

TAFE Directors Conference 2016

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The best way to predict the future is to create it

Understand how the convergence of human need, technology and strategic viability can lead to the creation of innovative solutions.

Description

Great ideas, and successful initiatives have one thing in common; they match an unmet human need with smart technology and use a viable strategy to convert it into an innovative opportunity. This trilogy of human need, technology and viability create outcomes that ultimately benefit the end user and improve the quality of life for people and the planet.

Design –lead companies, such as Tesla, Google, Apple, Nike, IBM, and Coca-Cola outperformed the S&P 500 over the past 10 years by 218% (Design Management Institute 2014). The design team at Nike reports directly to the CEO. One common misconception about design is that it is only about what something looks like. As Steve Jobs kindly points out “That’s not what we think design is. It’s not just what it looks like and feels like. Design is how it works”. A design mindset is solution focused, not problem focused, and has a greater degree of imagining a preferred future rather than being constrained to what is already known. From the outset a deep understanding of the world around you and the way it works, and the way people work, is fundamental to great design. Everything we see has been designed. Using a design-lead/human-centred framework to understand your audience and develop your solution, alongside the use of emerging technology, ensures innovation.

Once you understand your market thoroughly and you have identified an opportunity you can let your imagination loose to ideate on all possibilities. This is where you can envision the future without restraint. The possibilities are endless. The next step, whether you’re an intrapreneur or a national organisation, is to match your idea with the available technology, prototype, test, evaluate and refine.

1. How well do you understand your market, customer needs, business priorities, and technology capabilities
2. How focused are you on your strategy?
3. How many ideas are too many to pursue at any given point in time?
4. When do you decide which idea gets your time and resources?
5. How do you distinguish between Preotyping and Prototyping?
6. Why take your idea for a test drive and seek feedback relentlessly?
7. How do you minimize the uncertainty and risk of being innovative?
8. Who can help you on this journey?

