





# 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.”

**PERCEPTION SHAPES YOUR REALITY**

Abundance is about possibilities (Positive)

Limitation is about restrictions (Negative)

Effects your perception



# 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 CHOICES

LIMITED THINKING

CREATES CHOICES

EXPANDED THINKING





DESIGN IS HUMAN CENTRIC

**ENGINEERING** : is part to part or system to system

**DESIGN** : is part or system to HUMAN

HUMAN



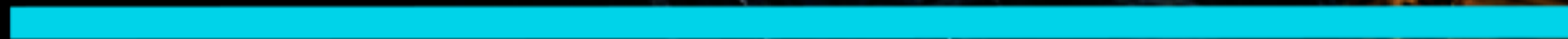
# LIVING IN A T-SHAPED WORLD

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# LIVING IN A T-SHAPED WORLD





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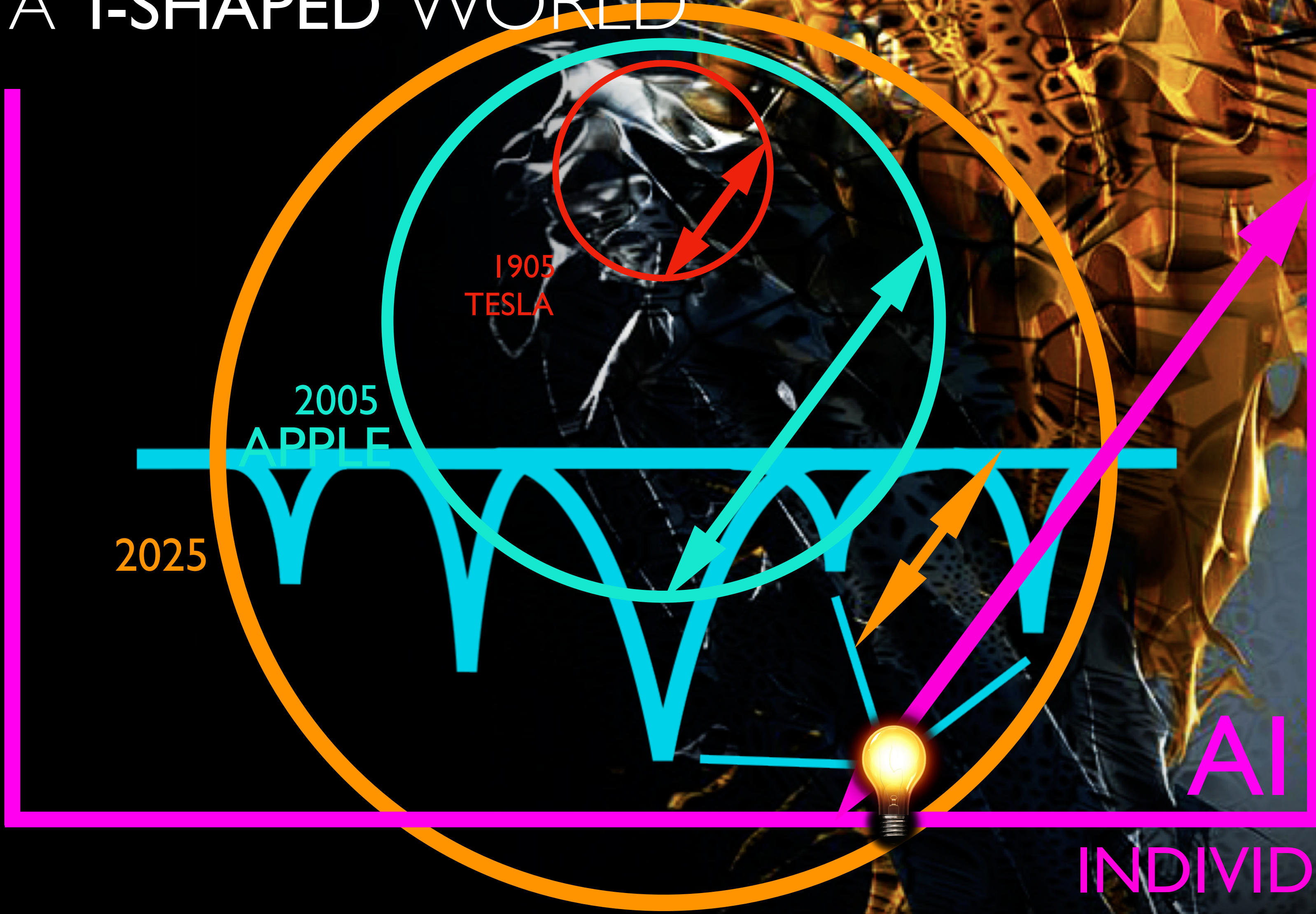


# LIVING IN A T-SHAPED WORLD





# LIVING IN A T-SHAPED WORLD



INDIVIDUAL





THE CHEF AND A SUBMARINE



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

## 1. MARKET READY

**Tesla** just the new version of the old innovation

## 2. EXISTING BUT NEW COMBINATION

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

## 3. SUPPORTING TECH DOESN'T EXIST

**Facebook** in 1960, good idea but none 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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