



DISRUPTIVE BY DESIGN

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WHAT DOES IT MEAN TO BE **DISRUPTIVE**

IT'S ABOUT HOW YOU SEE THE WORLD

“YOU CAN'T BE CURIOUS AND ANGRY AT THE SAME TIME.”

Seth's blog

PERCEPTION SHAPES YOUR REALITY

Abundance is about possibilities (Positive)

Limitation is about restrictions (Negative)

CRITICAL DEFINITIONS OF DISRUPTION

CREATIVITY = THINKING

RESEARCH = SEARCHING

INVENTION = DISCOVERY

INNOVATION = DOING

OUTCOMES = RESULT

MEANING = EFFECTING CHANGE

LEARNING HOW TO THINK

THE ARTIST

MUST LEARN TO SEE TRUTH, BEFORE THEY CAN SHOW LIES

THE MUSICIAN

MUST LEARN TO LISTEN, BEFORE THEY CAN SHAPE EMOTION

THE WRITER

MUST LEARN TO LIVE, BEFORE THEY CAN SHARE IDEAS

THE TEACHER

MUST BE OPEN TO LEARN BEFORE THEY CAN SHOW OTHERS

THE BUSINESSMEN

MUST UNDERSTAND THE SYSTEM BEFORE THEY CAN SEE OPPORTUNITIES

THE EXPERIENCE OF DISRUPTION

DESIGN

HAS ALWAYS BEEN A MEDIUM OF DISRUPTION.
IF YOU WANT TO CUT THROUGH AN OVER-
CROWDED MARKET, DESIGN IS THE WAY.

DESIGN THINKING

IS NOT JUST FOR DESIGNING GOODS AND SERVICES
IT'S A SYSTEMS APPROACH TO STRATEGY

Design Thinking has come to be defined as combining empathy for the context of a problem, creativity in the generation of insights and solutions, and rationality in analyzing and fitting various solutions to the problem context. Tim Brown, CEO and president of IDEO

DESIGN THINKING

TACTICAL

Nikola Tesla

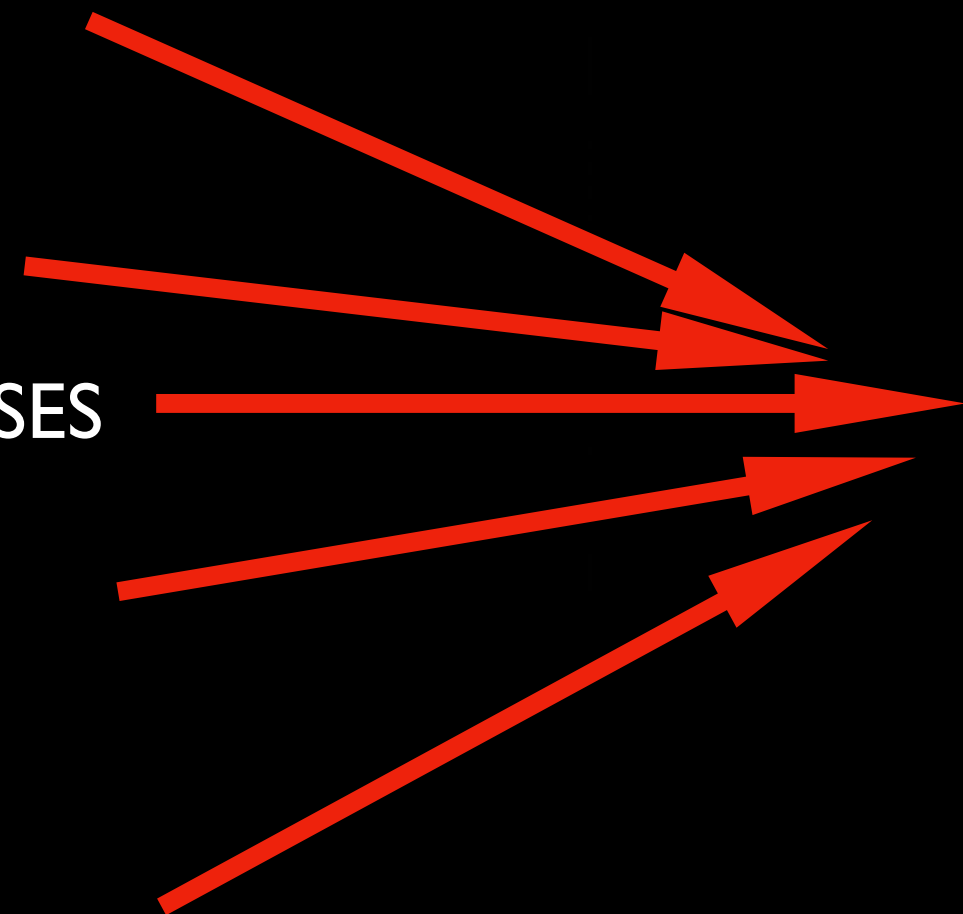


STRATEGIC

Thomas Edison

LIVING IN A LINEAR WORLD

CONSTRIANS CHOISES



LIMITED THINKING

CREATES CHOISES



EXPANDED THINKING

DESIGN IS HUMAN CENTRIC

ENGINEERING : is part to part or system to system

DESIGN : is part or system to HUMAN

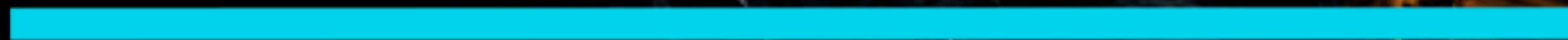
HUMAN

LIVING IN A T-SHAPED WORLD

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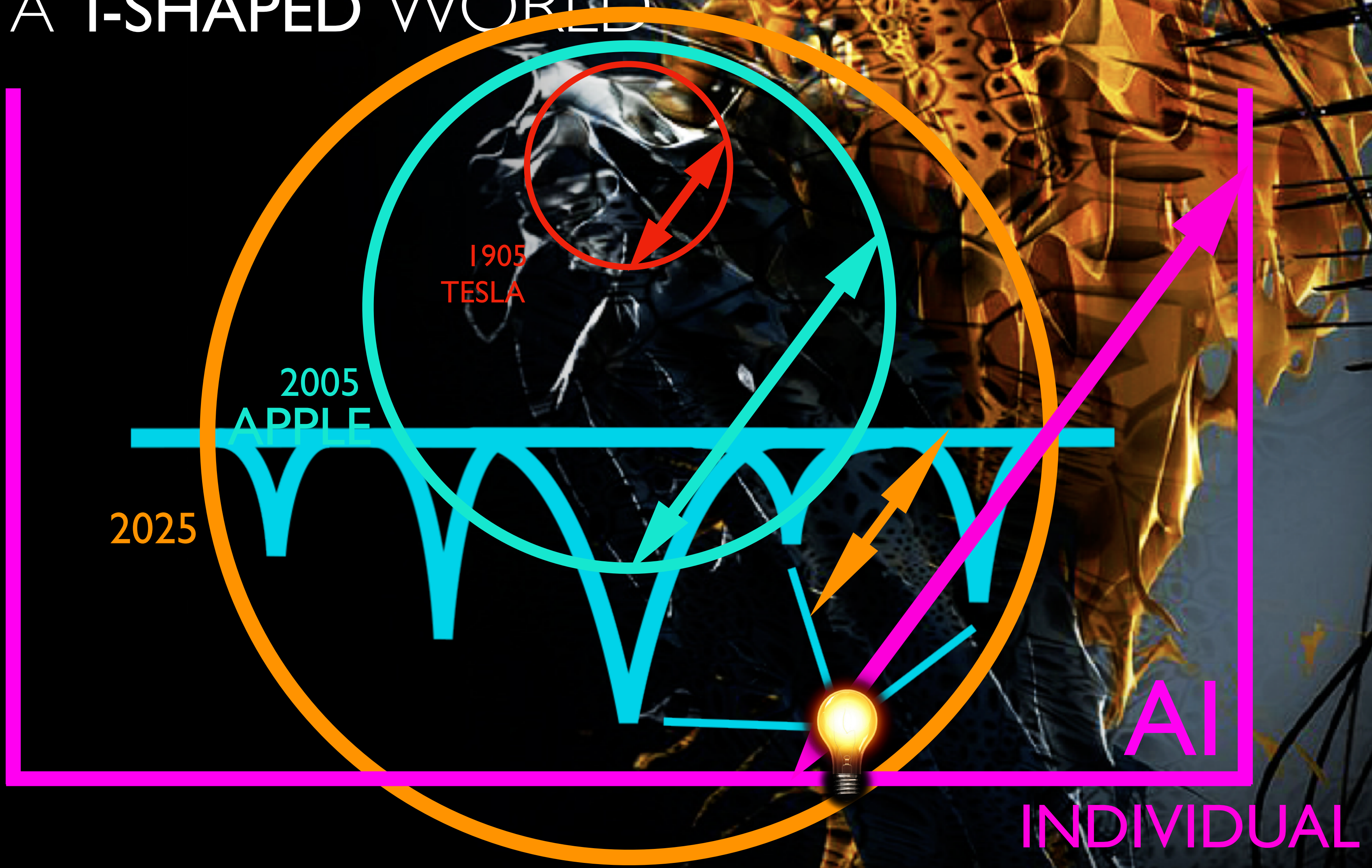
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AI
INDIVIDUAL

THE CHEF AND A SUBMARINE MISSION



Heston's **MISSION IMPOSSIBLE**

UNDERSTANDING DISRUPTION

“FORM FOLLOWS FUNCTION”,
but is dictated by **CEREMONY**”

UNDERSTANDING DISRUPTION

Analogue vs. **DIGITAL**

UNDERSTANDING DISRUPTION

LOGIC vs. *Emotion*

DRIVES THOUGHT

DRIVES ACTION

UNDERSTANDING DISRUPTION

BRAND vs. *Story*
DRIVES INDIFFERENCE DRIVES EMPATHY

IDENTIFYING WHERE TO **DISRUPT**

MARKET READY

Tesla S just the new version of the old innovation

EXISTING BUT NEW COMBINATION

iPhone new way of using tech that is there but in a new way

SUPPORTING TECH DOESN'T EXSIT

Facebook in 1960, good idea but non of the support elements are there.

KEY PRINCIPLES OF DISRUPTION

Resilience is better than **STRENGTH**

Pull not Push

Focus on taking risks, Beware of remaining safe

Better to have a compass than a map

Work on practice not theory

Better to be judged by 12 than carried by 6

It's about the crowds not the **EXPERT**

Focus on learning not education

Make meaning not just knowledge

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THANK YOU

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