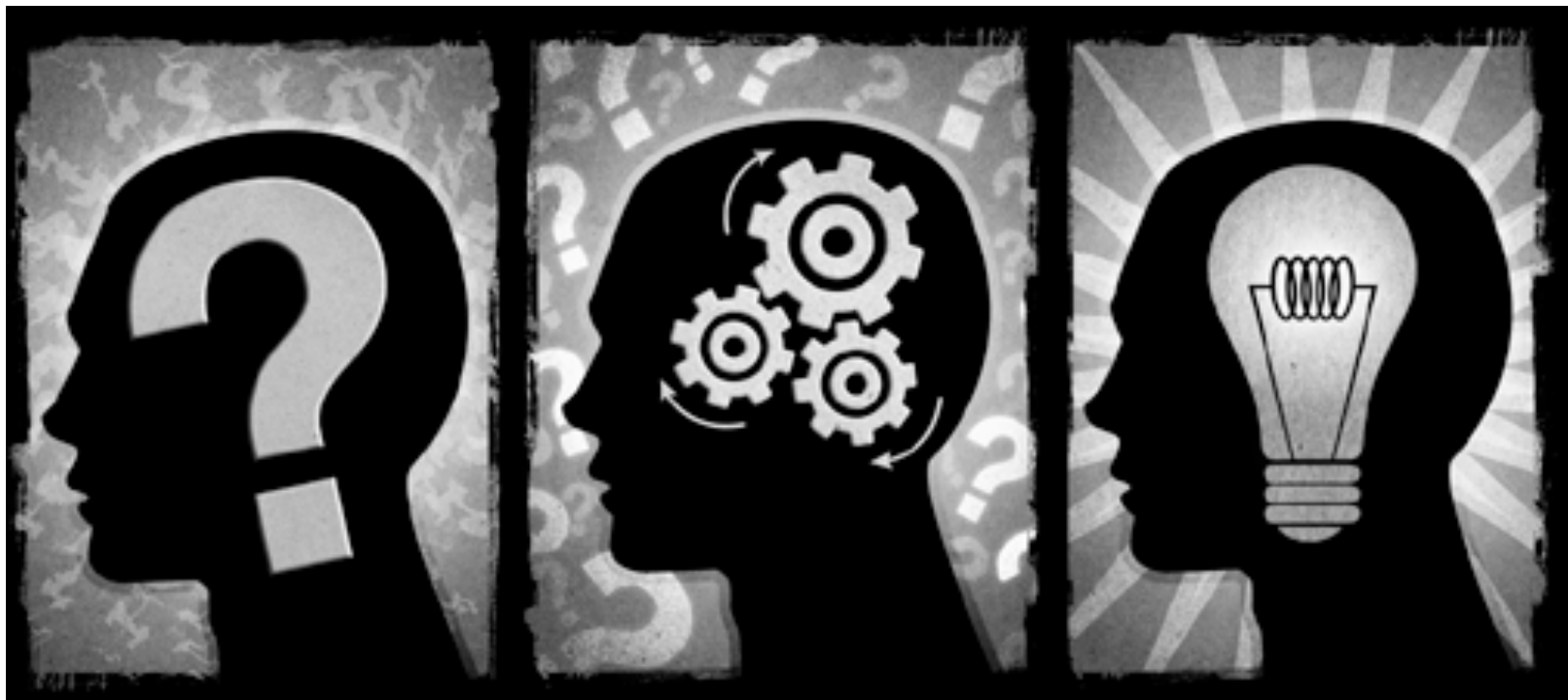


mind of the innovator

the 7 deadly thinking sins



simplicity to die for

“I would not give a fig for simplicity this side of complexity, but I would give my life for simplicity on the other side of complexity.”

Oliver Wendell Holmes, Jr.



the **question**

how to achieve this
simplicity to die for
in an age of excess
complexity



short **answer**

consistently
design and deliver
elegant solutions



the **real** question

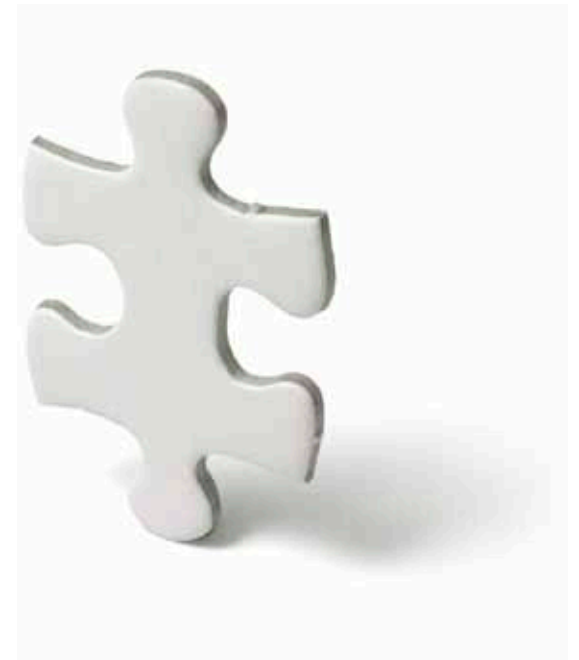
what are the
obstacles to elegant
solutions, and how
do you **overcome**
them?



YOUR CHALLENGE!

(based on a real case)

- **It's 1990, before DVDs and auto-rewind VCRs. The corner video store has a problem:**
 - 33% of customers don't rewind; big source of dissatisfaction
 - Incentives, penalties, reminders, rewinders don't budge the number
- **Your goals:**
 - 100% customer rewind accountability (no store burden)
 - No additional burden on customer
 - Low-no cost (pennies per tape)



Your best ideas in 5 minutes!

what just happened?

enlisting volunteers
loyalty program
monetary fine
move rewinders to front
splicing reminder into tape
double-sided tapes
cut movie, put ending first
eliminating drop box
modifying tape case
modifying drop box





7 deadly **thinking** sins



I. **leaping** to solutions



tip: 5 whys



2. blindspots



who am I?

A new chief executive, one of the youngest in his nation's history, is being sworn into office on a cold, cloudy day in January.

He was raised as a Catholic.

He rose to his new position in part because of his vibrant charisma.

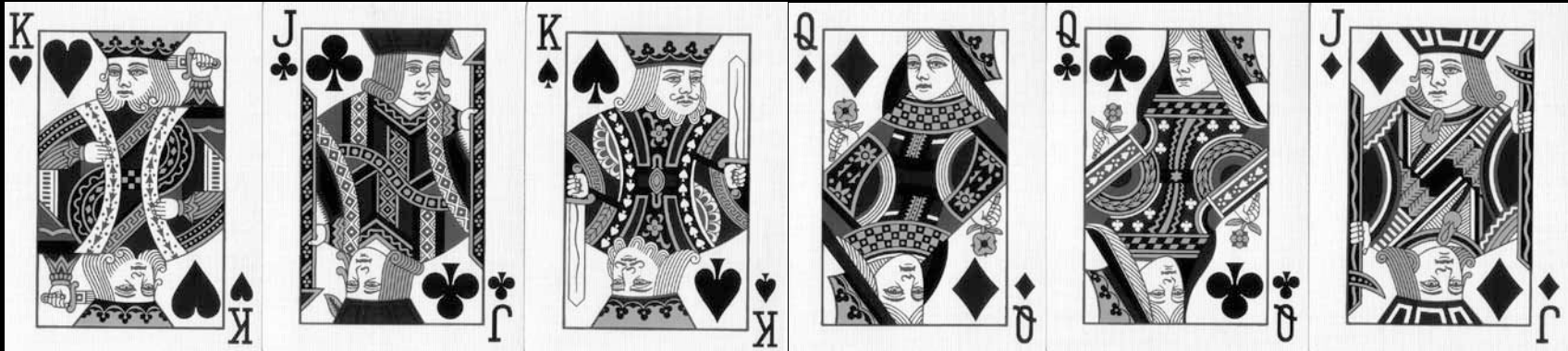
He will play a crucial role in a military crisis facing his nation.

His name will become legendary.

Th mind fls n th blnks...ppl cn
ndrstntd ths sntnc wth lttl
prblm



magic



the patterns we form

Bed	Pillow
Rest	Doze
Awake	Slumber
Tired	Snore
Dream	Nap
Wake	Peace
Snooze	Yawn
Blanket	Drowsy

the patterns we form

Which of these words was not on the list?

Bed

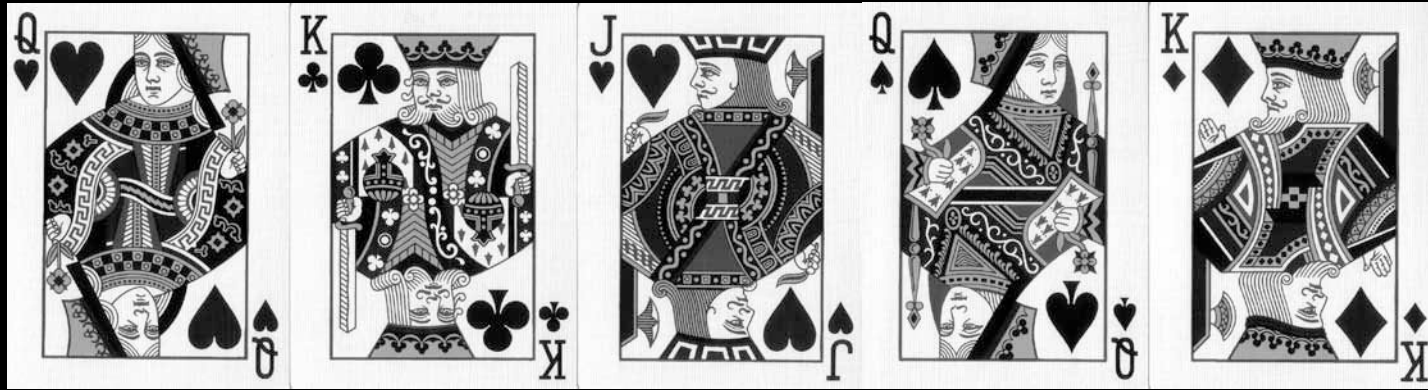
Wake

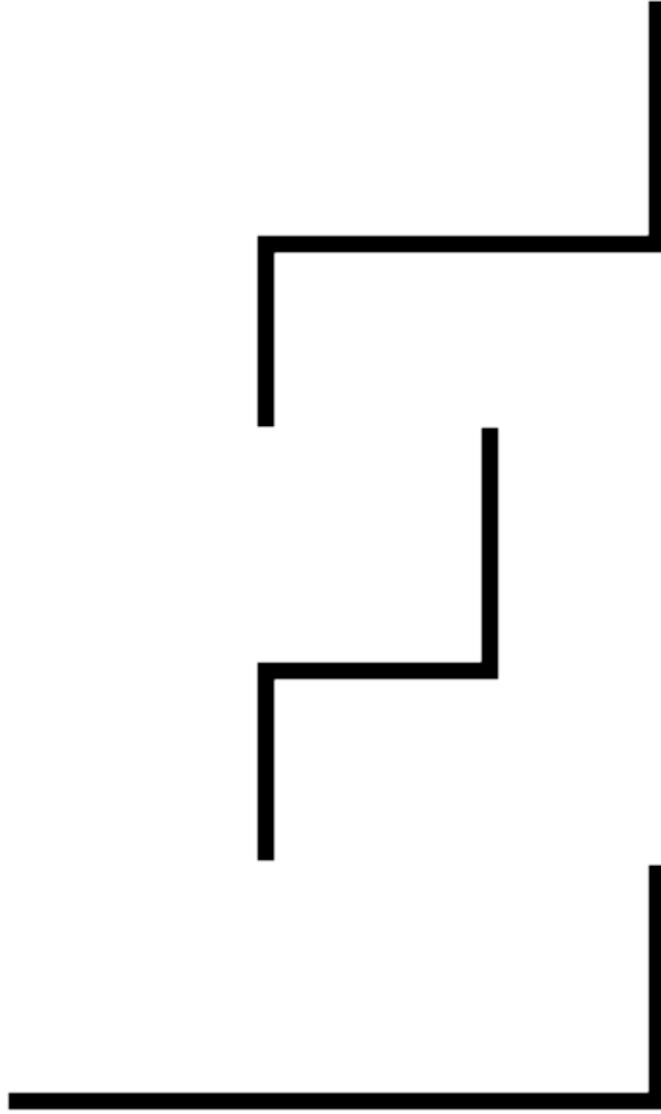
Gasoline

Sleep

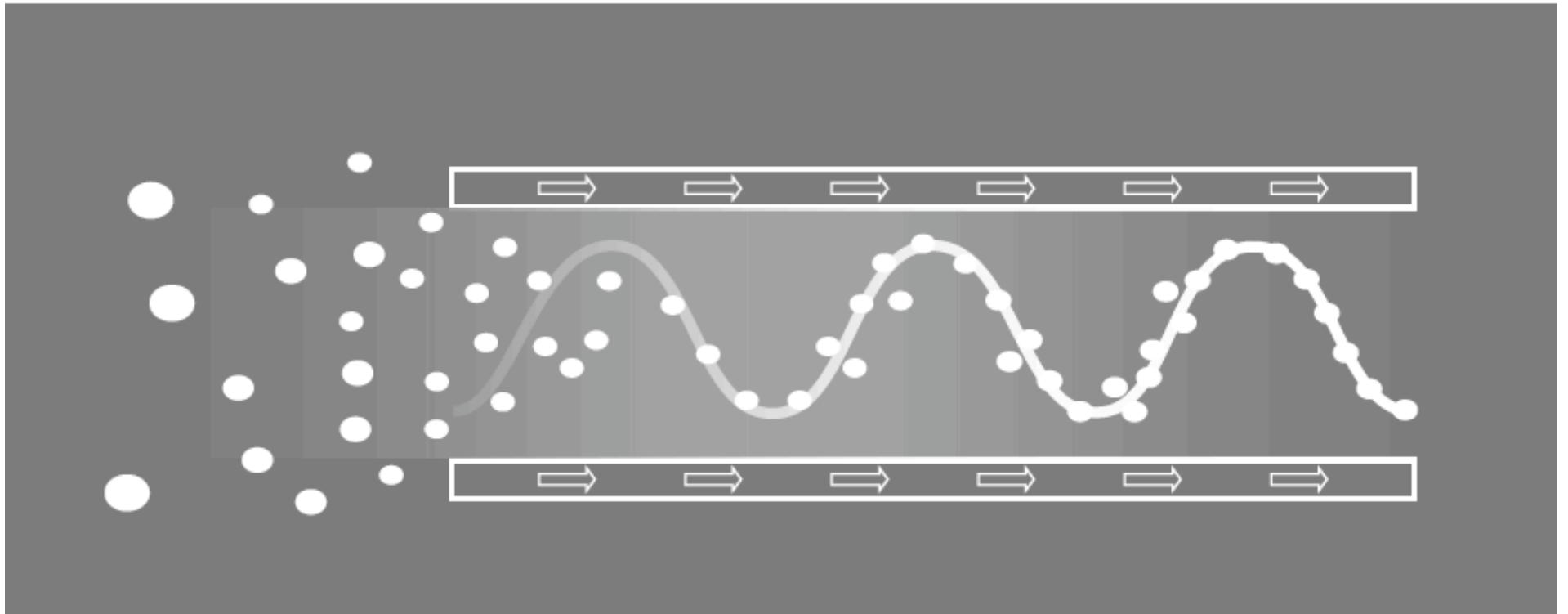
Doze

magic





pattern thinking



Break is the important part of break*through*

tip: opposite day



Traditional Circus

Clowns

Barkers

Multiple tents

Carnival Music

“Star” attractions

Animals

Cheap tickets

Kid oriented

No clowns

No barkers

One tent

Sophisticated music

Ensemble cast

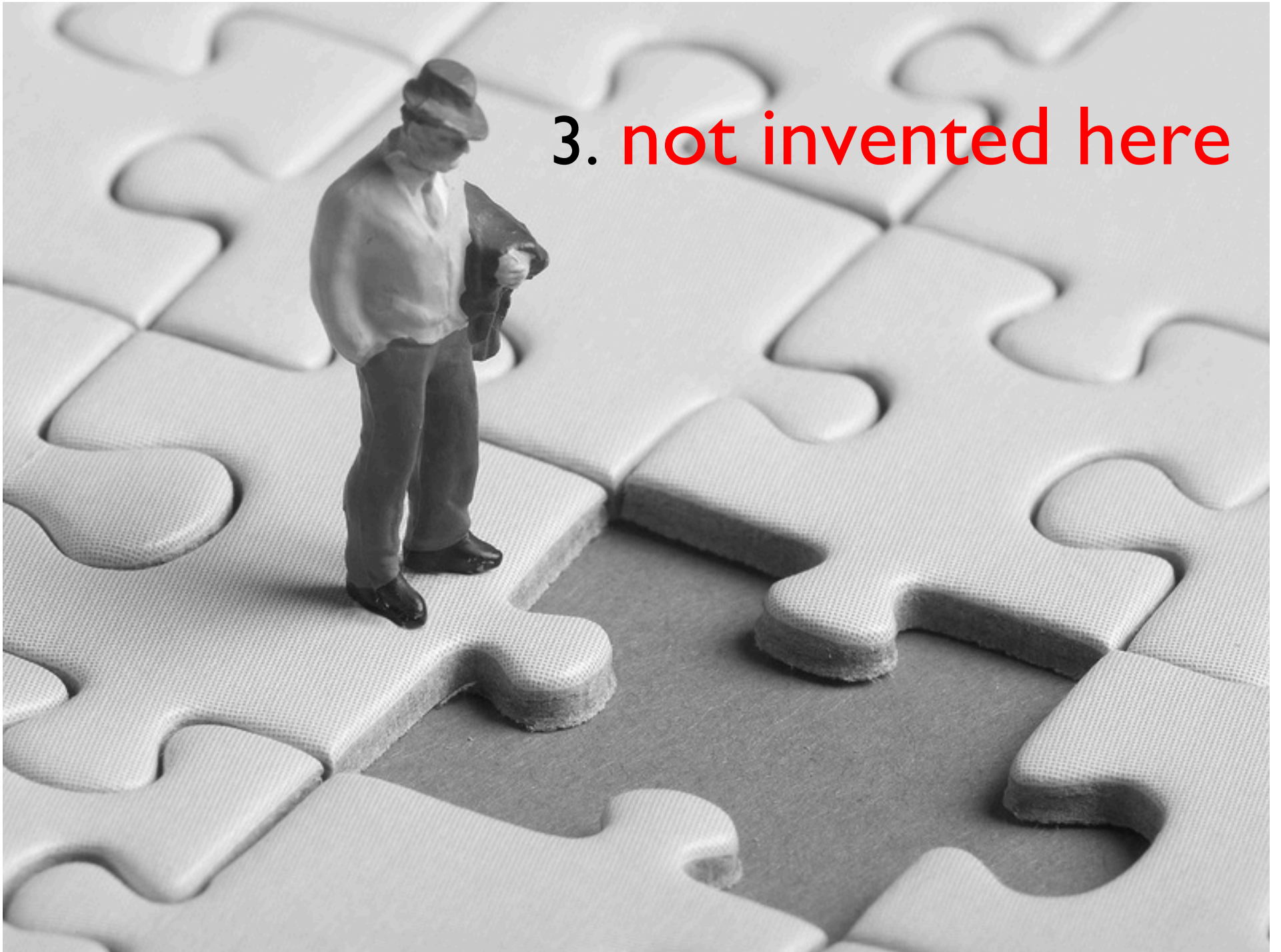
No animals

Expensive tickets

Adult oriented

Cirque du Soleil

3. not invented here



tip: **get out more**

genchi genbutsu
(aka empathy)





4. **satisficing**

$$XI + I = X$$

tip: (re)learn to see

“ In New York, the extraordinary is so ordinary to us, we’re always looking to become even more aware as observers. ”

Diana Pizzuti
Asst. Chief, NYPD

Johannes Vermeer’s
“Mistress & Maid”
(1667)





5. **downgrading**

tip: hold the tension



innovation
thrives under
intelligent
constraints

6. complicating

excessive
confusing
wasteful
unnatural
hazardous
hard to use
ugly



tip: the simplest rules...

...create the
most
effective
organization





the **simplest** rules...

...create the
most **effective**
organization



the **simplest** rules...

...create the
most **effective**
organization



tip: **stop adding**

doing something *isn't* always better than doing *nothing*



7. ideacide

