VANBERLO
Eindhoven, 11 november 2015
Design Thinking for the Agile Corporation
by Prof. Ad van Berlo & Mark Hoevenaars MBA
AmCham
THE NETHERLANDS
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Introduction
30 YEAR VANBERLO
CLICKNL
TU/e Technische Universiteit Eindhoven University of Technology
Where innovation starts
BOV
Brainport Industries
.ekwc

Part-time professor
Entrepreneurial
Design
Of
Intelligent Systems

TOYOTA KLM nedap PHILIPS FUJIFILM atrium TOMTOM NXP

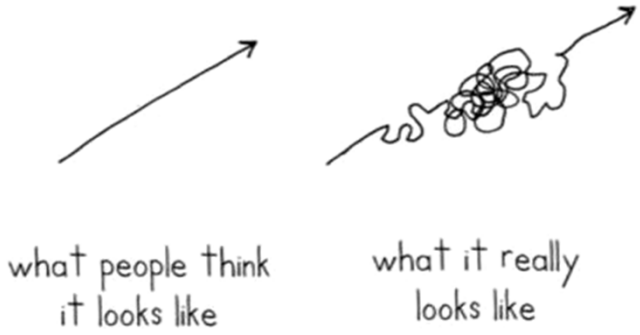
VanBerlo
Who we are

Founded : 1982
Employees: > 80
Locations:
- Eindhoven (HQ)
- Delft

Services:
- **Innovation strategy**
- **Product design & development**
- **Brand strategy & communications**
- **User insights & UI / UX design**
- **Social design & service design**

32 product design award
28 reddot design award
12 GOOD DESIGN
5 DESIGNPREIS

Innovation



5

Power in your hands

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Consultancies

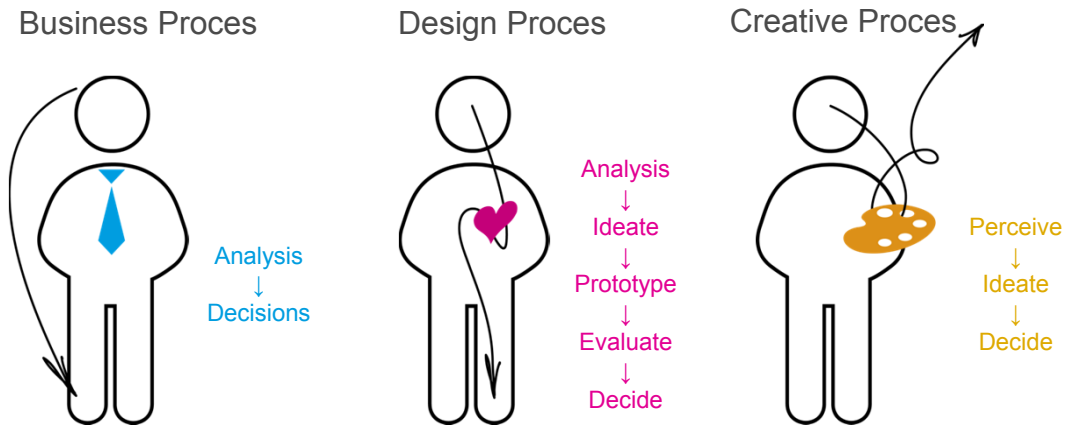
FJORD™ → accenture

LUNAR → McKinsey&Company

BrightHouse → BCG
THE BOSTON CONSULTING GROUP

7

Thinking | three thinking modes



Erik Roscam Abbing (2010) Brand-Driven Innovation, Illustrations VanBerlo

8

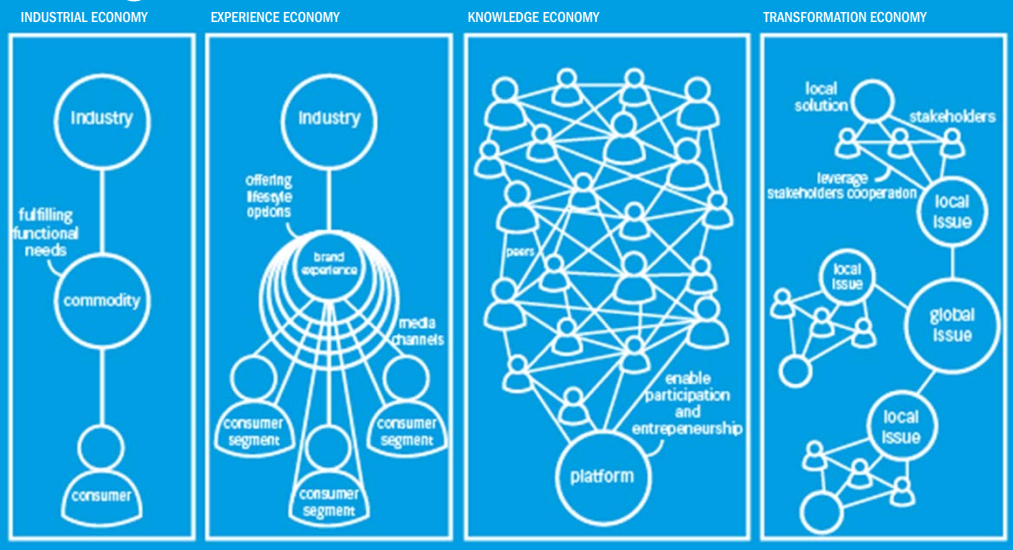
"Design thinking is an iterative method supporting the innovation process through transforming user knowledge into ideas, creating and testing prototypes, and reflecting on newly acquired insights, eventually producing new market opportunities."

"Design thinking is not (only) about thinking, but actually more about doing."

- Paul Gardien

9

Paradigms - Economic Shifts



Rethinking value in a changing landscape / Brand & Rocchi (2011)

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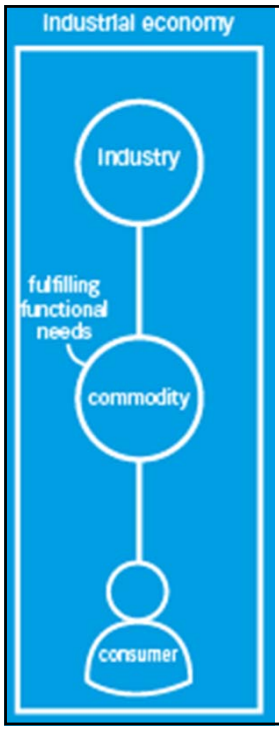
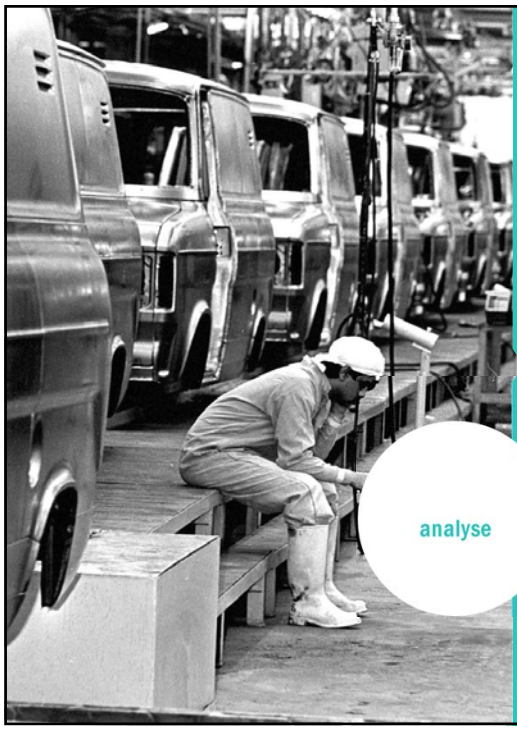


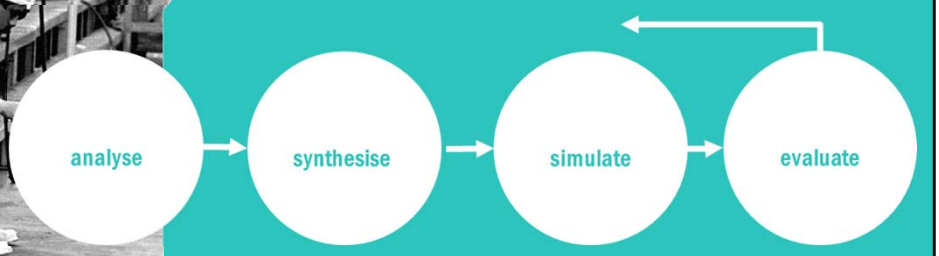
Paradigm 1
Industrial economy

- Industrial mass production
- Products are commodities
- Fulfilling functional needs

11

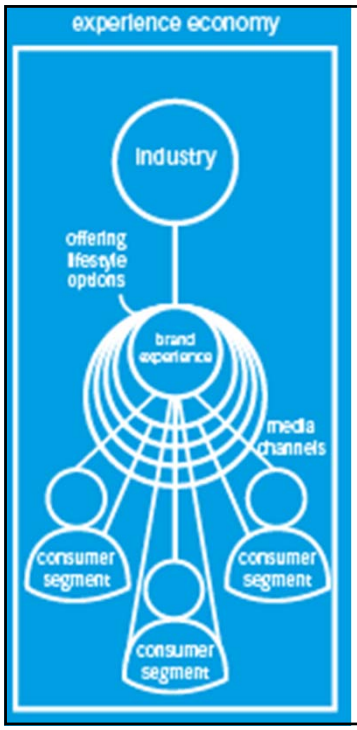


Paradigm 1
Industrial economy – design process



Rational problem-solving design process

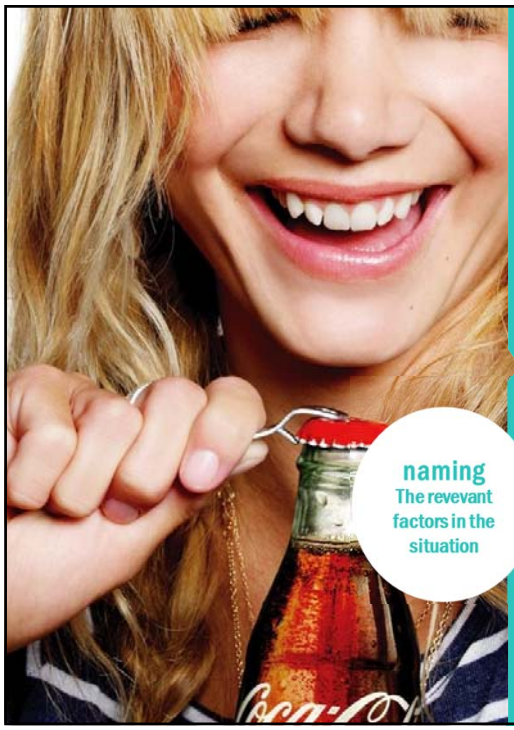
12



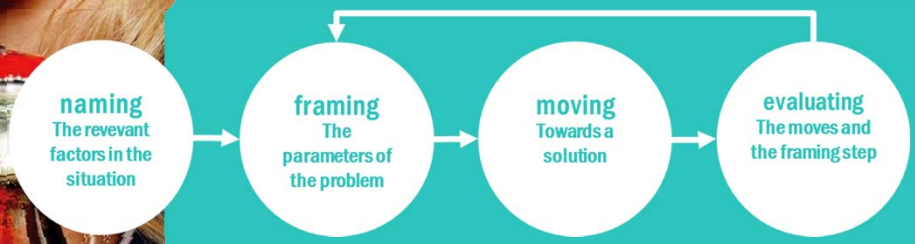
Paradigm 2
Experience economy

› Experience Economy (Pine & Gilmore, 1999)
› Differentiation by branding (Klein, 1999)
› Market segmentation
› Design becomes more consumer oriented

13



Paradigm 2
Experience economy – design process



Reflective practice design process

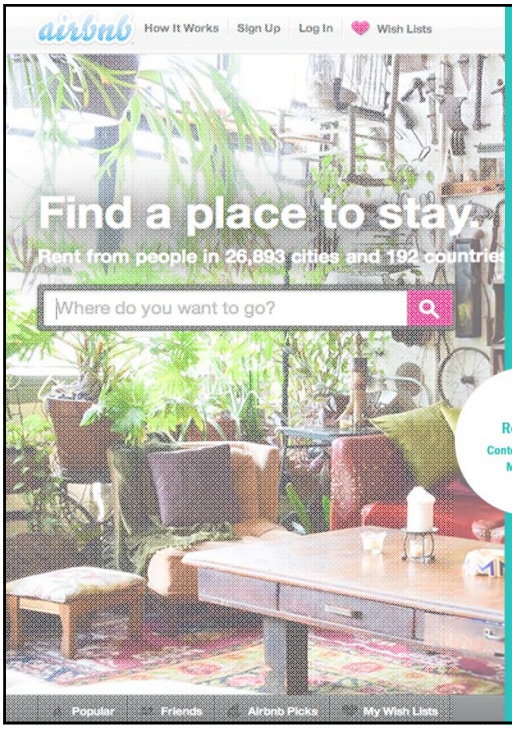
14

Paradigm 3
Knowledge economy

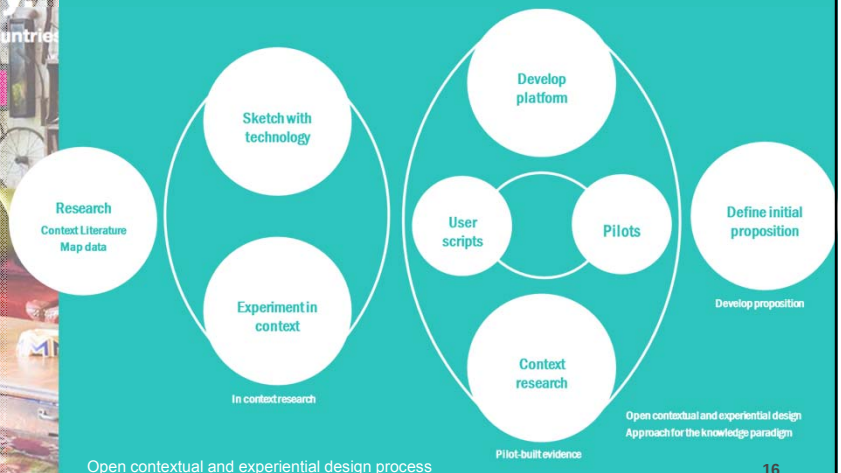
› Introduction of internet makes people see and find their personal place in society

› People choose and mix from their personal, relational, educational and consumption options (Rooney et al., 2005)

› Building personal brands on social media platforms by sharing, developing and selling their own value to peer communicaties (Brand and Rocchi, 2011)



Paradigm 3
Knowledge economy – design process



Open contextual and experiential design process

Paradigm 4
Transformation economy

› Solving big issues

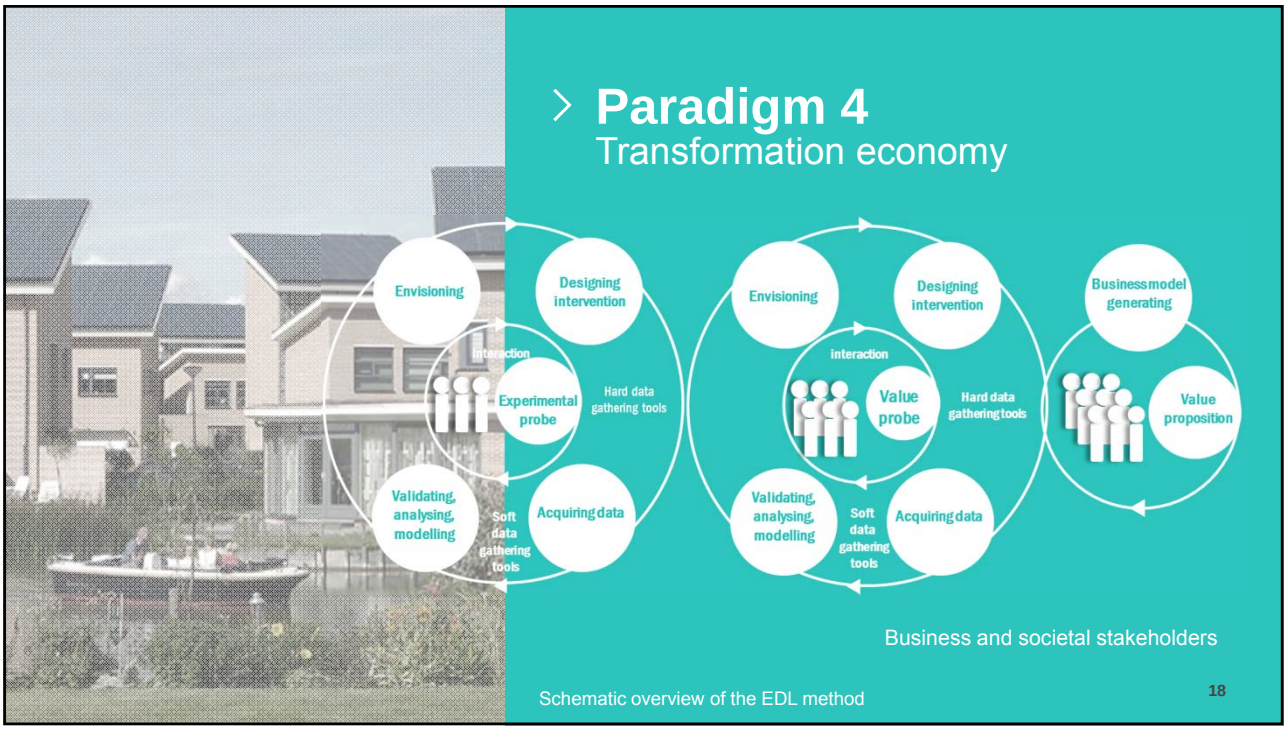
› Move towards a sustainable world

› Tackle societal challenges behavior change on a societal level (Brand and Rocchi, 2011)

› Shift towards a Transformation Economy (Mermiri, 2009)

› Designing local solutions for local issues that stem from our large global issues

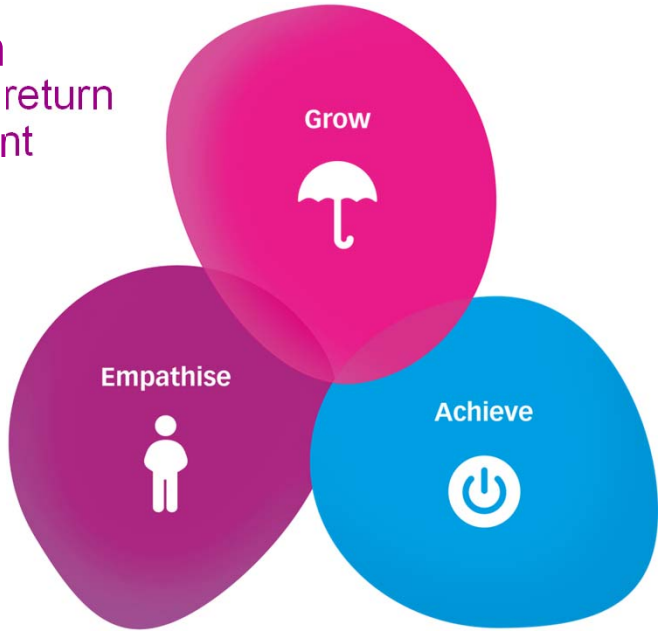
17



Schematic overview of the EDL method

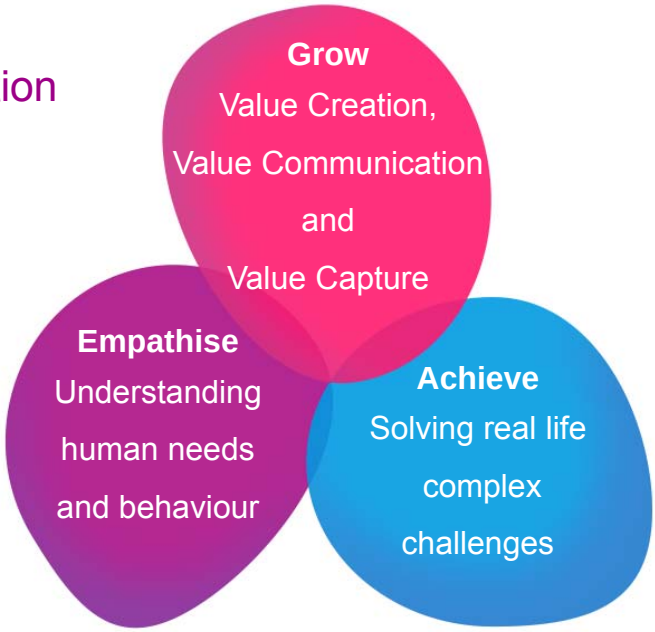
18

Approach
Sustainable return on investment



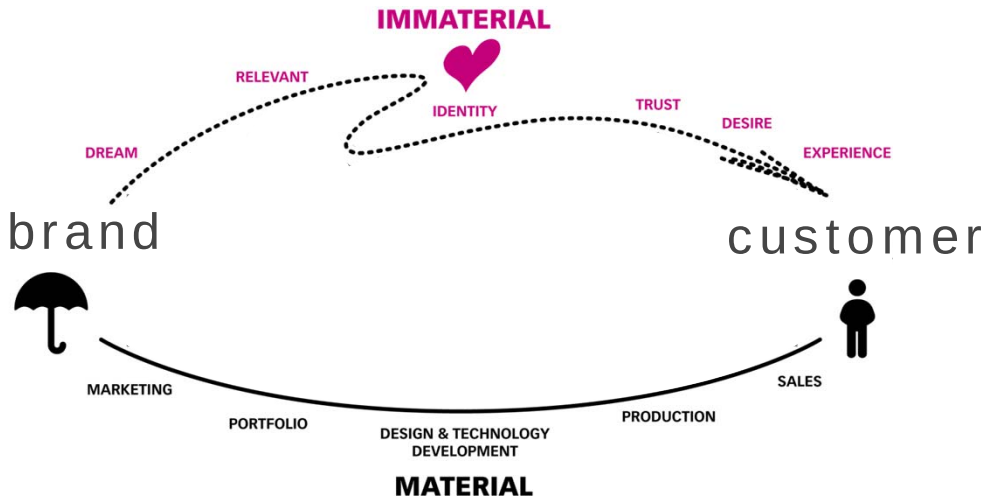
19

Approach
Our proposition



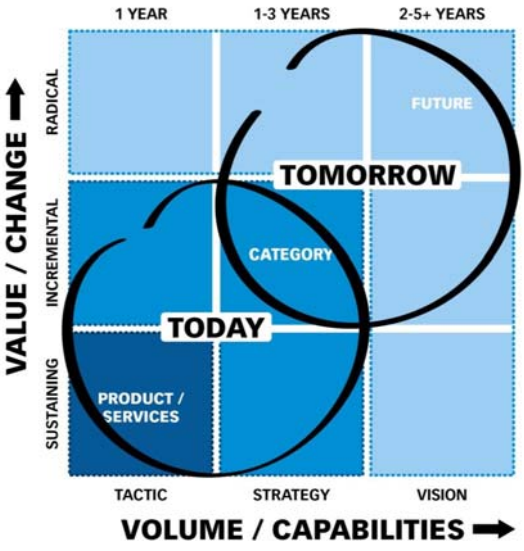
20

Business innovation | creative equity



21

Business innovation
Strategy



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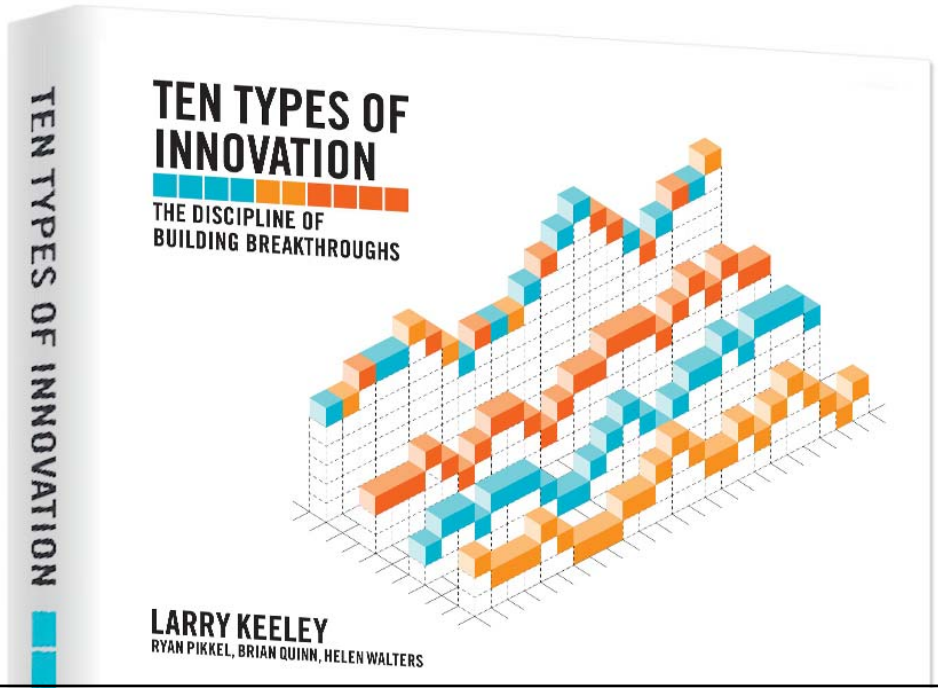
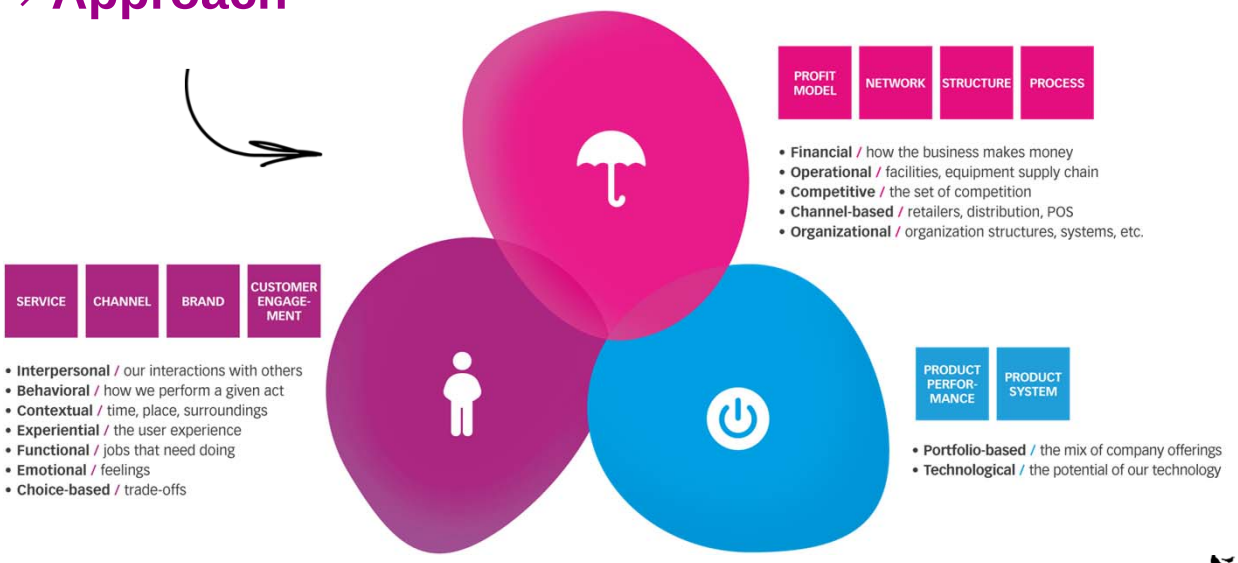


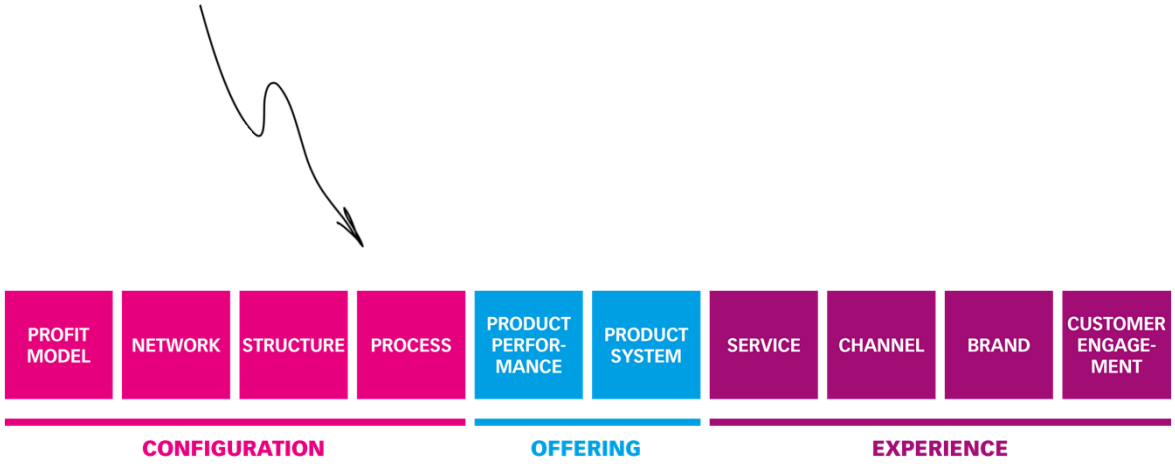
23

Approach



24

Business Scorecard



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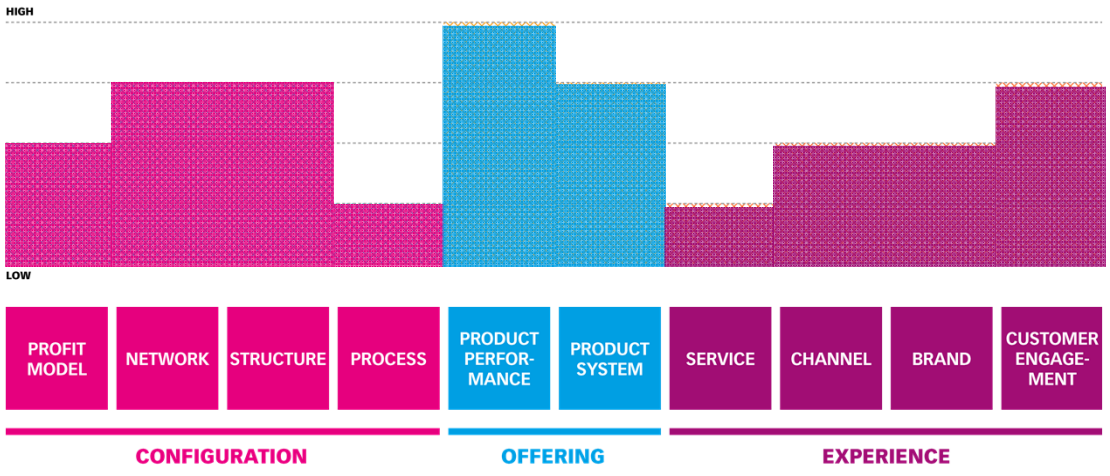
25

Business Potential



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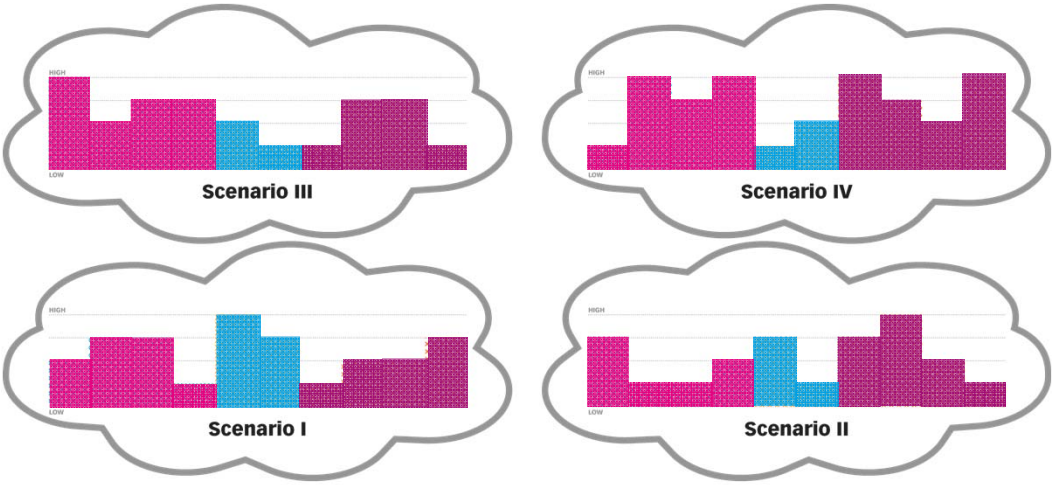
26

Real time - Future
Domain scenario's



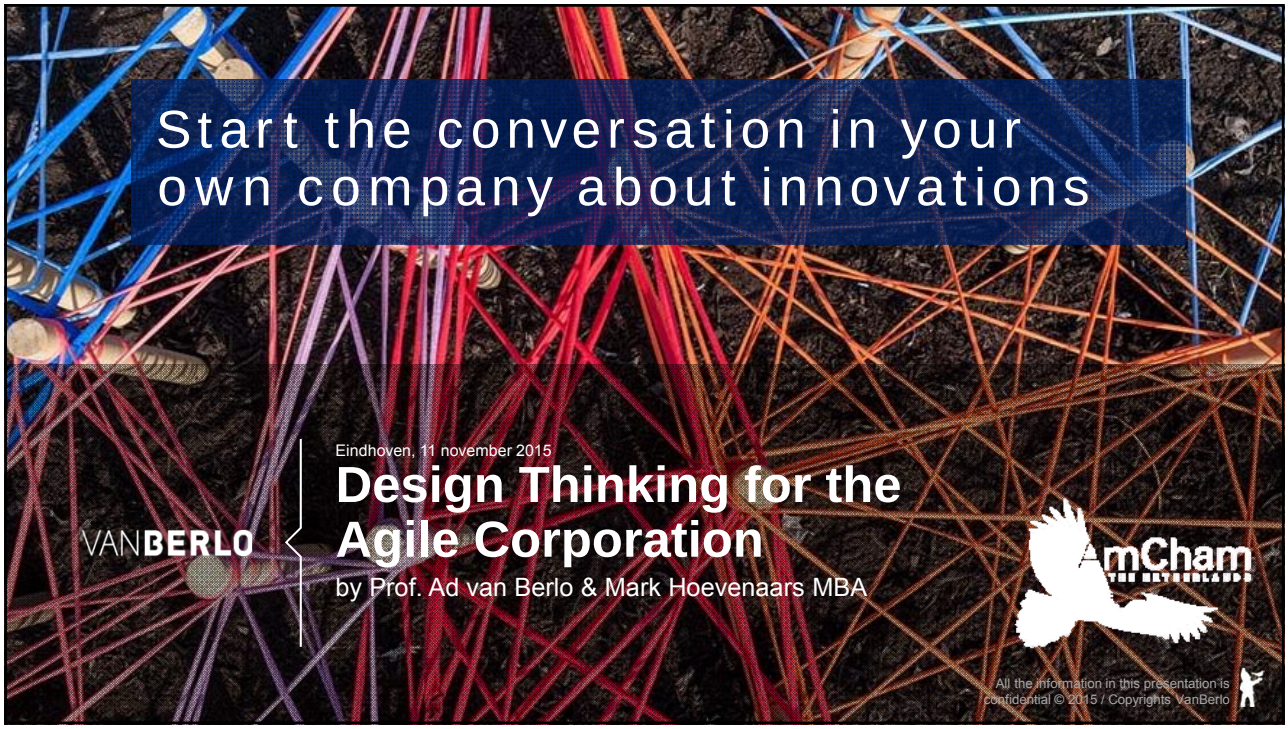
DEMOGRAPHIC, ECONOMIC, SOCIAL, TECHNOLOGICAL, ENVIRONMENTAL AND POLITICAL.

27

References
For further reading

28

Innovation awareness workshop
Mark Hoevenaars - VanBerlo
29


Start the conversation in your own company about innovations
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