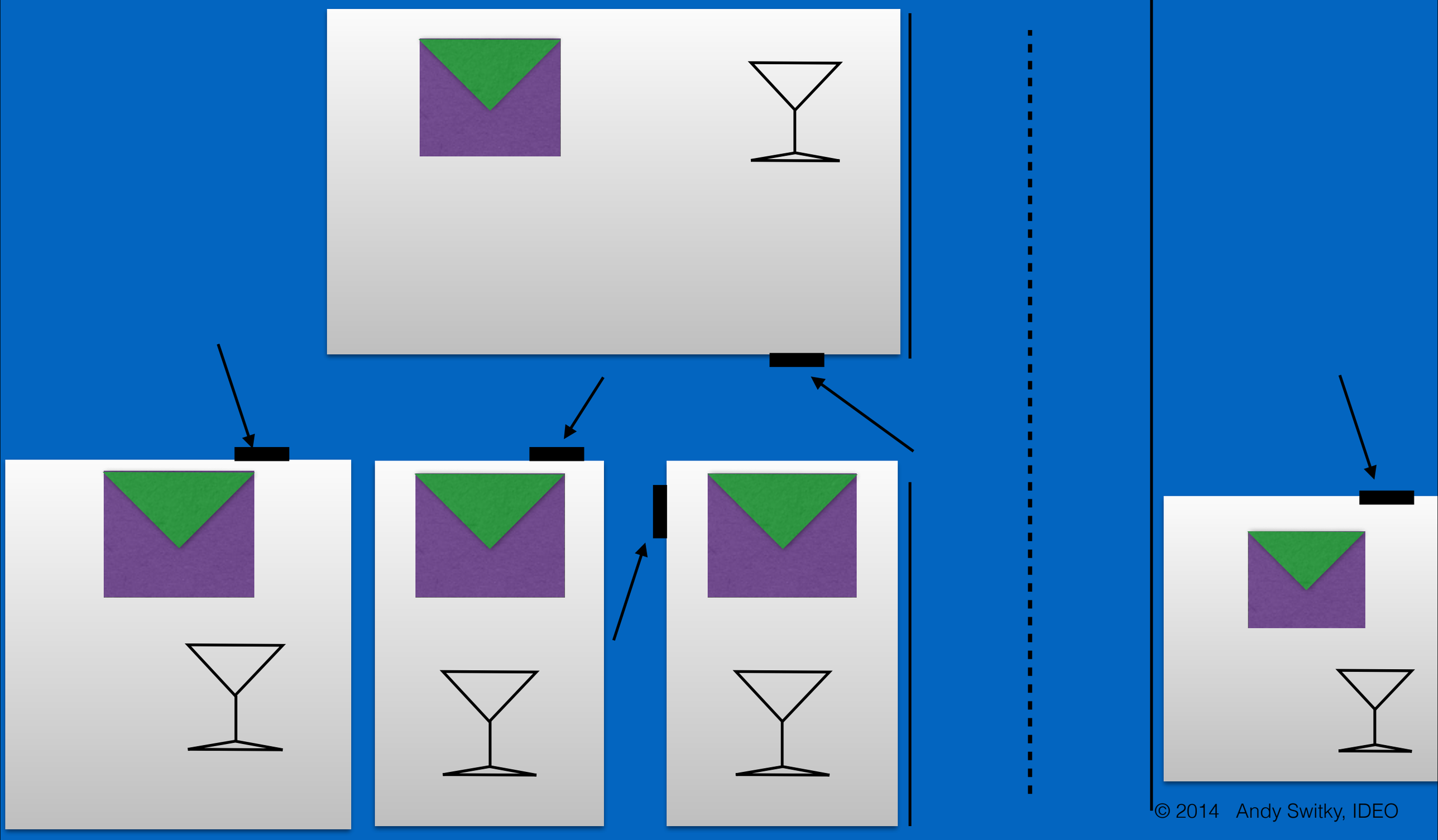
At IDEO we socially engineered messy, intentionally inefficient interactions.



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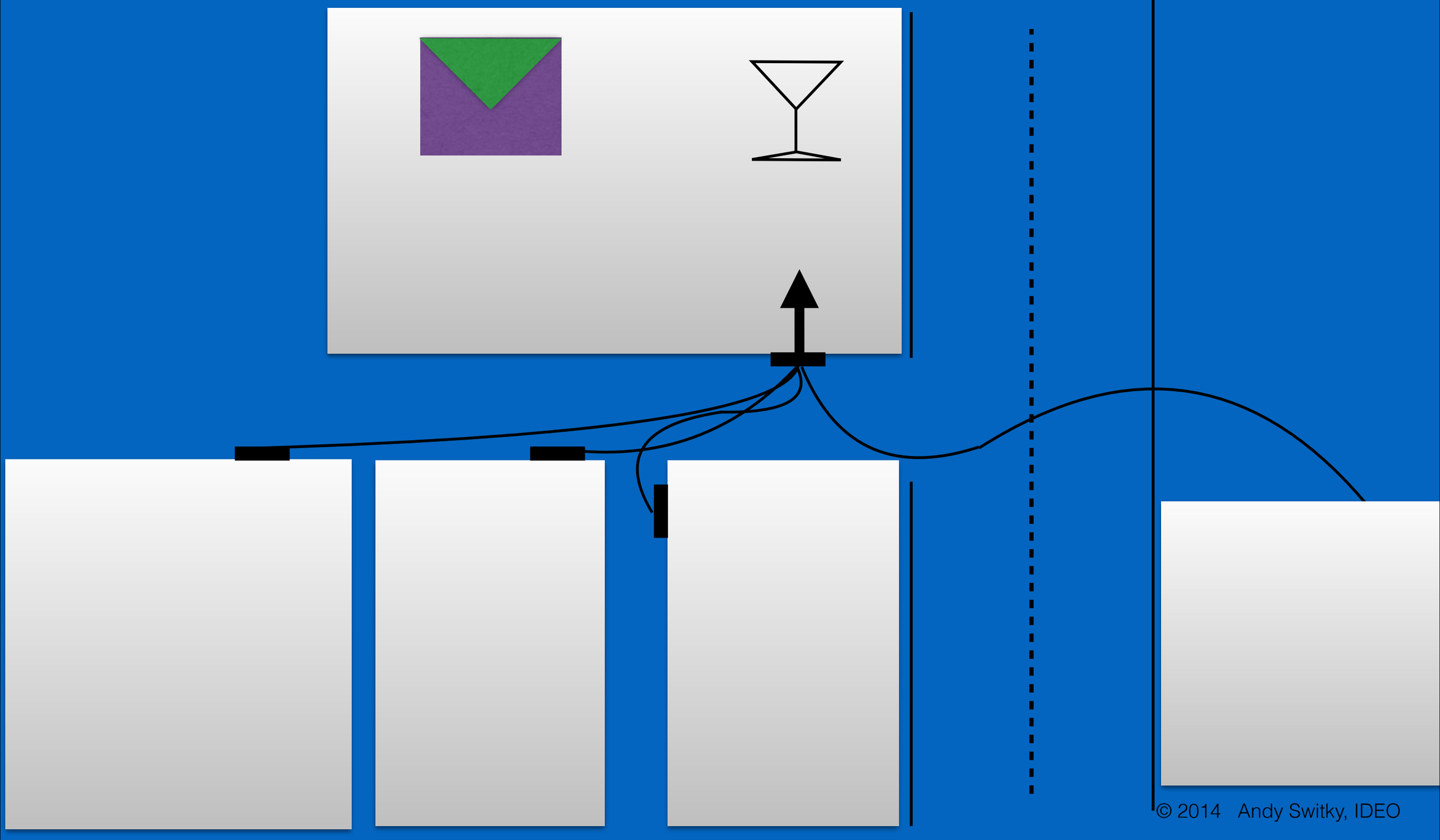

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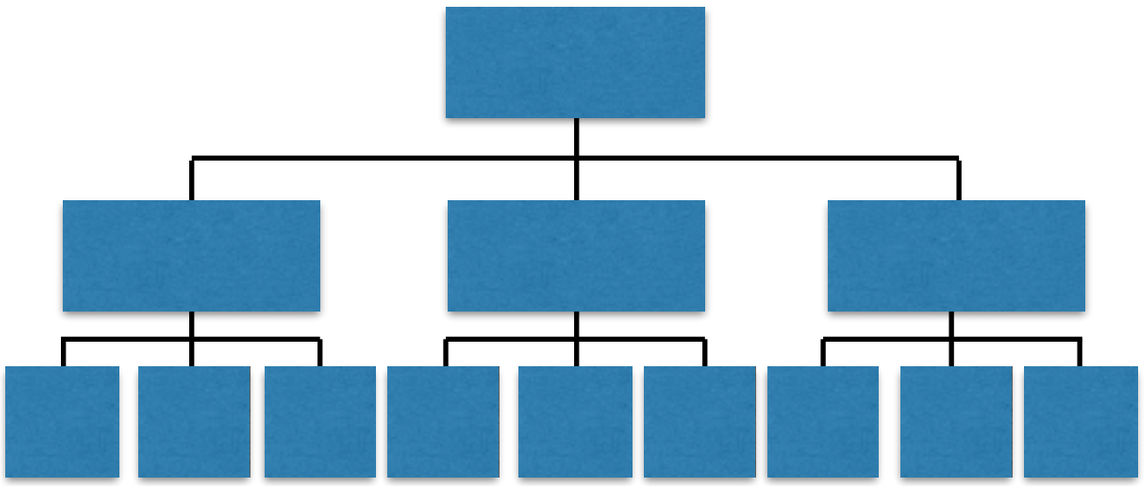
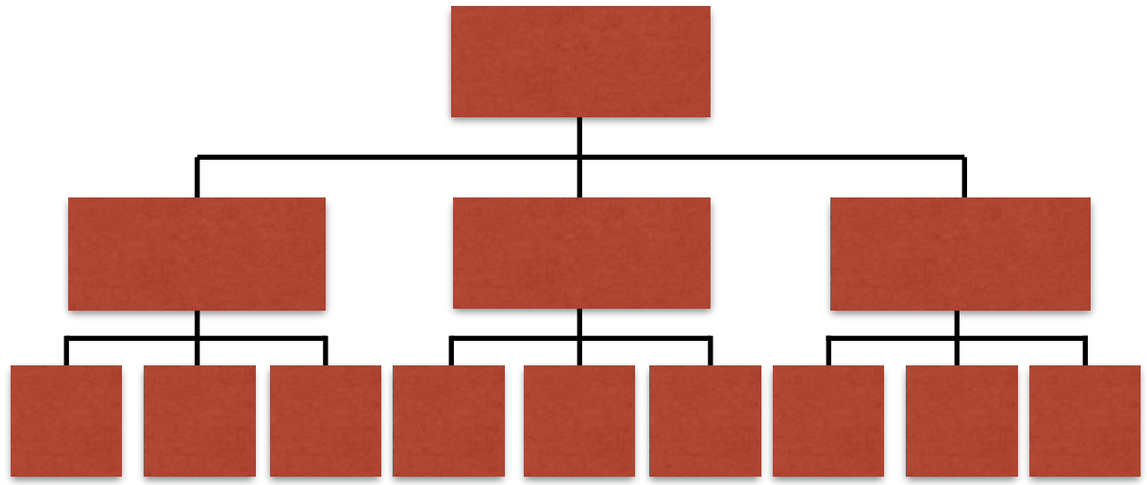
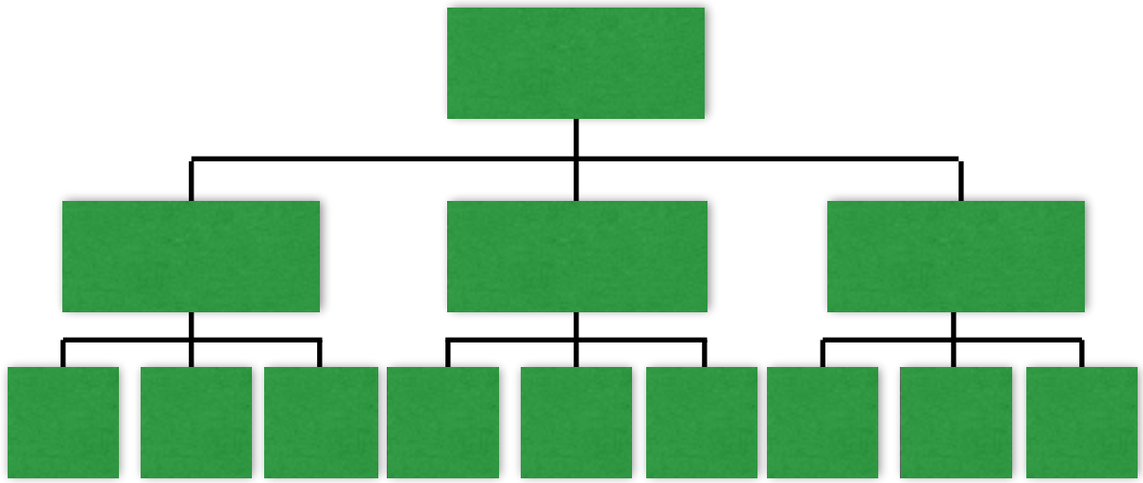
Create intentional inefficiencies.







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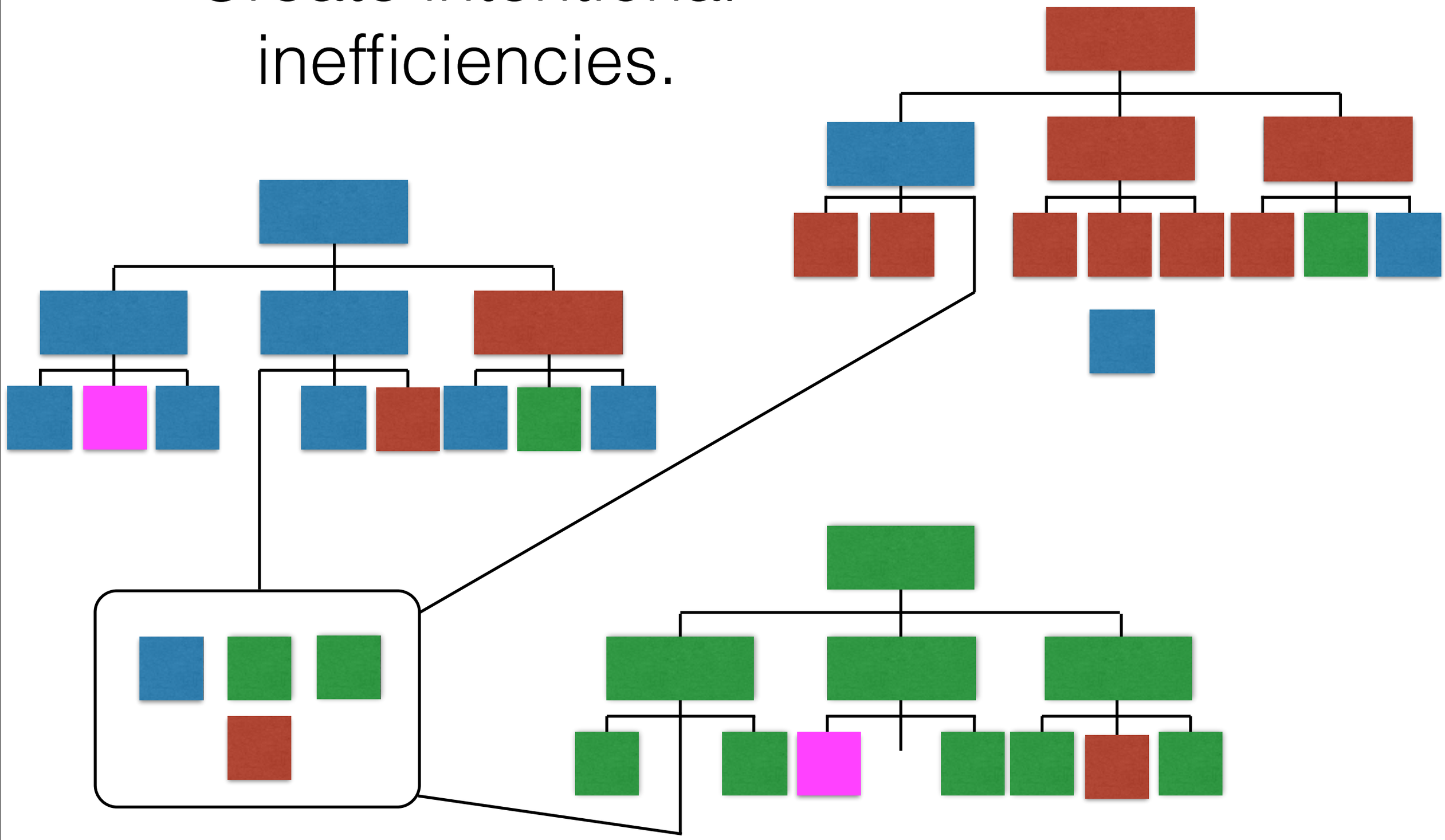
Create intentional inefficiencies.



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Create the spaces that make collaboration possible

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Fail early to succeed sooner.

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A prototype should teach you something.
It's good that they fail.

(As they say in Lean, "no problem is a big problem.")

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When you have a hammer, everythi….wait a minute. No one has *just* a hammer.

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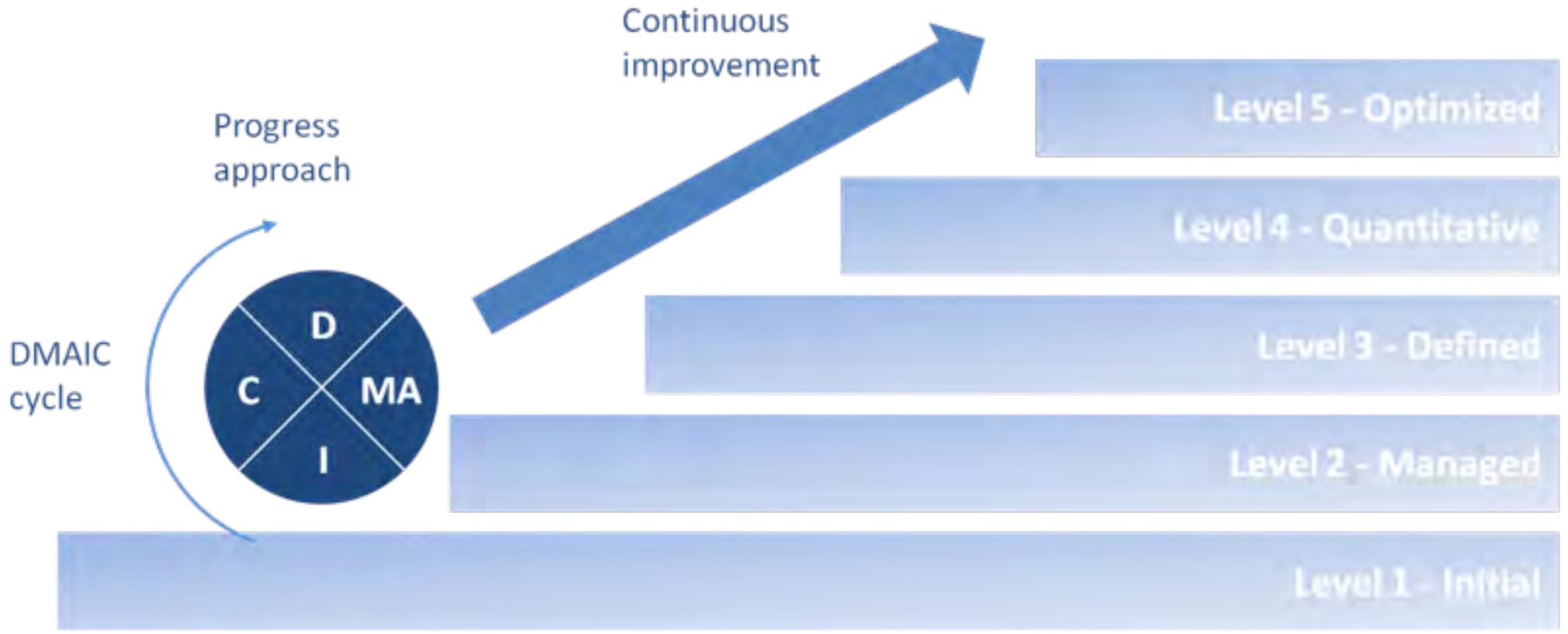

DEFINE

DMAIC: Define

the problem.

MEASURE

Map out the current process.

ANALYZE

Identify the cause of the problem.

IMPROVE

Implement and verify the solution.

CONTROL

Maintain the solution.

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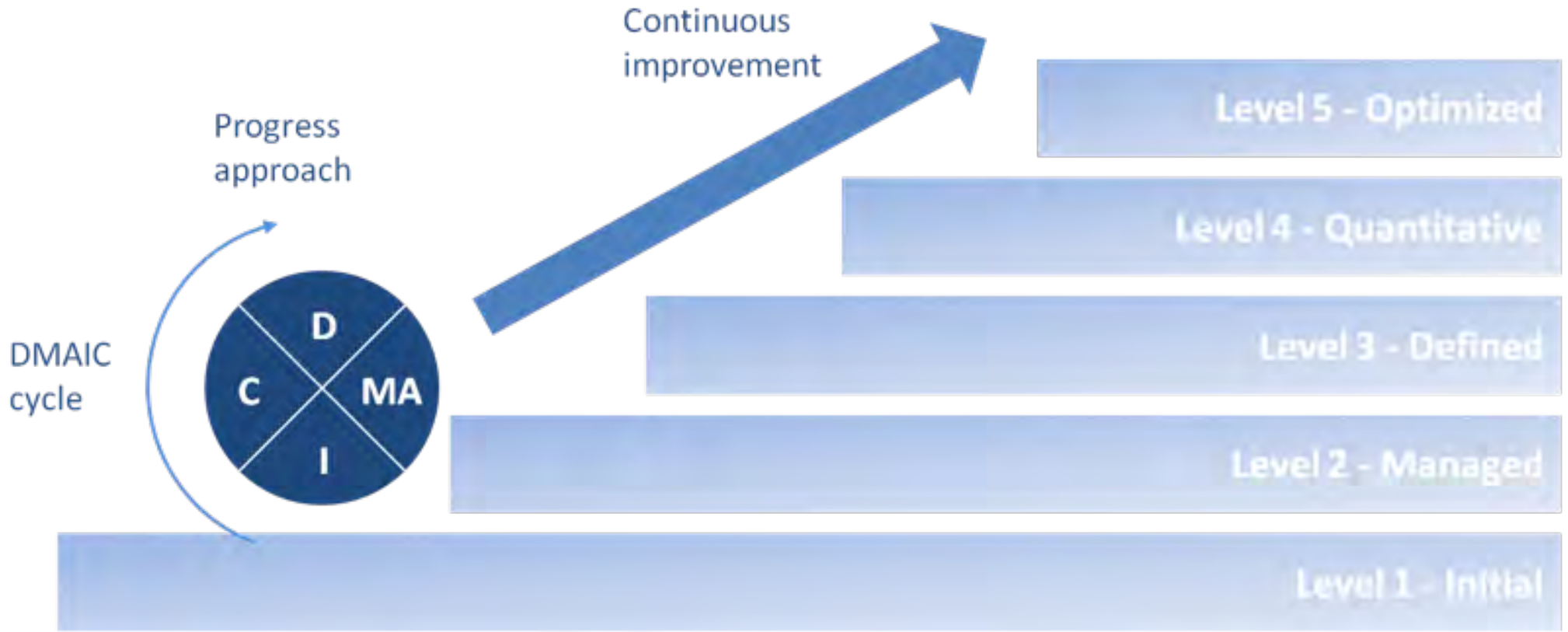

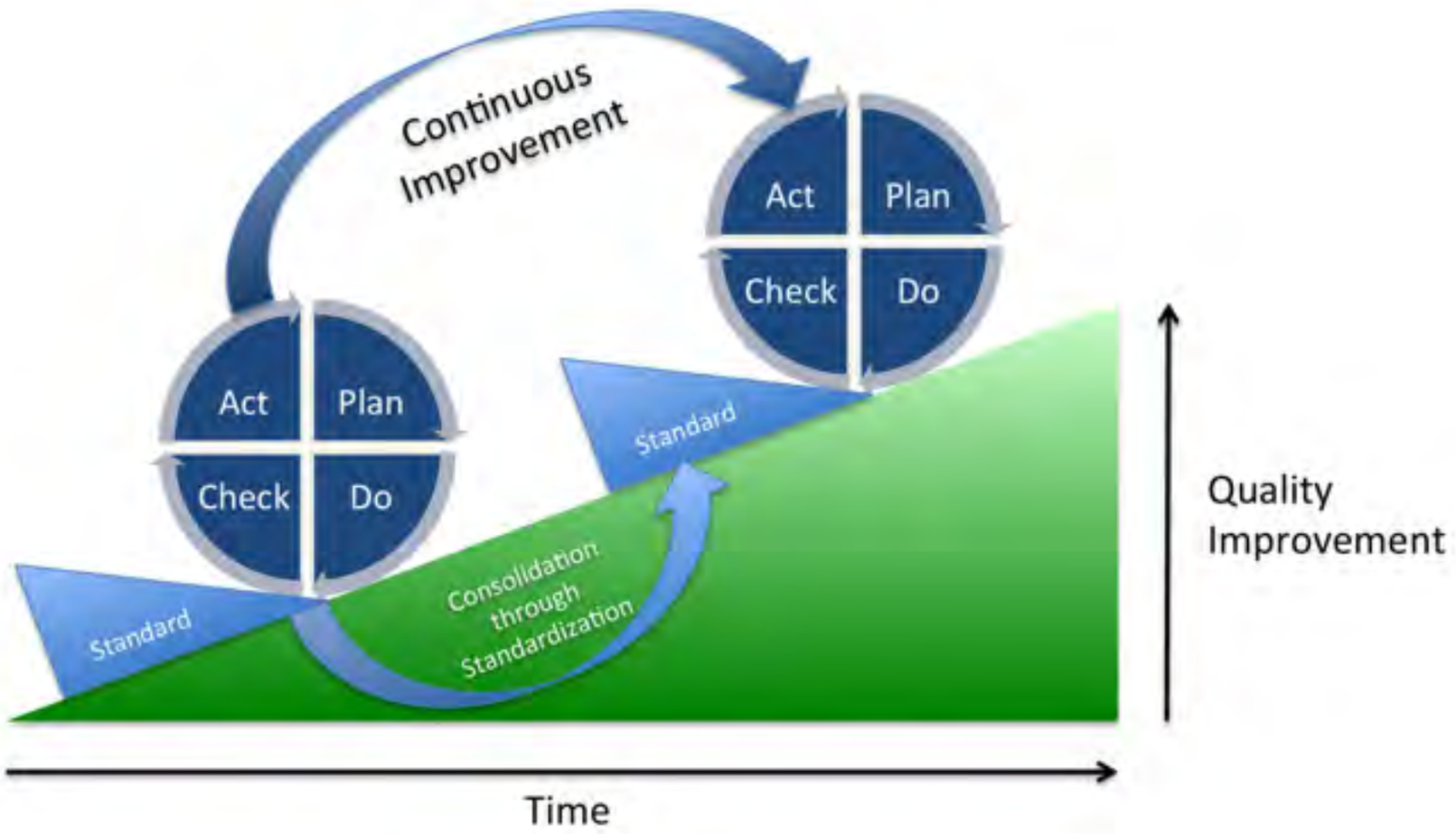

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Manufacturers are sometimes good at optimization,
but most struggle getting *to* manufacturing.

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5 whys
Business Process Mapping
Ishikawa diagrams
Chi-squared test of independence fits
Taguchi methods
Control / SPC charts
CTQ tree
Five S
Fishbone diagrams
Design of experiments
Histograms
Pareto charts
Value stream mapping
Process capability mapping
Quality function deployment
Quant research
Root cause analysis
Product lifecycle management

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Unfocus groups
Whine and dine
Card sort
BASES testing
Narration
Cultural anthropology
Personas
Archetype creation
User interviews
In-situ observations
Extreme user interviews
Experiential prototypes
Collage
Cognitive task analysis
Brainstorming
Affinity diagrams
Social network maps
2x2's

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5 whys
Business Process Mapping
Ishikawa diagrams
Chi-squared test of independence fits
Taguchi methods
Control / SPC charts
CTQ tree

Unfocus groups
Whine and dine
Card sort
BASES testing
Narration
Cultural anthropology
Personas

You'll use the right tool for the challenge at hand.

Pareto charts
Value stream mapping
Process capability mapping
Quality function deployment
Quant research
Root cause analysis
Product lifecycle management

Experiential prototypes
Collage
Cognitive task analysis
Brainstorming
Affinity diagrams
Social network maps
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— *Herbert Simon from*
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This sort of sounds like kaizen

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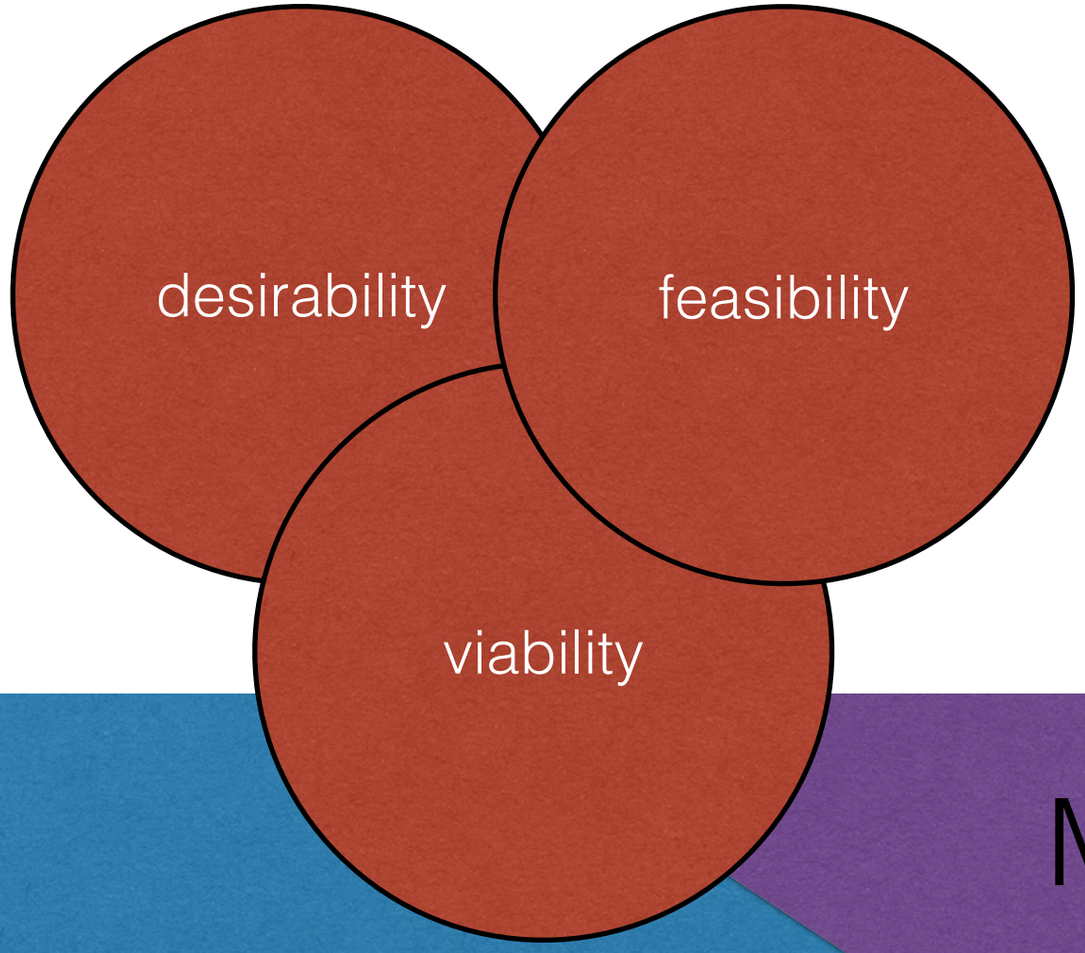

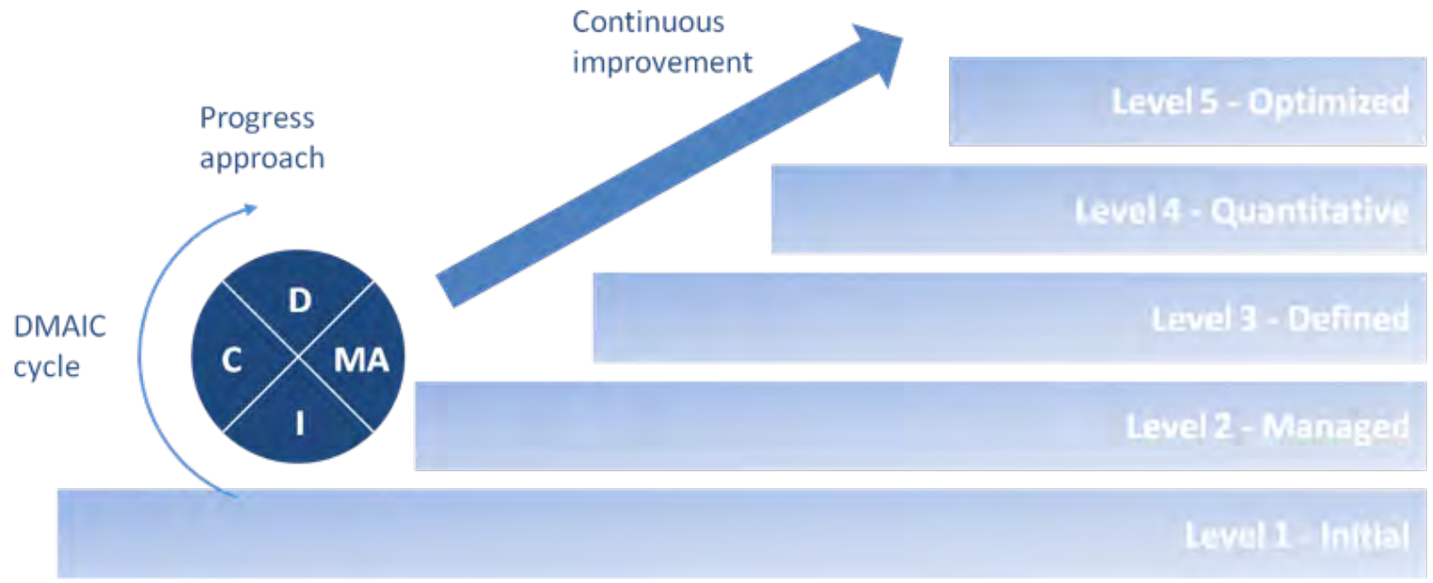

Manufacturing frameworks (operational)

Design Thinking (generative)

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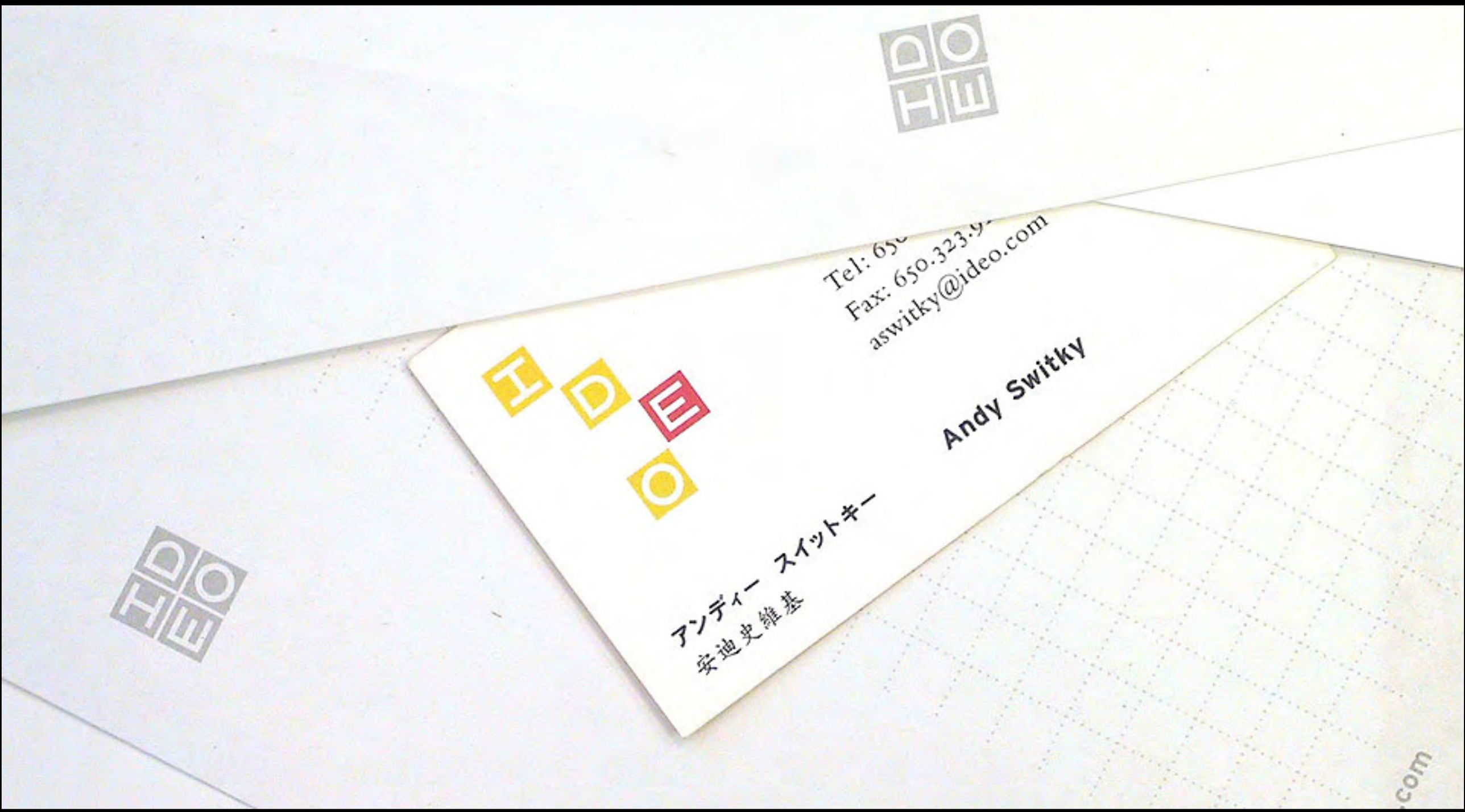

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