

Can Design Thinking Enable an Innovative Culture?



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Elevate.to





Why do we need an Innovative Culture?

Reasons to Develop an Innovative Culture

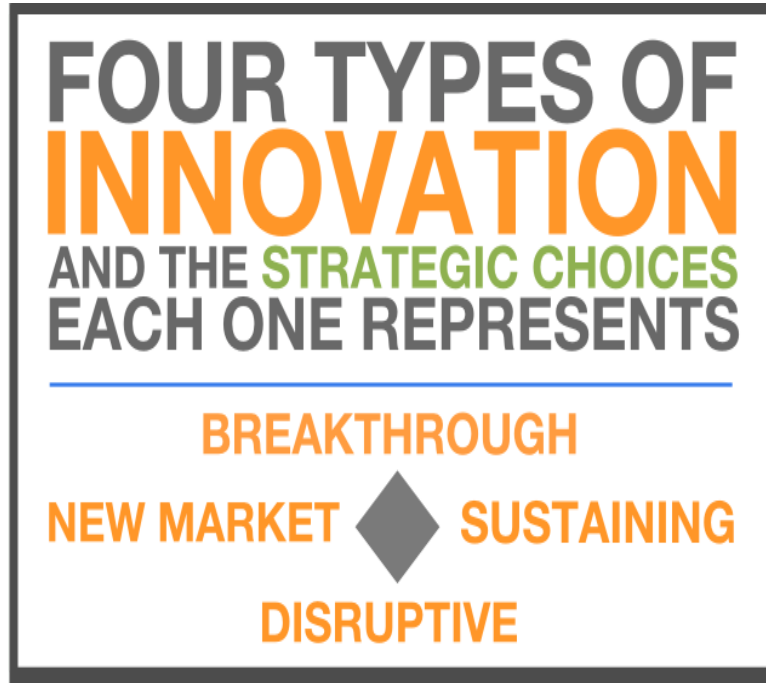
1. It fuels company growth
2. It stimulates change
3. It ensures continuous improvement
4. It increases the idea pool
5. It increases diversity in the workplace
6. It identifies new areas for innovation
7. It helps your business stand out
8.

<https://www.braineet.com/blog/innovation-culture-benefits/>

What is Innovation?

The image features a dark blue background with a white wavy line pattern that creates a grid-like effect. Two orange triangles are positioned on the page: one in the top right corner and another in the bottom center. The text "What is Innovation?" is centered in a white, sans-serif font.

What is Innovation?

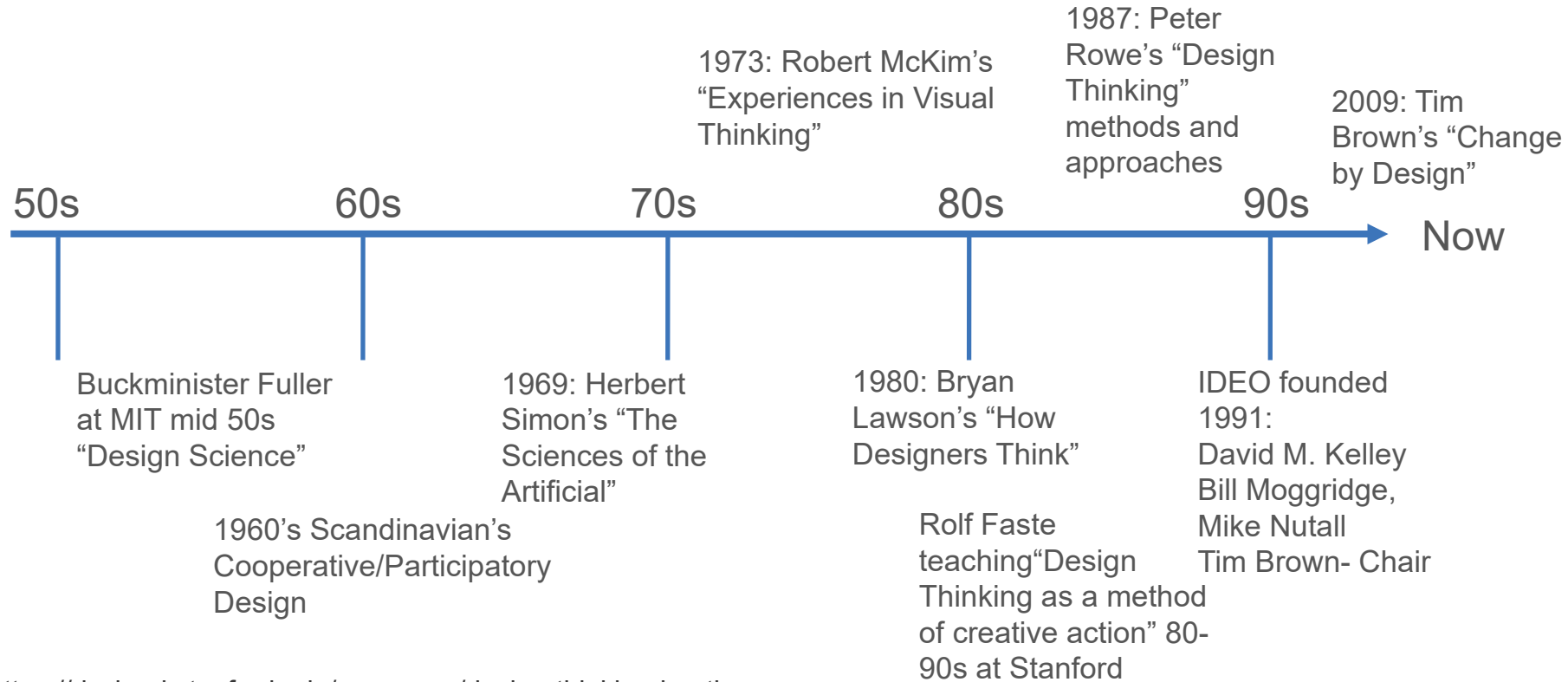


<https://www.ignitionframework.com/the-four-types-of-innovation-and-the-strategic-choices-each-one-represents/>

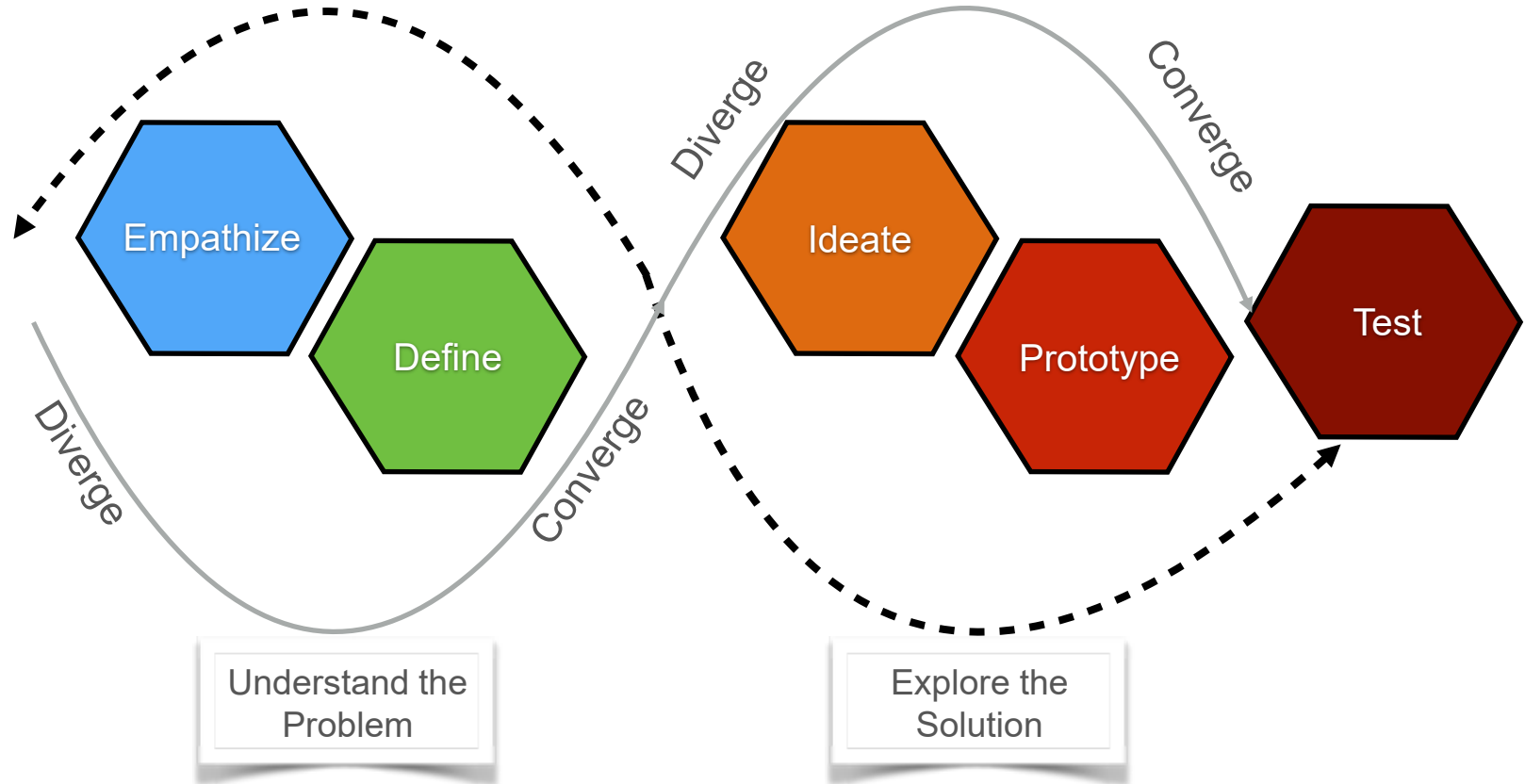
The image features a dark blue background with white wavy lines and a grid pattern. Two orange triangles are positioned at the top right and bottom center. The text "What is Design Thinking?" is centered in a white, sans-serif font.

What is Design Thinking?

The History of Design Thinking



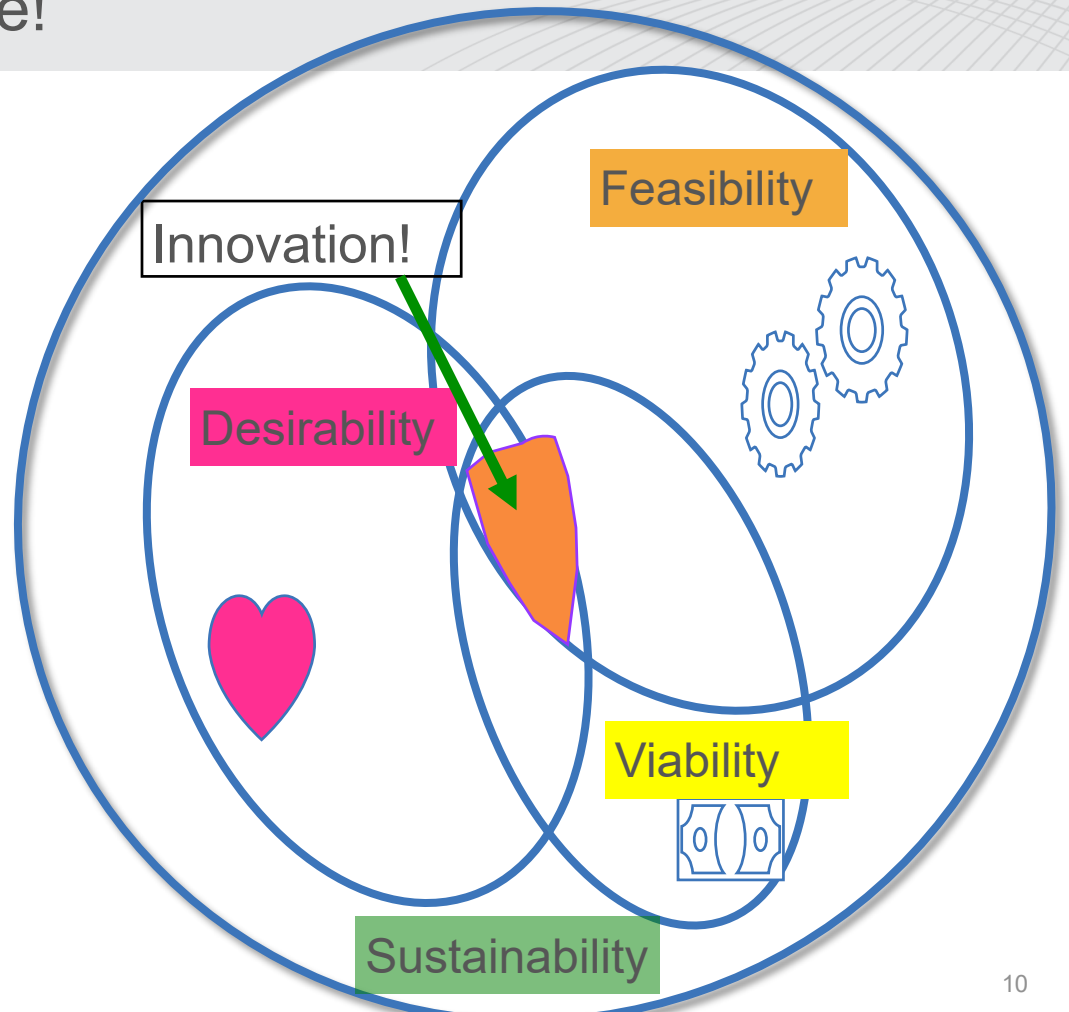
Five Phases of Design Thinking



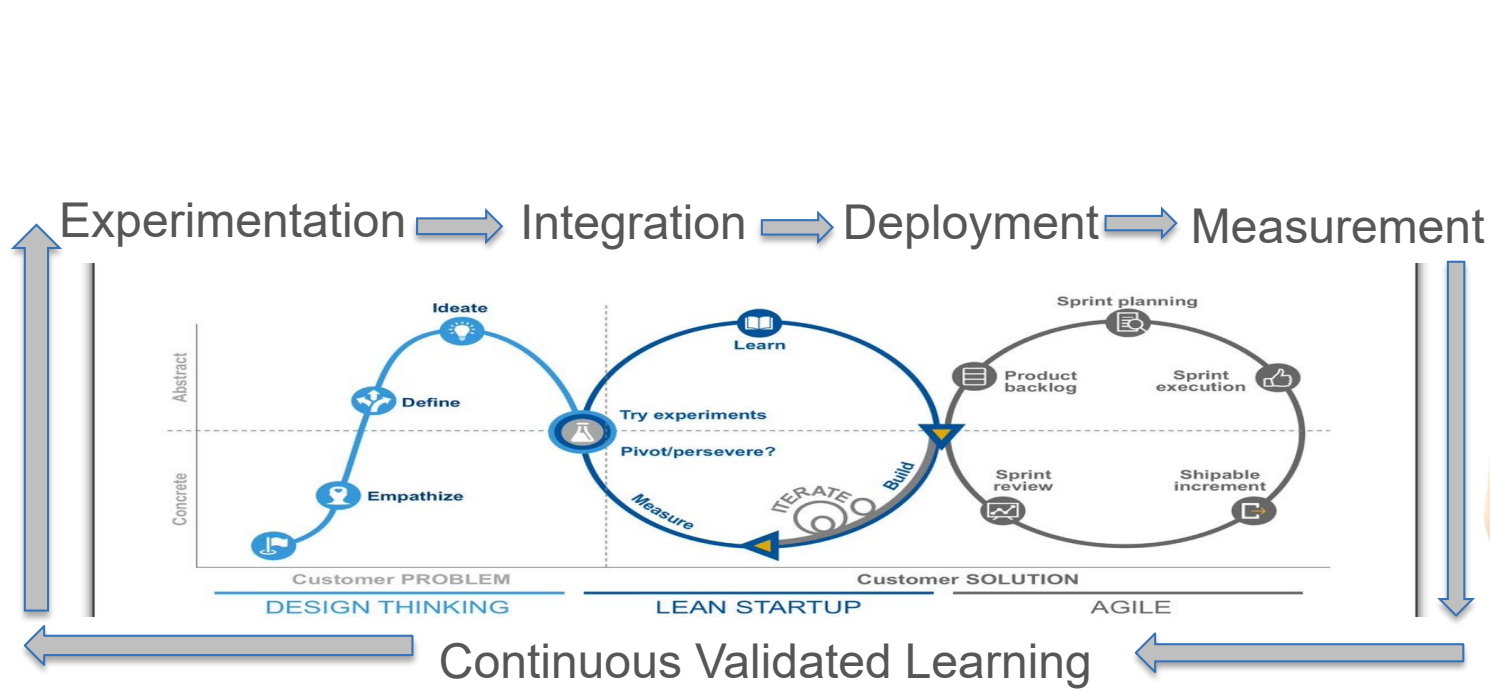
Innovation Happens Here!

“Design thinking is a discipline that uses the designer’s sensibility and methods to match people’s needs with what is technologically feasible, and what a viable business strategy can convert into customer value and market opportunity.”

~ Tim Brown, HBR 2008
<https://hbr.org/2008/06/design-thinking>



Creating a Continuous Innovation Pipeline



Customer
Centricity!



Measuring Customer Impact

The most important *customer experience* metrics related to retention are:

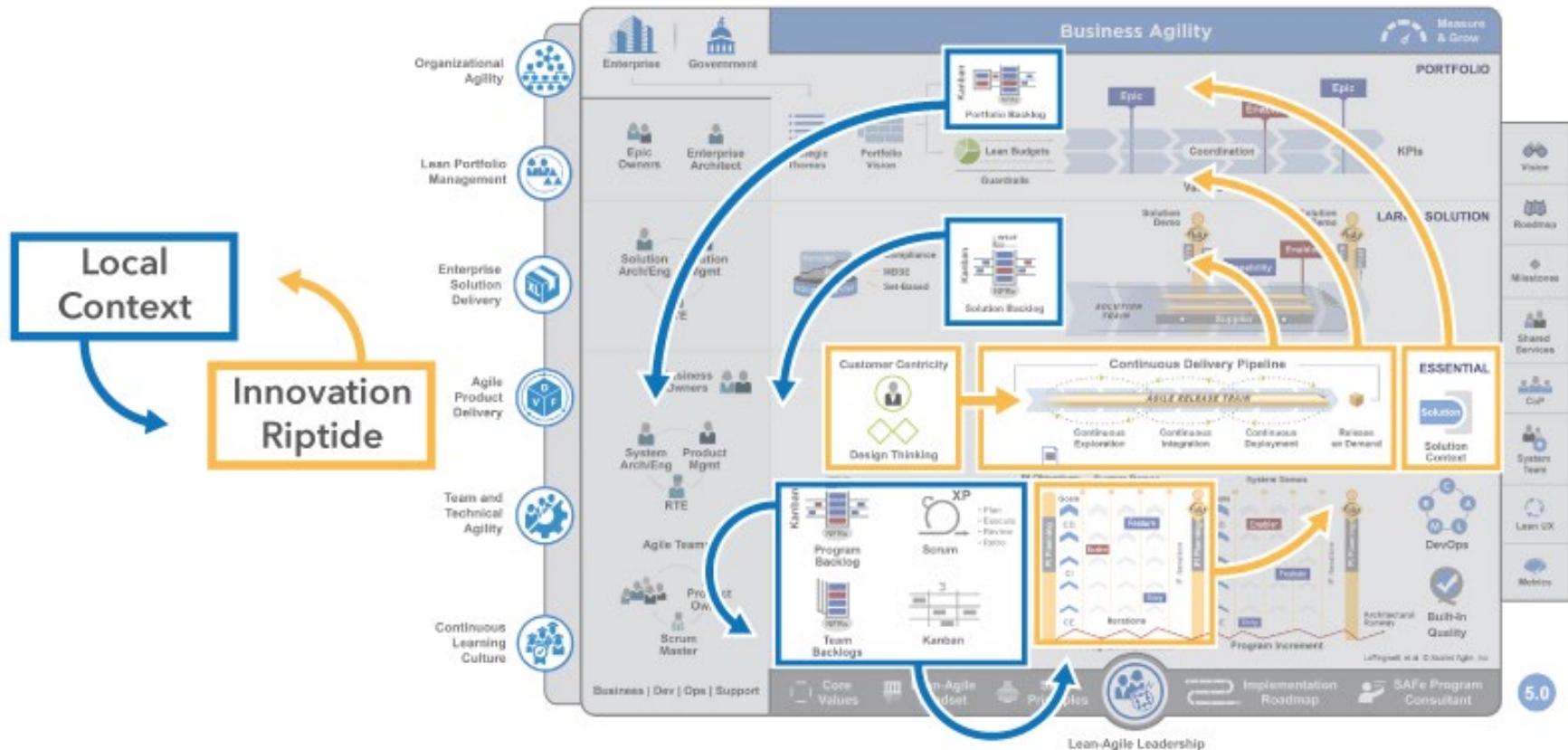
1. Net Promoter Score (NPS)
2. Customer Satisfaction (CSAT)
3. Customer Churn Rate
4. Customer Effort Score (CES)



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What does an Innovative Culture Look Like?

Innovation Riptides





Building Your Innovative Culture

Building an Innovative Culture

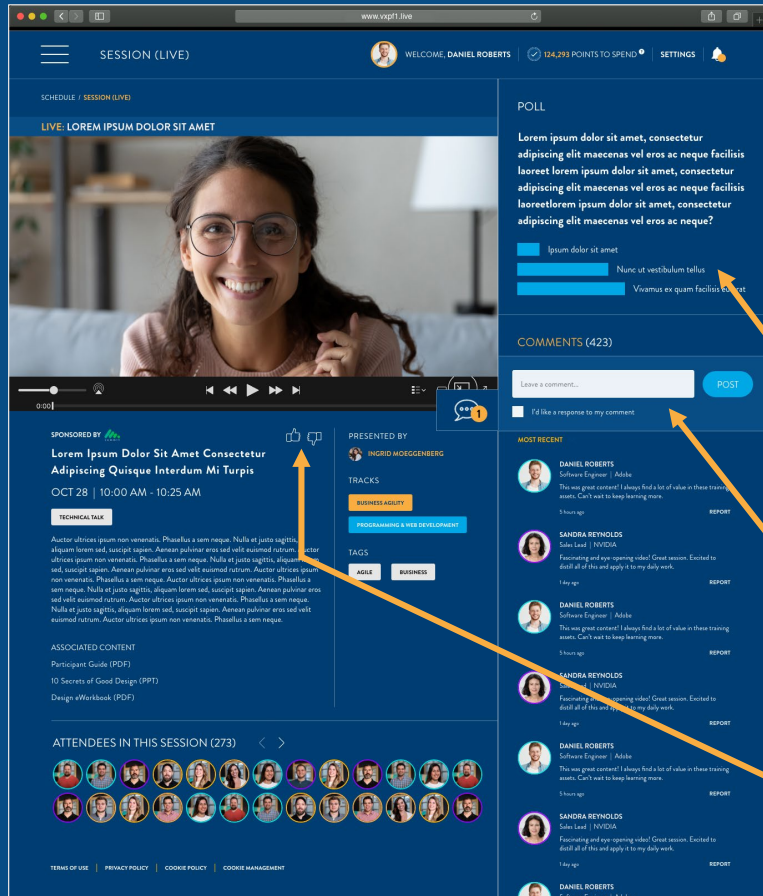
1. Embracing a multi-faceted approach
2. Empowering your Employees
3. Promoting risk taking
4. Choosing your Approach to Innovation Metrics Wisely
5. Fearlessly Take Action – and Quickly!
6. Learning from your Past ... and Looking to your Future

<https://talentculture.com/6-ways-leaders-can-build-a-culture-of-innovation/>

Join me at the Meet the Speaker Session!



Please refer to the agenda for scheduled times



Participate in polling, post comments, and rate sessions

1

Polling

2

Comment

3

Thumbs up or down

Thank you!