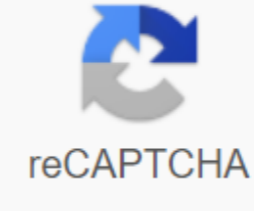




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Enlightened trial and error succeeds over

Enlightened experience and error succeeds over the planning of a lonely genius is a quote from a great video demonstrating how teamwork and flexible concepts in IDEO is used to successfully deliver innovations and solutions in a non-IT environment in just 5 days! Some highlights I thought were related to agility: People aren't experts in any field. They innovate by using and implementing the process. The person who leads the team is a leader because he's good with the groups, not seniority. There are no titles, no permanent (roles) tasks – everyone is general, but brings specific skills. Everyone communicates and shares what they have learned. Iterative development with showcases/demonstrations of prototypes to get feedback on the next iteration of the product. Some of IDEO's mantra of innovation: One conversation at a time Stay focused on theme Promoting wild ideas Defer condemns To be based on the ideas of others No criticism (it's just moderation) Boxing time to prevent the process from going on forever (Parkinson's Law and the Pareto principle comes to mind). Self-organization. The team assesses what are the best ideas (team votes). Fail often to succeed earlier (failed safe culture). To have an open mind – think outside the box. The belief that concentrated chaos can be constructive. High use of visualization tools, story boards, information radiators. Fresh ideas come faster in a fun place. High level of cooperation. Teamwork, teamwork and more teamwork! IDEO, an innovation and design company, uses a design process that helps them develop products we use daily (computer mouse, high-tech medical equipment, ski goggles, computer screens, etc.). In an ABC Nightline report, the company revealed some of its secrets and demonstrated its process by designing a shopping cart. Here are some of the report's highlights: Members of the design team were not product experts, but experts in the design process. The project manager is selected based on his ability to work with groups. The design team members are from a wide range of fields. This leads to different perspectives and solutions of a project. There should be no hierarchical system in an innovative culture. The design team talks to product experts (people who use, make and repair the product) because it's faster than learning about the product yourself. Enlightened experience and error succeeds over the planning of the lonely genius. – Peter Skillman Don't fail earlier to succeed earlier– one of ideo recipe slogans for innovation = Many hours + Open mind + leader that requires fresh ideas, to be corky + Teamwork + Belief chaos can be constructive here are some of the mantras of IDEO that post around your workspace: A conversation during to focus on Promoting Wild Ideas Defer Judge Buildment Buildment other people's ideas of seeing how fast teams can move never get me excited. Design Sprint is an innovative method for quick cheering teams. It's a time-sensitive process that pushes teams to achieve months of work in a week. The Sprint book shows a step-by-step guide to facilitating the sprint, allowing virtually anyone to try. The hard part is tackling the challenge. Also read: 3 steps to the perfect design Sprint QuestionIn the laboratory of forward thinking, I was lucky to be given the opportunity to co-facilitate the design sprint with the team of Manuelaim Cambodia.While the focus of the week was on an insurance product, the sprint process is definitely not limited to the insurance sector. As Sprint facilitators, we are neither industry veterans nor product distribution experts. We are simply introducing a new way to turn ideas into viable, scalable solutions in a short period of time. After reflection, I would like to share some of my important knowledge during the week. The customer experience is not just about the product. Big products are never just about the best features. Although they remain crucial, a truly successful product provides a comprehensive experience for its customers. This means providing a good experience, starting from the point where customers become aware of the product to the after-sales experience. This lesson was taught to me when I least expected. After two iterations of prototyping based on what was considered a complete customer journey map, we presented our latest mock-up to our customers for testing. The product was well received and the model was helpful for our customers to understand our valuable offer. It surprised me when one of the interviewees hesitated to use our product, although it gave positive reviews about it. Further research revealed that the hesitation was due to gaps in the underlying infrastructure of banking services in the country. Although our product is not in the banking sphere, this led to a gap in the experience and ultimately undermined its appeal to customers. Customer interview with mock-upTest app. Validation. Everyone loves brainstorming. Ideas rotate freely, collectively used to build on each other. However, the danger with brainstorming occurs when teams rush to come up with solutions without properly validating the assumptions of the problem. In our case, the team had such trends. When mapping the customer's journey, the team is placed in hypothetical situations to visualize the pain and profits of customers. Along the way, many assumptions were made that could be problematic if they were left without an assessment. It was tempting for the team to simply formulate their decisions immediately, given the Deadline. As intermediaries, it was a challenge to assumptions to be tested. However, this process was necessary. Otherwise, the team may solve the wrong problem. The enlightened trial and error manages to plan the lone genius. – Peter Skillman, IDEO. At the heart of the process, in my opinion, is Eric Ries' mantra of validated training. The best way to learn about the problem is to get out of the building and test the basic assumptions. In general, Design Sprint is a great process for creating ideas and fast validation. It is clear that many hours were put into improving the Sprint process, combining elements of human behavior and psychology to improve team collaboration. At the end of the day, there is no secret formula behind the process. It's just a series of steps taken together to steer the team in the right direction to make the right decisions. Innovation. Disturb. Lead. That's what we're doing here. Follow our history on social @innovateforward. CHAD - I know you've listened to some podcast, you know I love innovation quotes, so I asked you to bring one too. What quote do you have for us? JOHN – So I had to bring another one this time, and I thought that the one that fits what we're talking about the best is the one I think is attributed to Peter Skillman at IDEO. But I may be wrong. But we'll call him Peter until we adjust. That is, enlightened experience and error succeeds over the planning of a lonely genius. I think that's what we talked about for two reasons. The myth of a lonely genius in the first place, the whole idea of a lonely genius is the innovator. It is true that there are lonely geniuses who are innovative. But the innovations we are talking about in organizational design are usually not possible with one person. This is a collaborative approach and requires very diverse information for several reasons. Organization design and the whole concept of architecture brings together art and science from so many disciplines that you really need to have these people in joint efforts. So it's not a lonely genius. No one knows enough to make a great design of the organization, or at least I have not met anyone. Iterative series of experiments The other issue is that you can not actually make a good design organization in the boardroom. You can make a good hypothesis and the initial design in the boardroom or in a room somewhere, but until you implement it into the organization and the prototype and apply it and try it out, you don't really know how it's going to work, because the thought experiments we do in a room are useful, but they're often wrong. Some of the biggest mistakes and maybe it happened to you, it happened to me, where in one part of the organization have come up with a new way to do something, and it works so well there, he has to do it. The meaning of context So we were all forced to do it this way. Well, they forgot a little contextual problem, this process does not work in the same way in different departments or different functions. For us, all this will require some changes to work. Unfortunately, the management's response to this is usually people need to change, not the process, so suck it up and do this job because it works. We know he works, he works here. So it's all enlightened trial and error, be flexible and test it, and every time you change the context, you can test it and allow feedback and variation and improvement when needed to make it work. Good design of the organization is not to come up with a brilliant design in a room, although this is part of the process. The real work of the design comes in its testing, trial and error, processing, retesting. And it's a collaborative approach, so for me this quote is kind of a summary. What Peter Skillman said and in a few words, I just took a paragraph (or two) to do. The video is an excerpt from a podcast with Dr. Chad McAllister in The Daily Innovator. For more podcasts on innovation and product development, see the podcast on its website and iTunes. iTunes.