

Creativity in Use

**Langer Donnerstag (LaDo)**  
**AGD Treffen – Design Thinking**  
**Dortmund, 16.03.2017**

Ferdinand Grah, Creative Leader

# Silicon Valley - Potsdam - Dortmund...

Als Consultant war ich viele Jahre für MHP – A Porsche Company und IBM international tätig und habe zahlreiche Kunden in unterschiedlichen Branchen erfolgreich beraten. Im Rahmen meines Lehrauftrages coache ich zudem Professionals im Bereich Design Thinking an der HPI-Academy in Potsdam.

Ich bin Absolvent des Professional Education Program der HPI School of Design Thinking in Potsdam, einem Schwesterinstitut der d.school in Stanford, sowie Absolvent des Creative Leadership Program an der KaosPilot Business and Design School in Aarhus. Zudem habe ich eine Ausbildung an der Porsche Consulting Akademie zum Thema Lean Management durchlaufen.



KAOSPILOT



# Größe vs. Agilität...



# Größe vs. Agilität...



# Complexity vs. Simplicity...



# Service-Dominant Logic...

**Everything is a service**

**Your „market“ is not the one  
you think it is**

**Your product (in itself) creates  
no value**



# Everything is a service...

## SERVICE & LEISTUNGEN

### Entspann dich einfach, wir erledigen den Rest.

Du kannst alles selber machen, musst du aber nicht.

Schau dich in deinem IKEA Einrichtungshaus um oder kauf bequem von zu Hause aus ein. Wir sind immer für dich da.



#### Küchenservice

[Mehr Infos](#)



#### Lieferservice

[Mehr Infos](#)



#### Miettransportservice

[Mehr Infos](#)



#### Mietanhänger

[Mehr Infos](#)



#### Montageservice

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#### Bezahlmöglichkeiten

[Mehr Infos](#)



#### Finanzierungsservice

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#### Online kaufen & selbst abholen

[Mehr Infos](#)

# Service-Dominant Logic...



Your „market“ is not the one you think it is

Your product (in itself) creates no value

# Silicon Valley...



# Ist Berlin das nächste Silicon Valley?



...oder das Ruhrgebiet?



**Yes,** **But...**

# ...Leidenschaft



# ...Experimentierfreude



# ...Risikobereitschaft



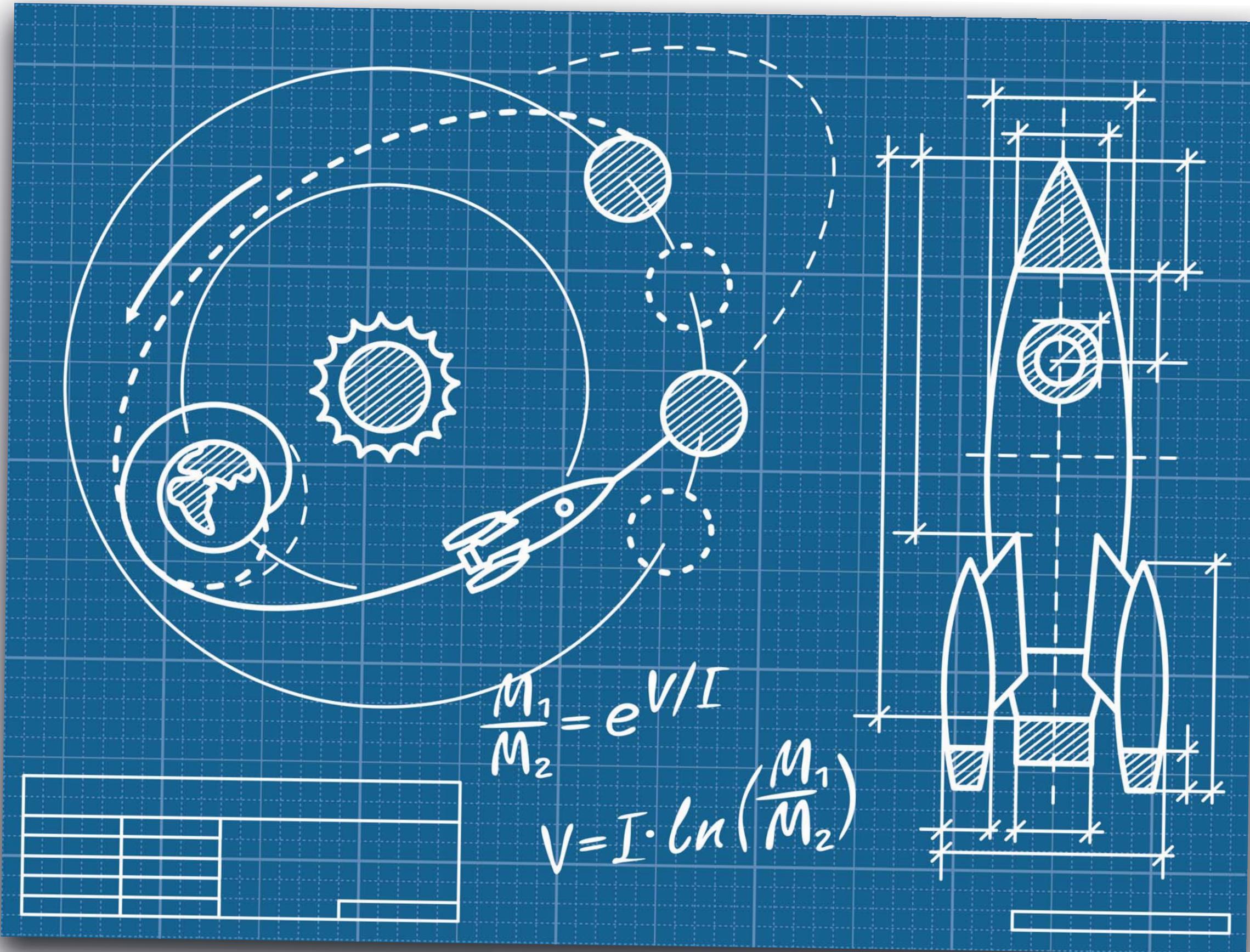
# The Big Yes!

Yes, and...

Was ihr schon immer über  
Design Thinking wissen wolltet...



# Design Thinking is not...

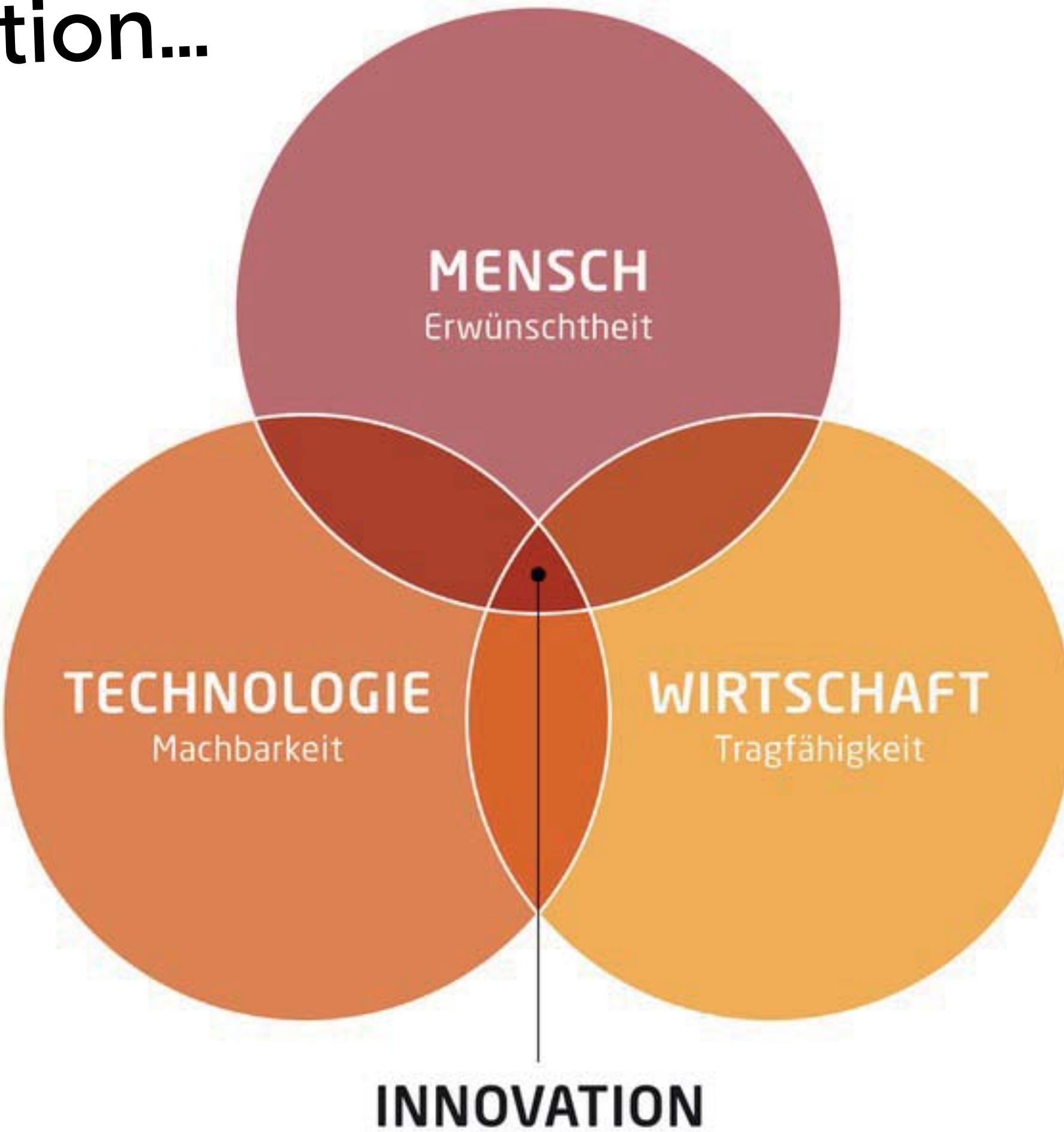


# Design Thinking is...

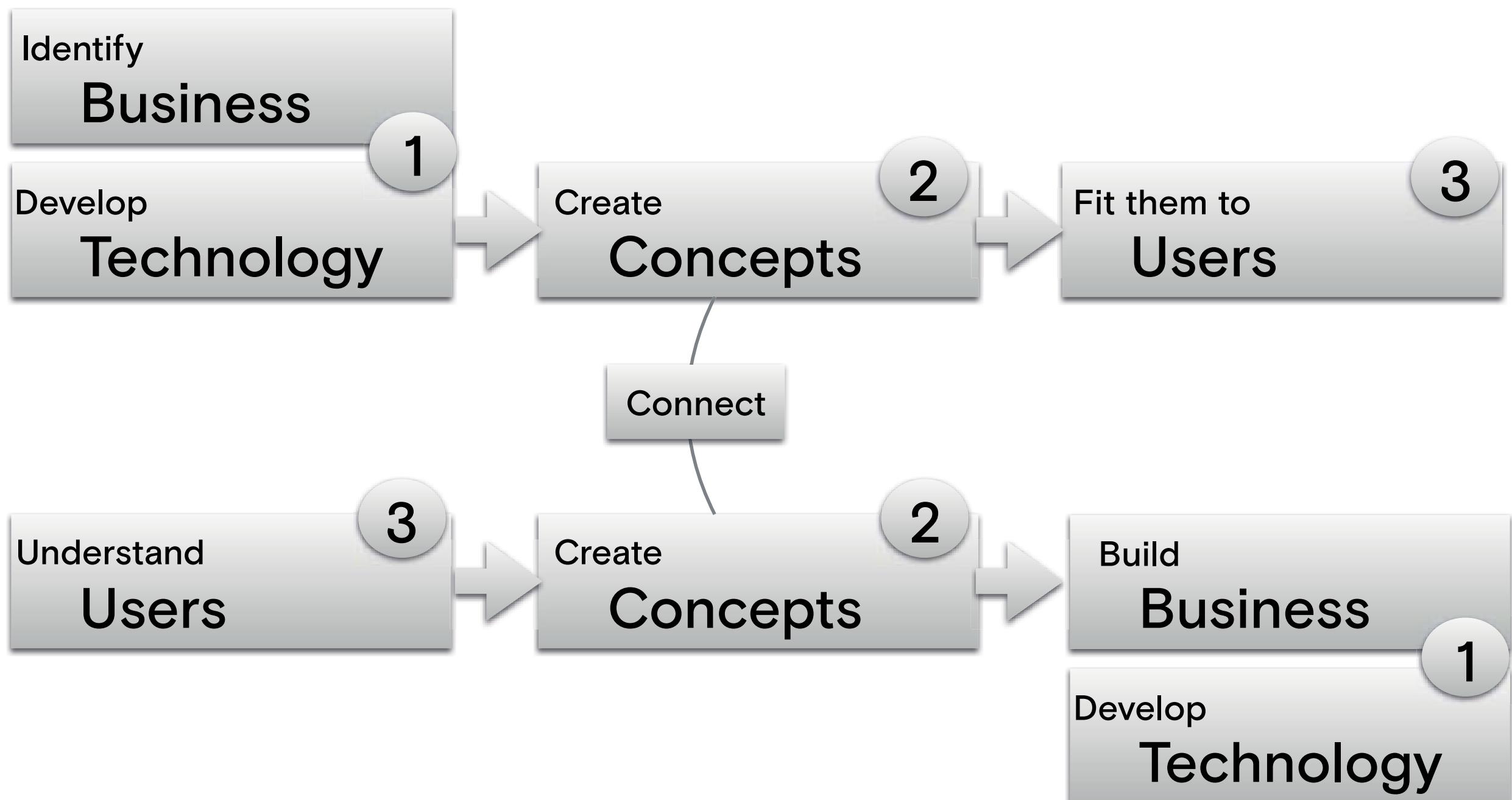
A blurred background photograph of a person working at a desk. The person is seen from the side, looking down at a piece of paper. On the desk, there are various items including a laptop, a smartphone, some papers, and a small potted plant. In the foreground, there is a yellow sticky note with some hand-drawn sketches or icons on it.

**Creative Problem Solving**  
+  
**Creation of extraordinary and  
meaningful Experiences**

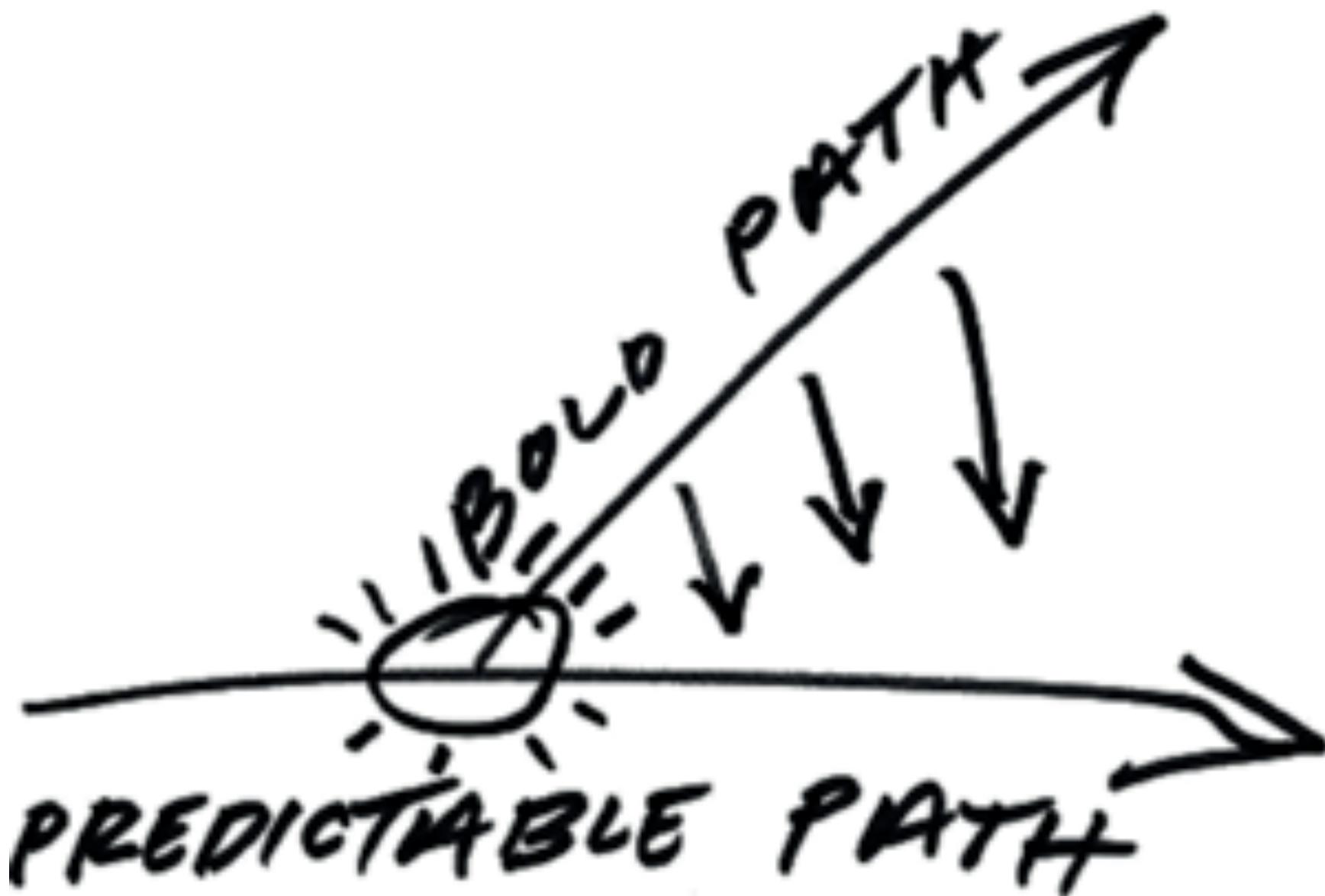
# Innovation...



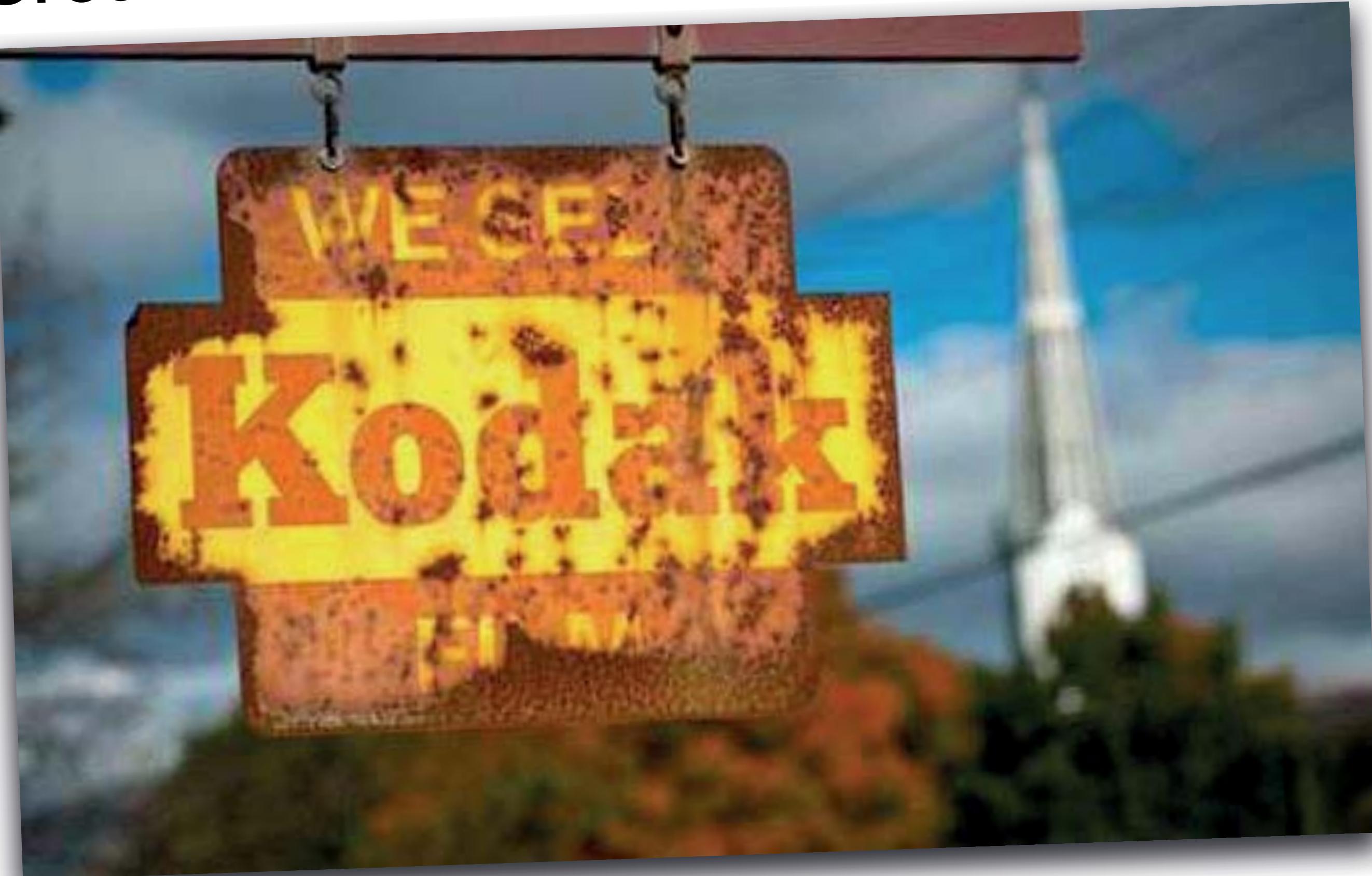
# Innovation from push to pull...



# Predictable Path - Bold Path...



# Creative Destruction...



# Houston we have a problem...

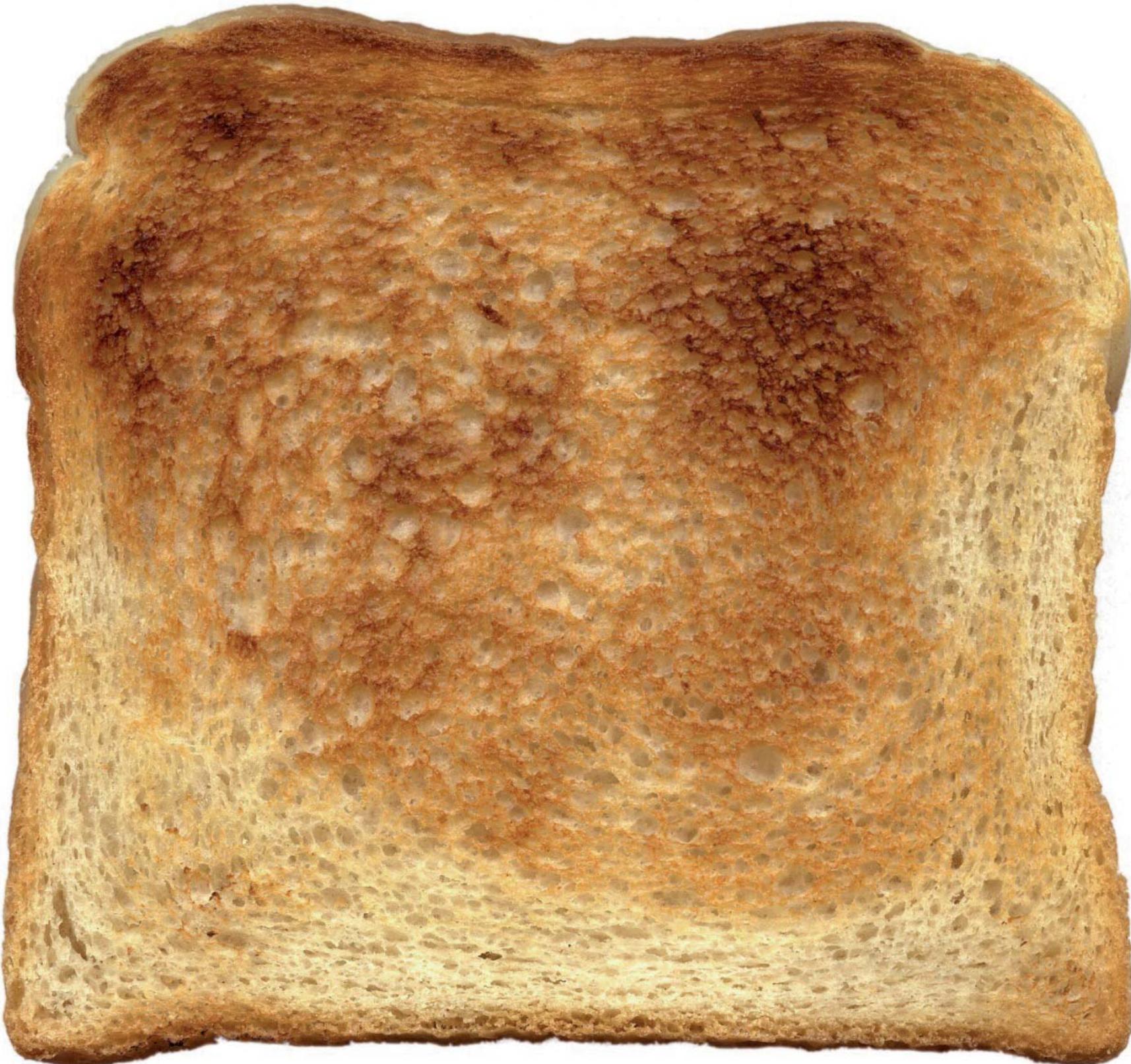


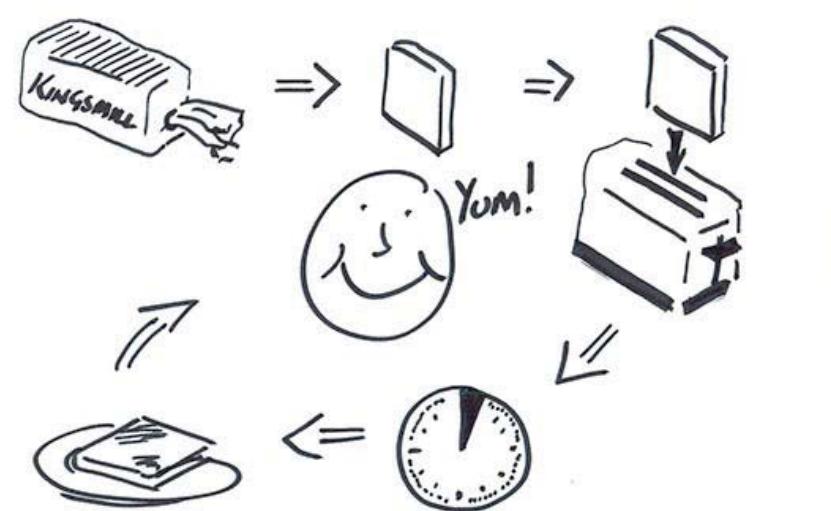
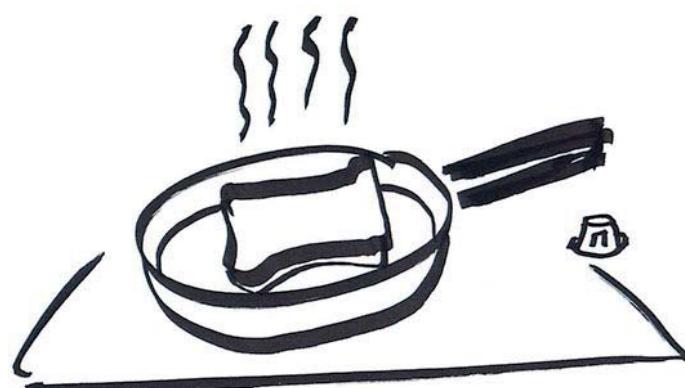
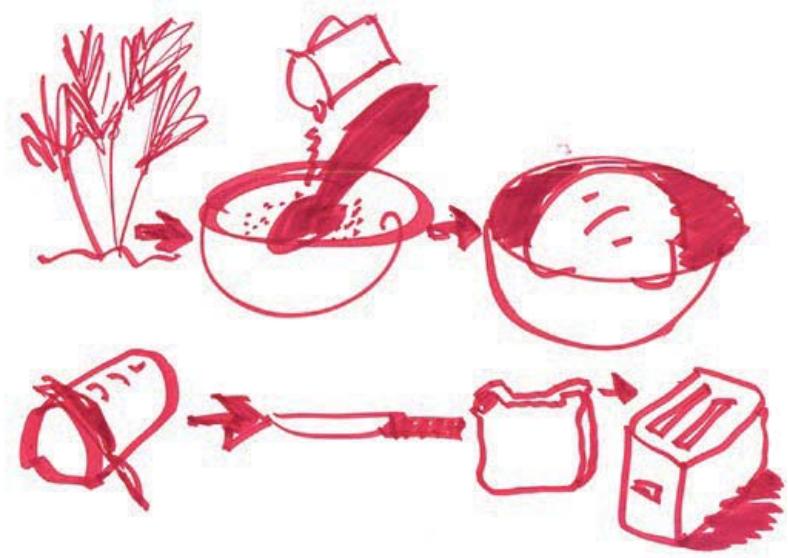
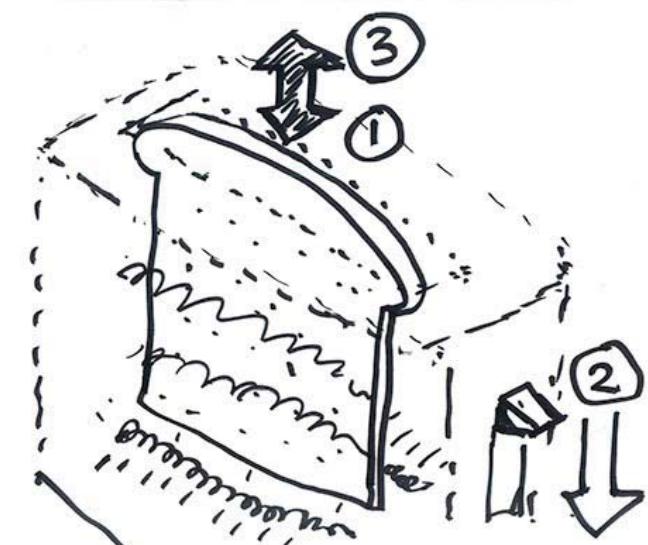
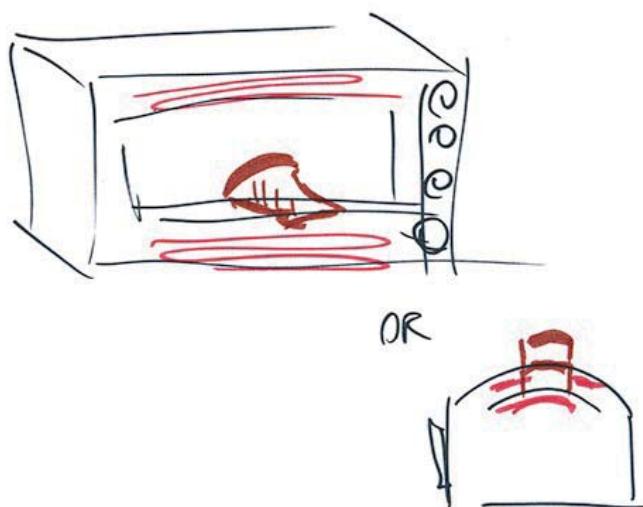
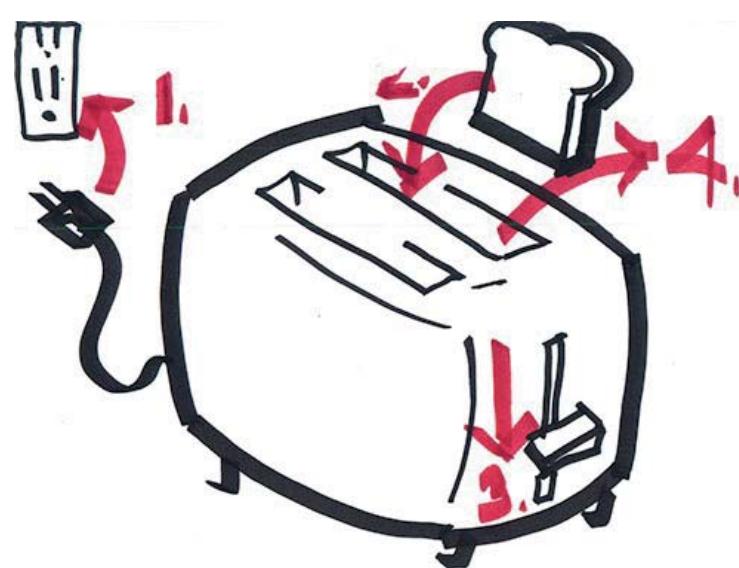
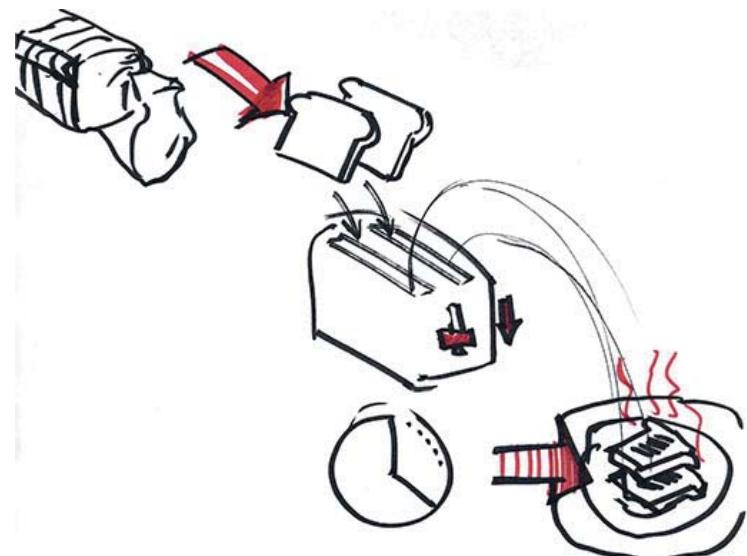
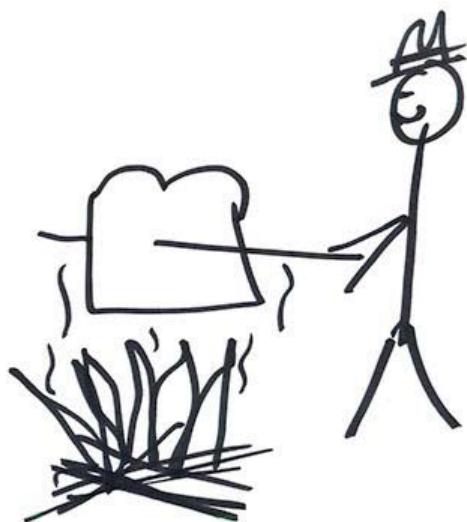
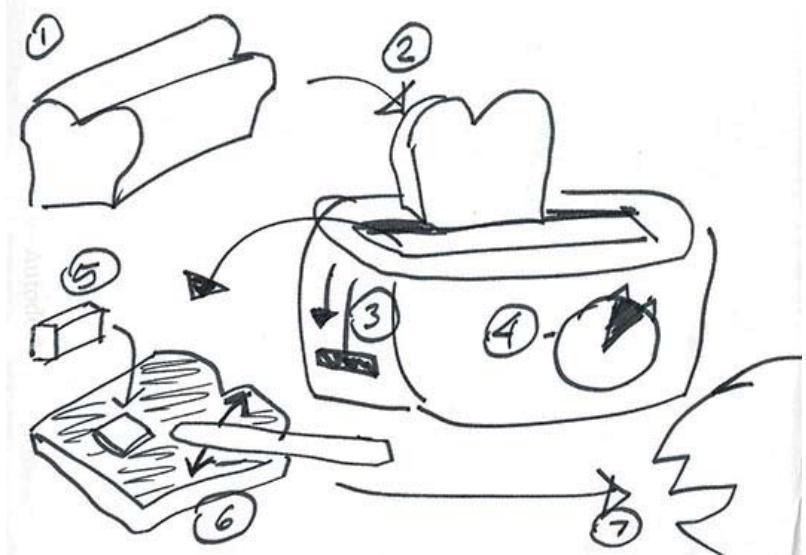
לְכַדְּמָה אֲמֵדָה רָאשָׁה דָּבָרִים כָּא

לְפִנֵּי דָּבָרִים וְלֹא כָּא כַּאֲמֵדָה

JGU UARF DAS BPQRI FM  
FJNDFHTJC VFBSTANDFN

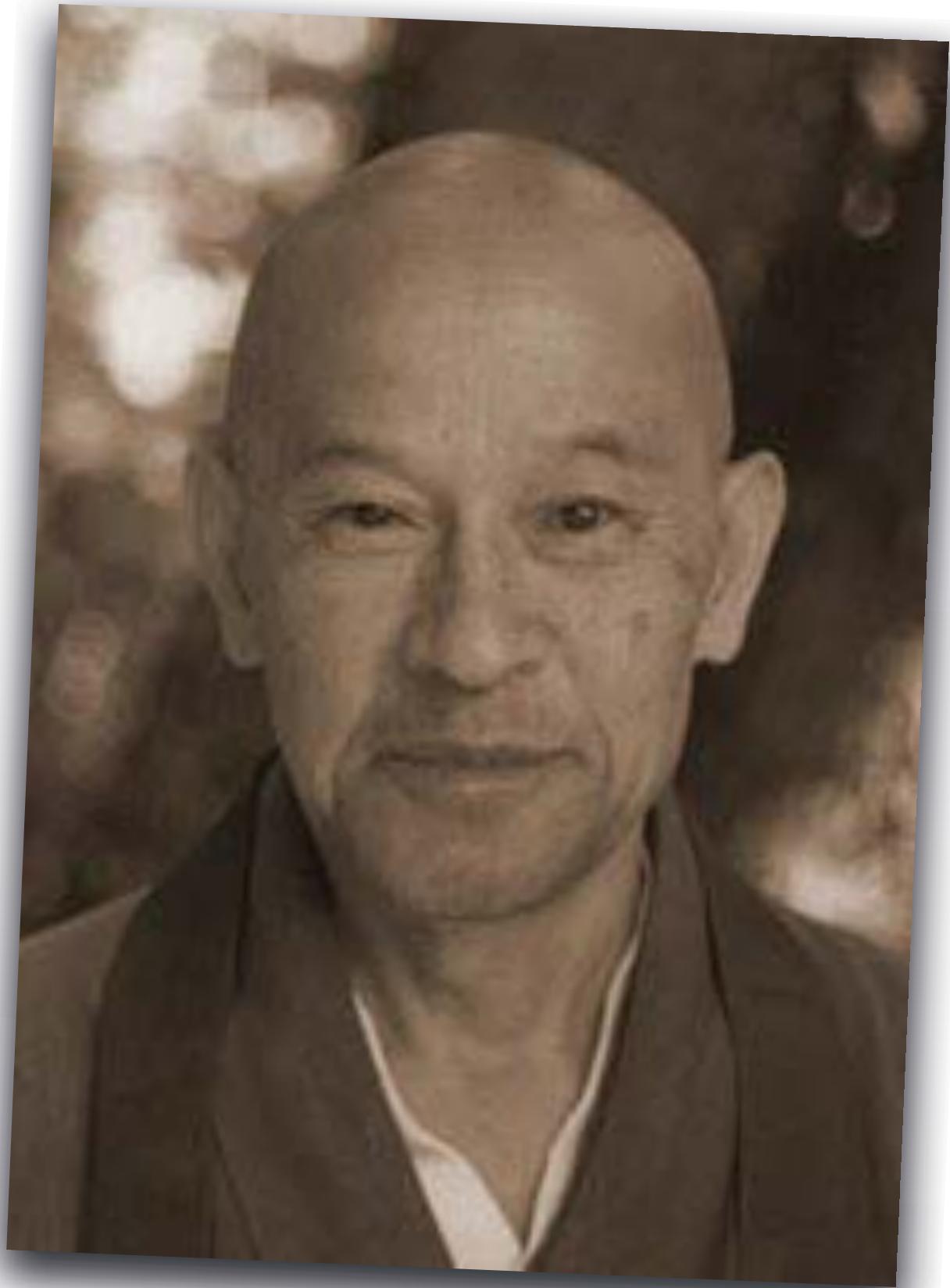
# How to make toast...





**„In the beginner's mind  
there are many  
possibilities. In the expert's  
mind there are few.“**

**Shunryu Suzuki**



## Business Thinking



## Design Thinking



Analysis aimed at proving one „best“ answer

Experimentation aimed at iterating toward a „better“ answer

Jonathan Ive, Designs Tomorrow

# A short history about Design Thinking...



Standford  
d.school  
2003

IDEO - A Design  
and Innovation  
Consulting Firm  
90 years



HPI School of  
Design Thinking,  
Potsdam  
2007







# Jobs to be done...

Situation

Needs

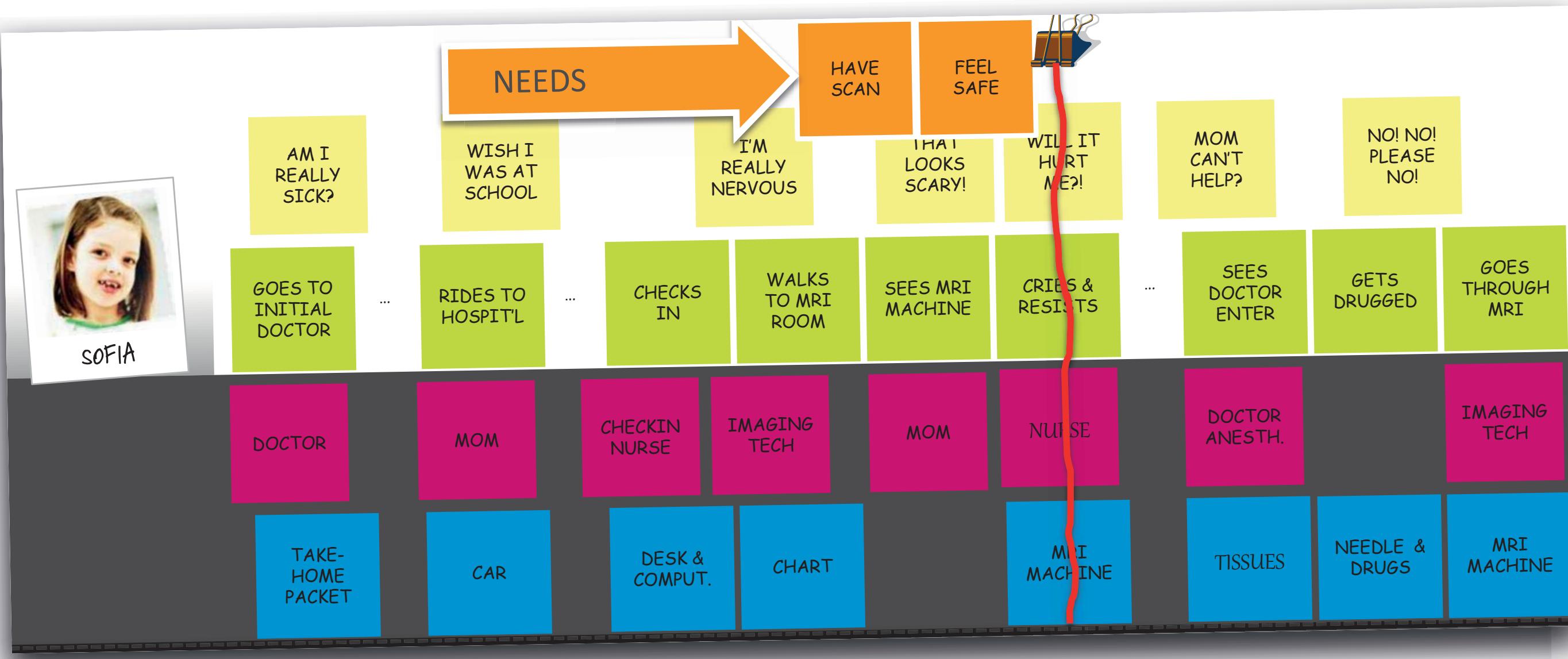
Goal

Who  
Where  
When

What

Why

# Customer Experience Map...



WIF?

# Design Thinking Mindset...



- # Focus on Human Values
- # Embrace Experimentation
- # Be Visual
- # Radical Collaboration
- # Encourage extraordinary and meaningful Ideas
- # Build on the Ideas of others
- # Have fun



Radical Collaboration in interdisciplinary Teams...

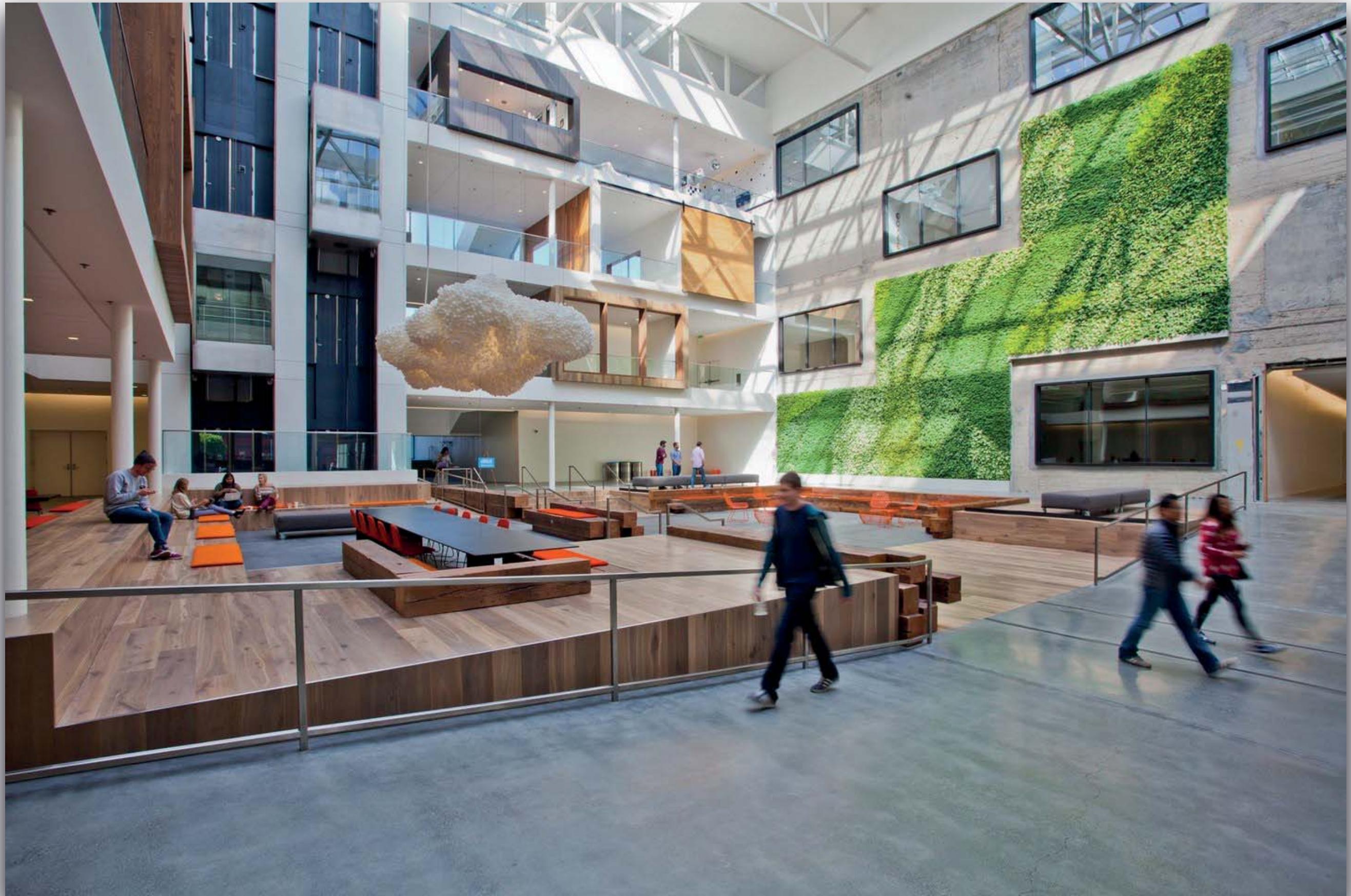
# Creative Leader...



# Creative Learning Spaces...



# Creative Working Places...



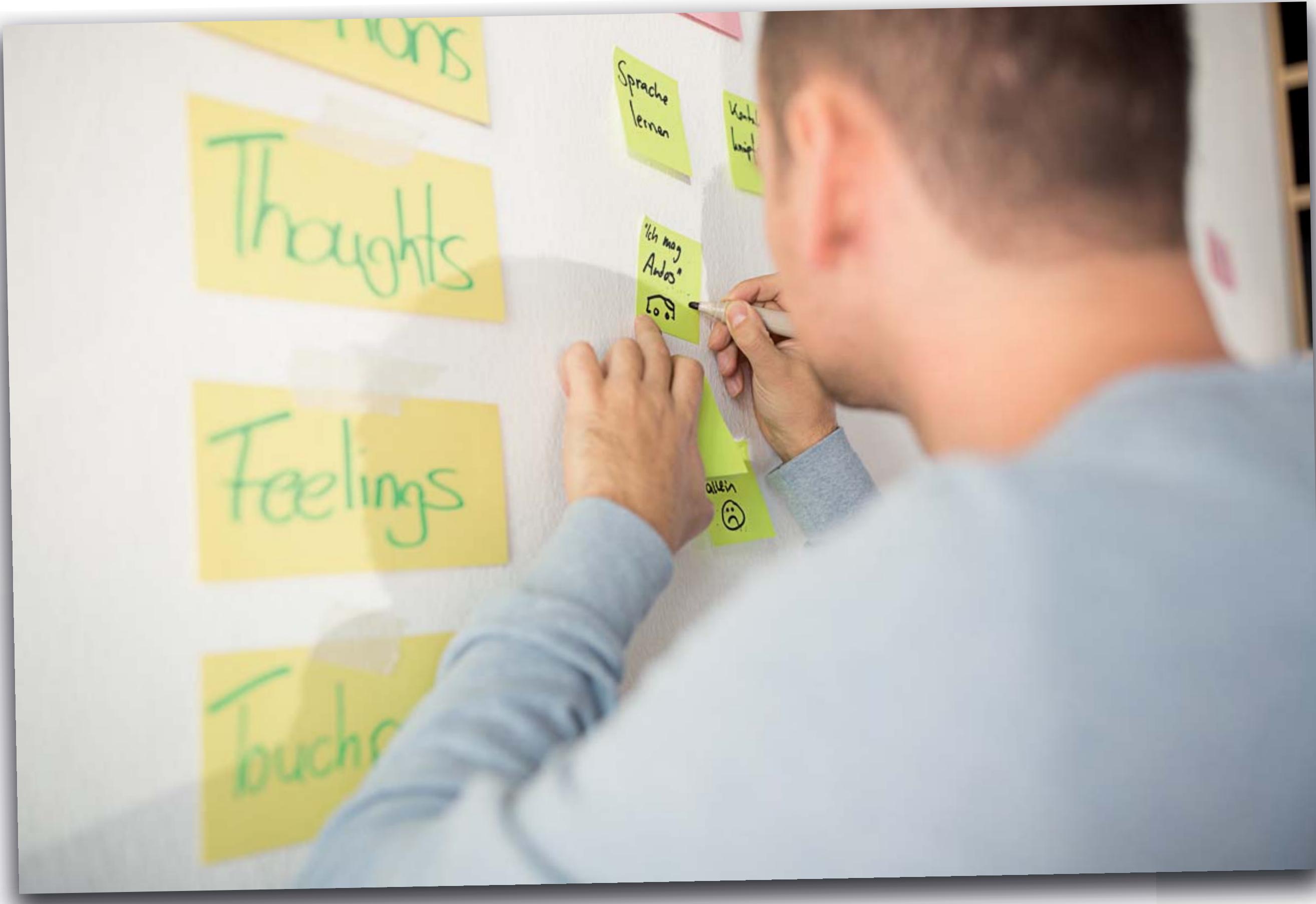
# Communication back to the roots...



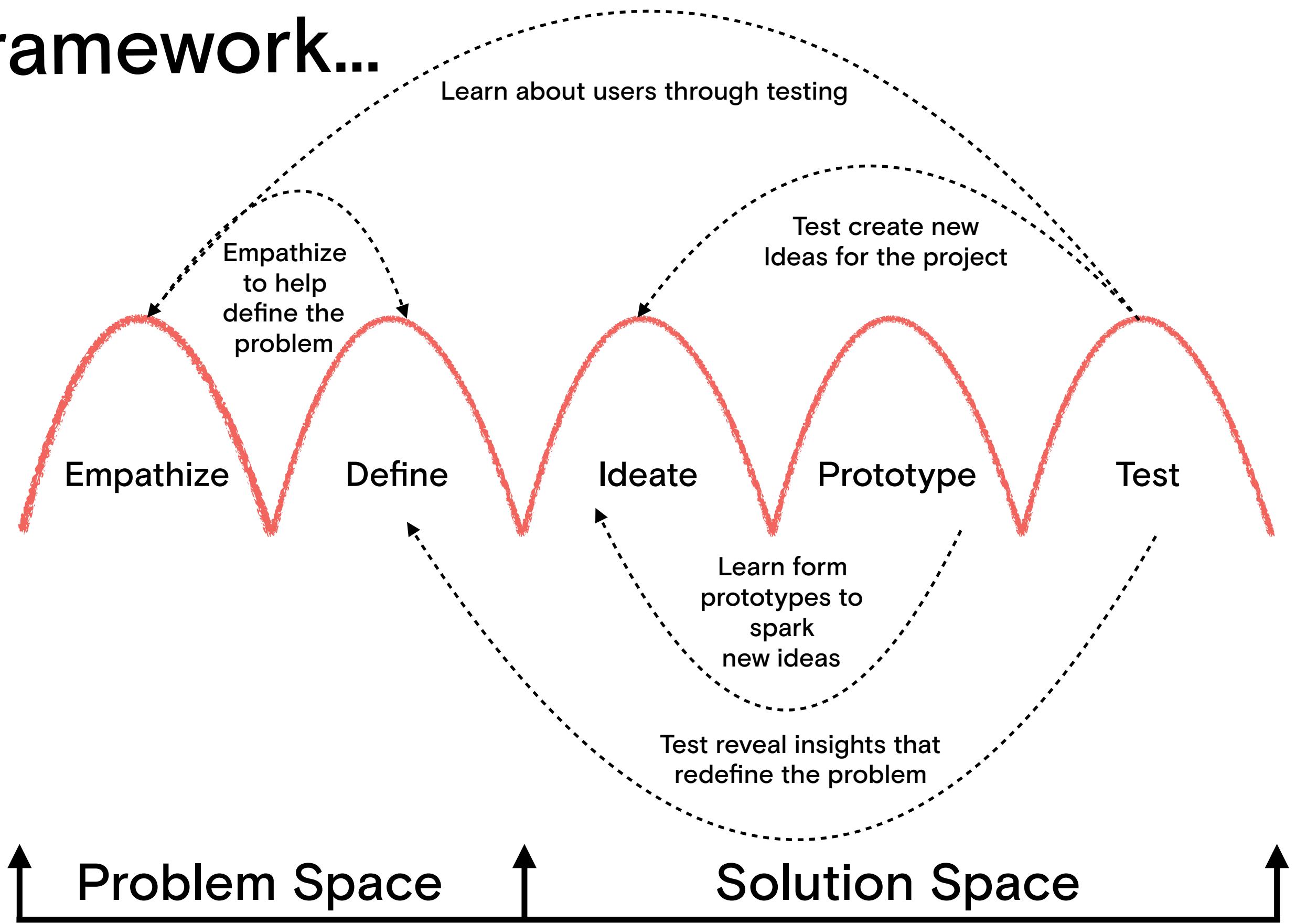
# Storytelling...



# Creative Framework...



# The iterative Design Thinking Framework...



# Why? - What If? - How?...



ASKING QUESTIONS



Think User Centric ...

# Seeing Things Differently...



Foto by Peyman Azhari

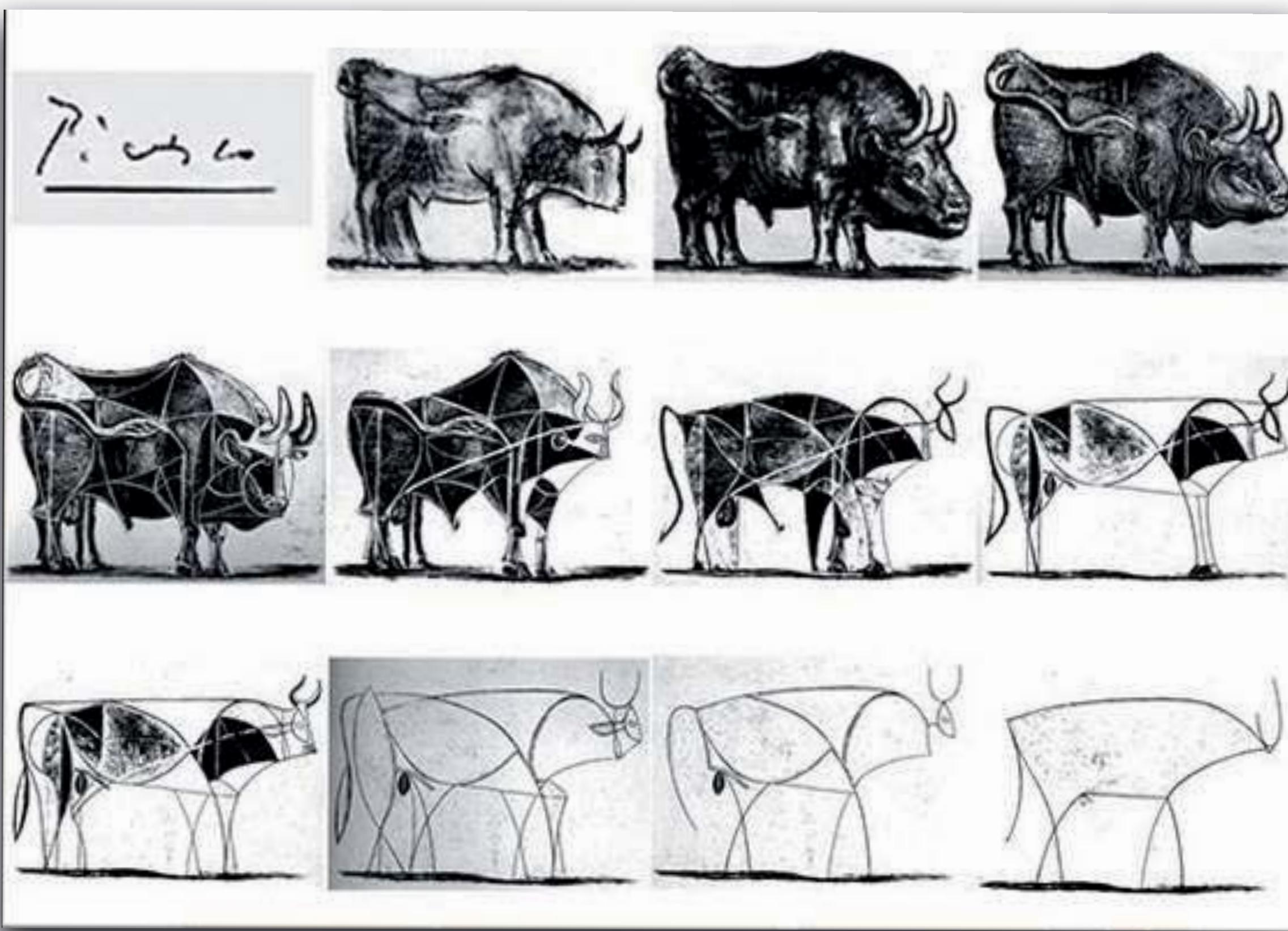
A close-up photograph of a person's hands holding a collection of colorful LEGO blocks. The blocks are of various colors including blue, yellow, orange, and white, and are of different shapes like bricks, plates, and a small figure. The background is a plain, light-colored surface.

„Creativity is just  
connecting things.“  
Steve Jobs



**Learning through Experimentation  
and Reflection...**

- = + ...



# Time Boxing...



~~I can't~~ change the world.

# Open Trainings...



## Design Thinking Workshop „Durchblicker“ 14.10.17 in Dortmund



**Beginn:** Sa, 14.10.2017, 10:00 (CEST)  
**Ende:** Sa, 14.10.2017, 18:00 (CEST)



[offene antworten | Projektraum](#)  
Dortmund, Deutschland

Design Thinking Workshop „Durchblicker“ Intensivkurs zur Anwendung der Methoden und des Mindsets von Design Thinking.

Sind Sie dabei? ▾



[https://www.xing.com/events/design-thinking-workshop-durchblicker-14-10-17-dortmund-1793833?preview=true&sc\\_o=EV9789\\_visitor](https://www.xing.com/events/design-thinking-workshop-durchblicker-14-10-17-dortmund-1793833?preview=true&sc_o=EV9789_visitor)

<http://ferdinandgrah.de>

<http://ferdinandgrah.wordpress.com>

<http://dschool.stanford.edu>

<http://hpi.de/school-of-design-thinking.html>

<http://www.ideo.com>

<http://designthinking.ideo.com>

<http://www.designthinkingnetwork.com>

<http://www.gv.com/sprint/>

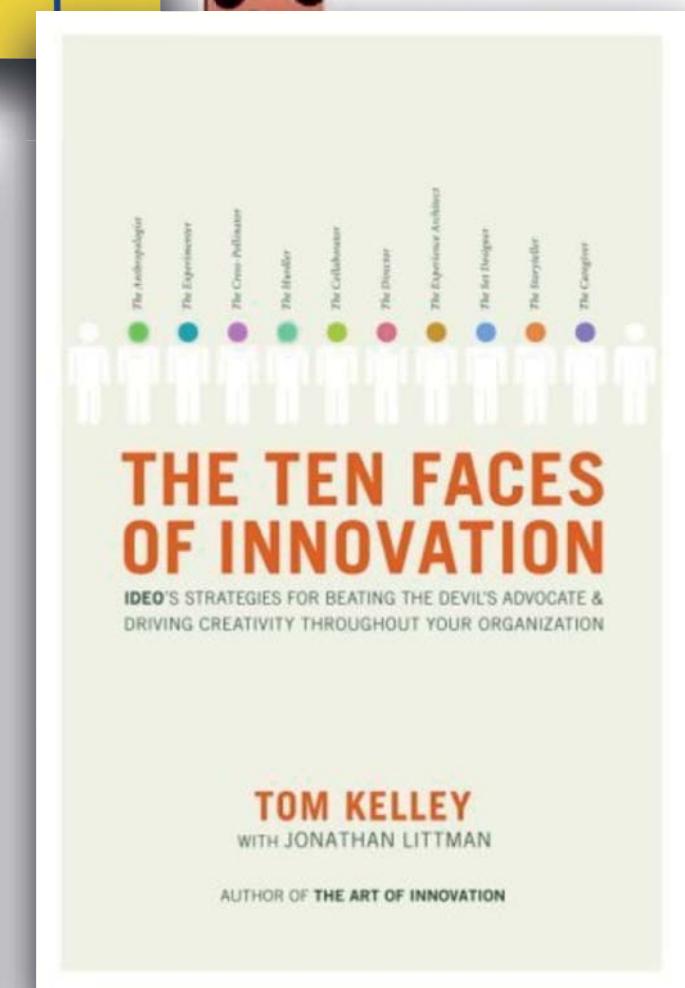
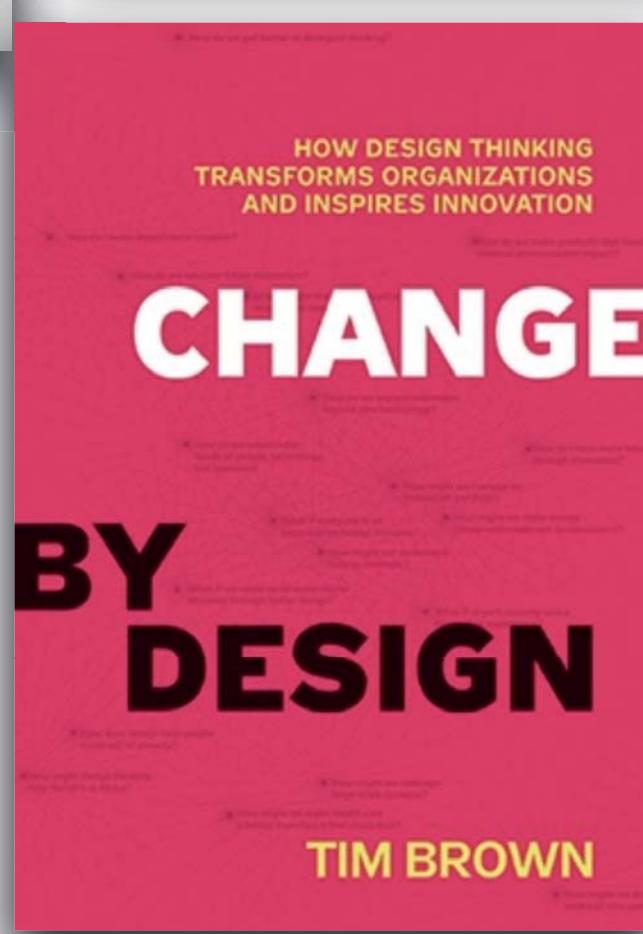
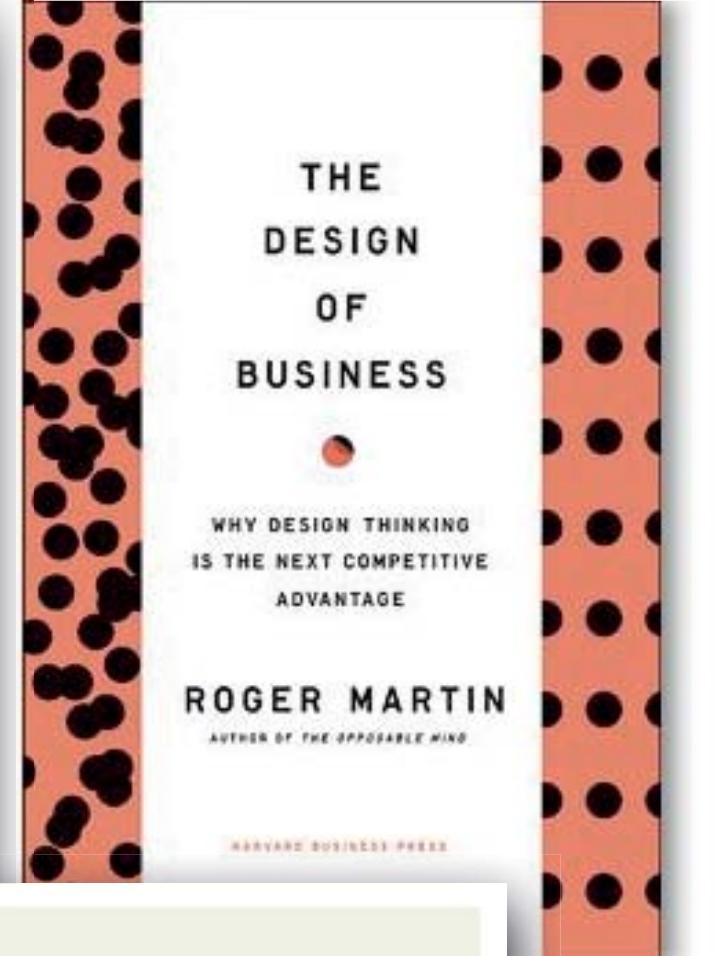
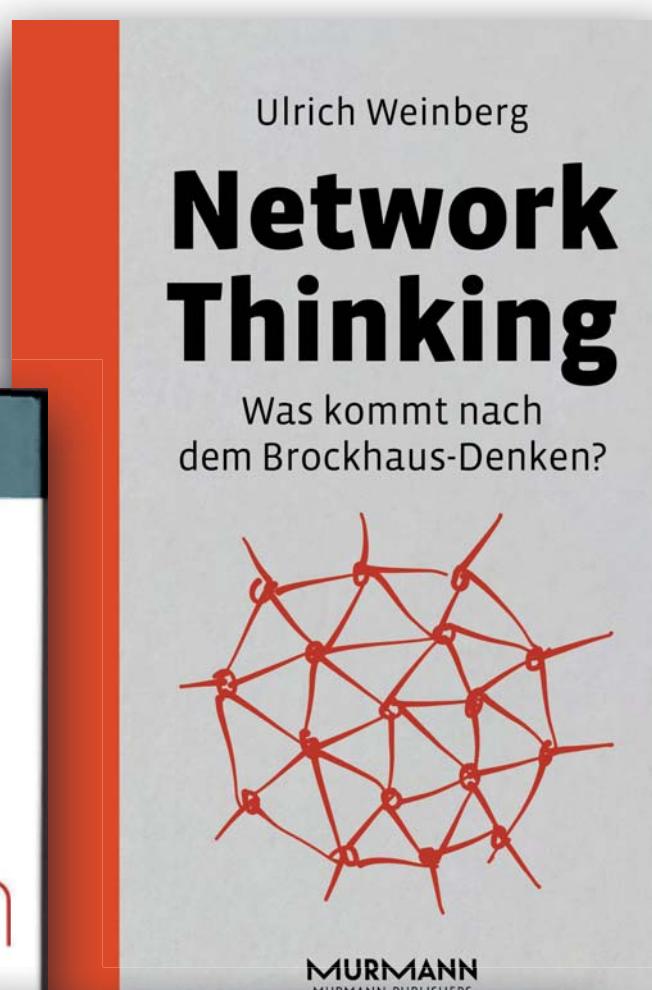
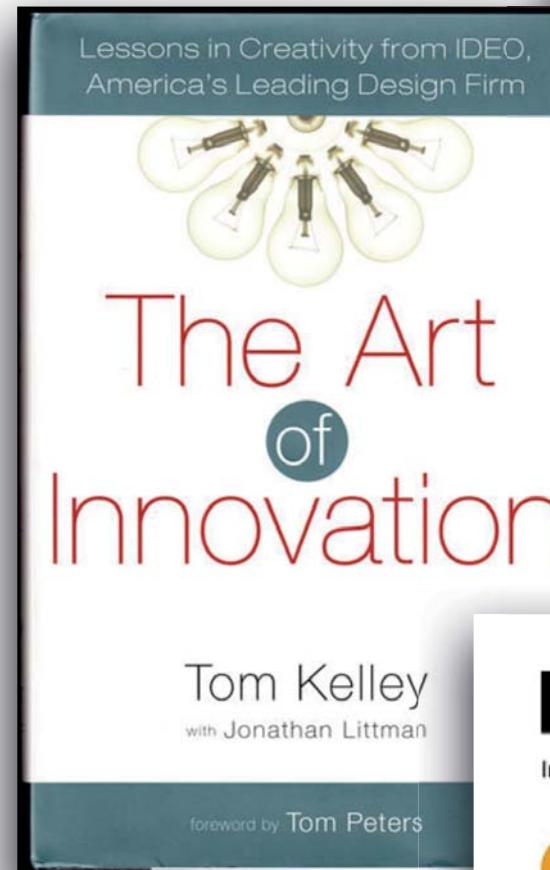
<http://sdlogic.net/index.html>

<http://livrodesignthinking.com.br/>

<http://thisisservicedesignthinking.com>

<http://www.frogdesign.com>





# SPRINT

how to  
SOLVE BIG PROBLEMS  
AND TEST NEW IDEAS  
IN JUST **FIVE DAYS**

JAKE KNAPP

WITH JOHN ZERATSKY & BRADEN KOWITZ  
from GOOGLE VENTURES

**30 MINUTEN**  
In 30 Minuten  
wissen Sie  
mehr!

Jochen Görtler  
Johannes Meyer

# Design Thinking

GABAL

CHRISTOPH MEINEL / ULRICH WEINBERG / TIMM KROHN

## DESIGN THINKING LIVE

WIE MAN IDEEN ENTWICKELT  
UND PROBLEME LÖST

In diesem Buch berichten Menschen über  
ihre Erlebnisse mit einem der  
innovativsten Denkwerkzeuge der Welt:

Why Some Ideas Survive  
and Others Die

# MADE to STICK

Chip Heath & Dan Heath

Read by Charles Kahlenberg

AN UNABRIDGED PRODUCTION

## WEIRD IDEAS THAT WORK

11½ Practices for Promoting,  
Managing, and Sustaining Innovation

R T I. SUTTON

Author of *The Knowing-Doing Gap*

## THE *Opposable* MIND

How Successful Leaders Win Through  
Integrative Thinking



ROGER MARTIN

HARVARD BUSINESS SCHOOL PRESS

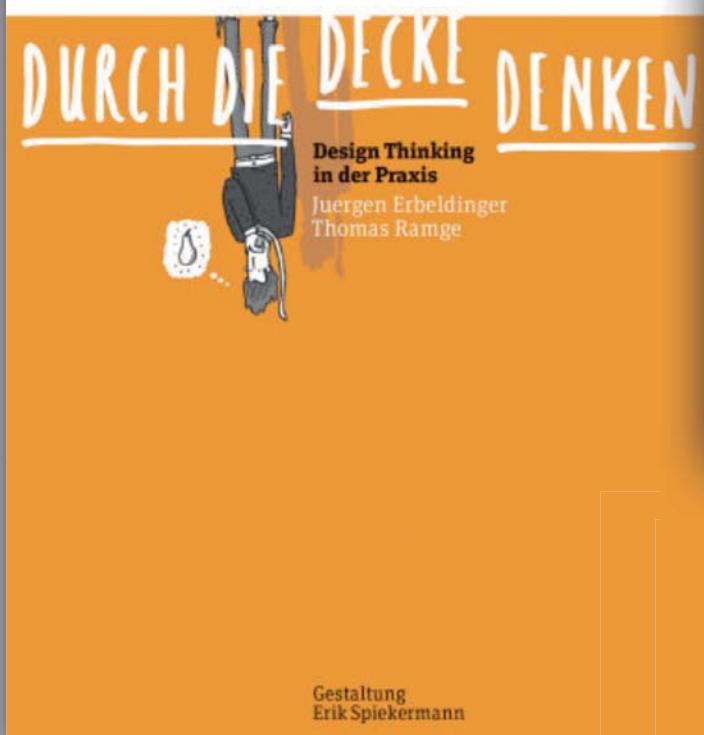
S I M P L I C I T Y

DIE ZEHN GESETZE DER EINFACHHEIT

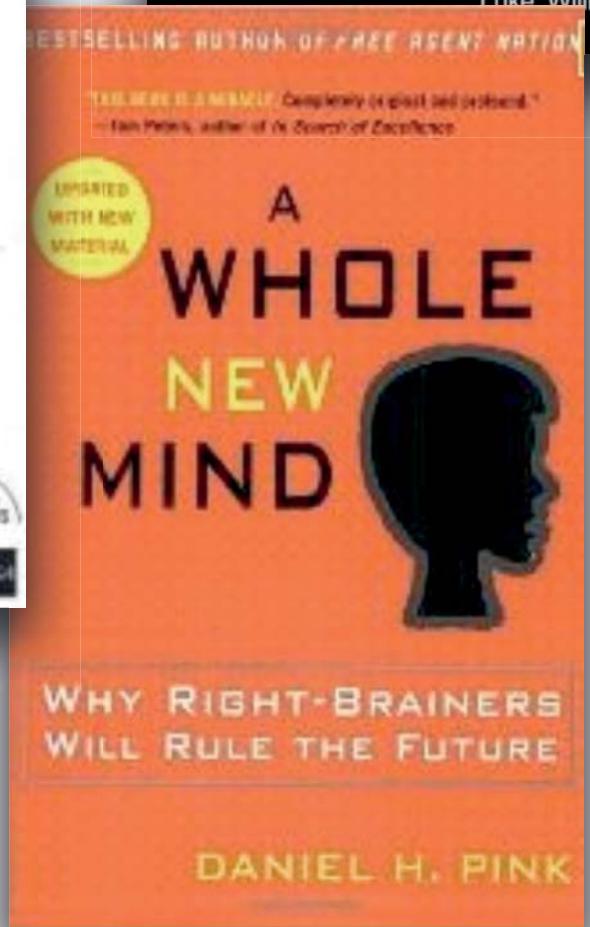
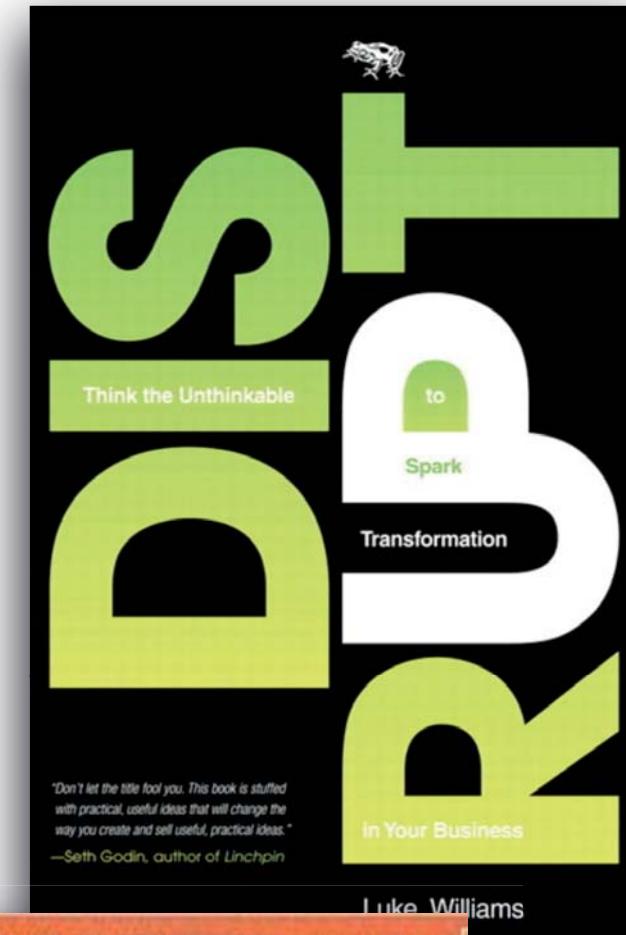
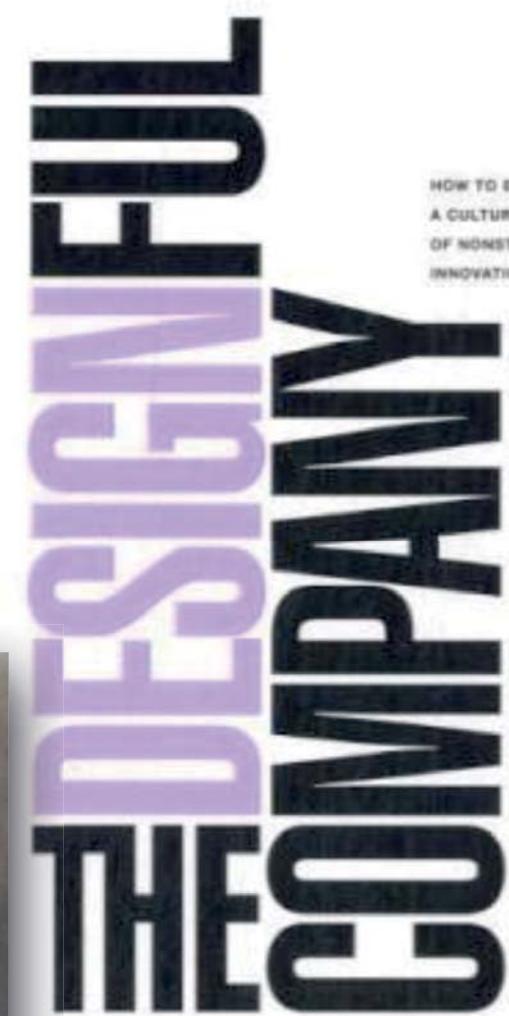
Spektrum  
Sachbuch

John Maeda

REDLINE | VERLAG



WHITEBOARD OVERVIEW BY MARTY NEUMEIER  
AUTHOR OF ZAG





„The real voyage of discovery consists not in seeking new landscapes, but in having new eyes.“  
Marcel Proust

Creativity in Use

Ferdinand Grah, Creative Leader

Westerwikstraße 12  
44379 Dortmund, Deutschland

+49 1522 2636626  
[mail@ferdinandgrah.de](mailto:mail@ferdinandgrah.de)

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