

Sources & Streams of Insight & Ideas

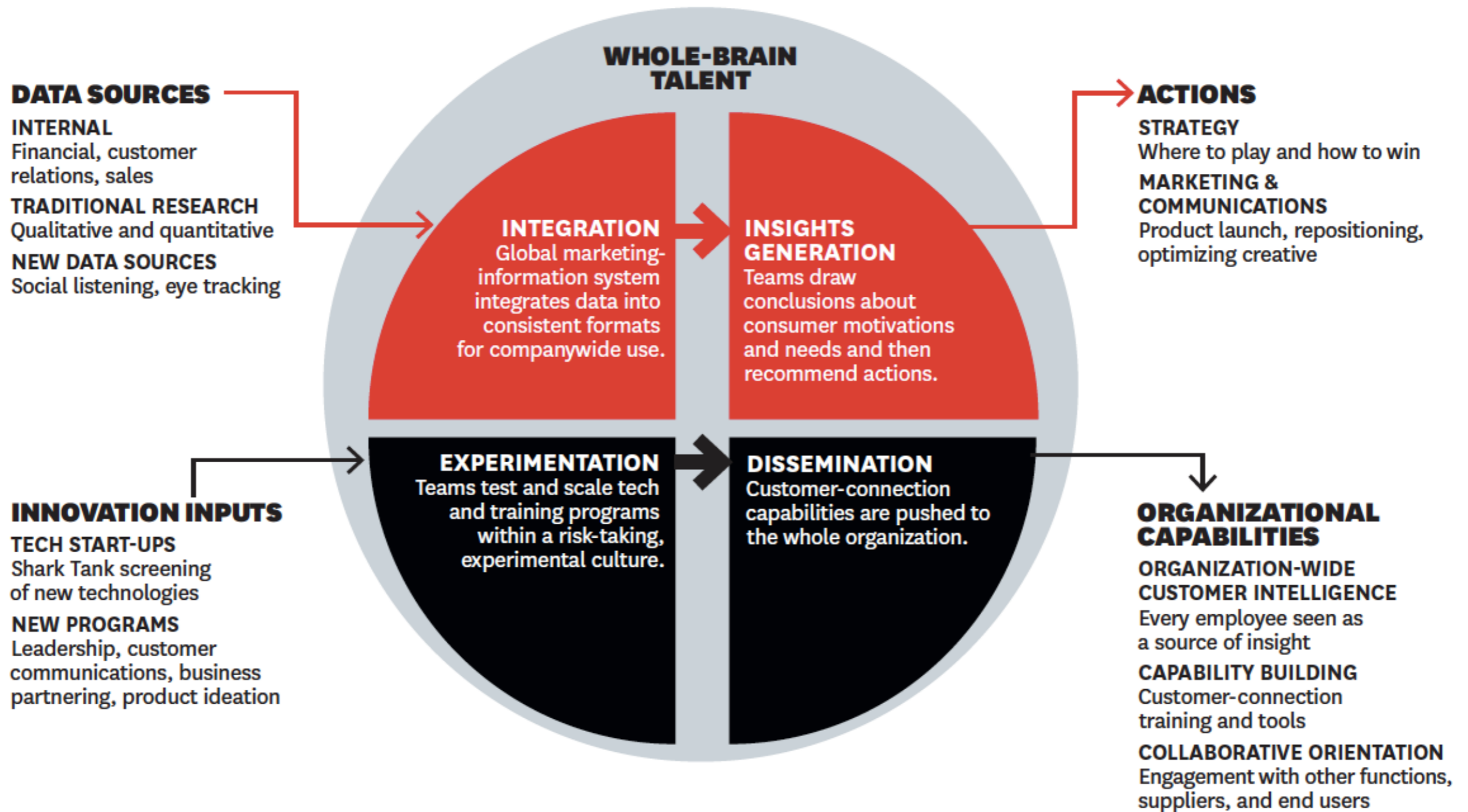
Peter McGrory
Aalto ARTS

Ob. 1.
learning to see what others don't

1.

sources and streams of strategic insight(s)
and subsequent **ideas**

innovation is in essence about the successful generation, implementation and adoption of creative and imaginative (i.e., new, novel, better) **insights** and **ideas** that have (reciprocal) **value**.



insight (n)

“an unexpected shift in the way we understand things that fundamentally changes behaviour, feelings and goals”

Gary Klein, *Seeing What Others Don't*
the remarkable ways we gain insights

Seeing What Others Don't



The Remarkable Ways
We Gain Insights

.....

"I know of no one who combines theory and observation—intellectual rigor and painstaking observation of the real world—so brilliantly and gracefully as Gary Klein."

—MALCOLM GLADWELL

GARY KLEIN

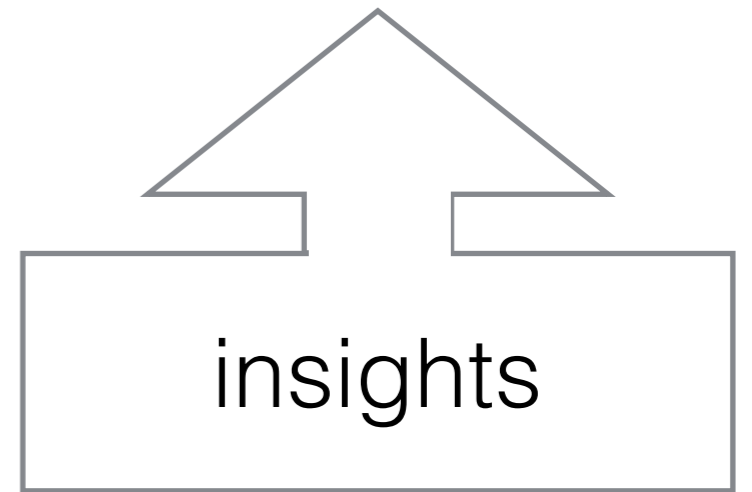
performance
enhancement

=

errors / risks

+

insights



THE NEW YORK TIMES BESTSELLER

THINKING,
FAST AND SLOW



DANIEL
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS

"[A] masterpiece . . . This is one of the greatest and most engaging collections of insights into the human mind I have read." —WILLIAM EASTERLY, *Financial Times*

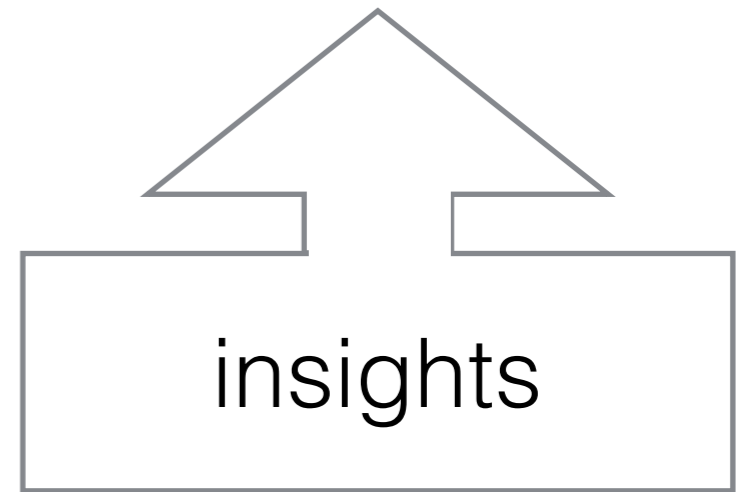
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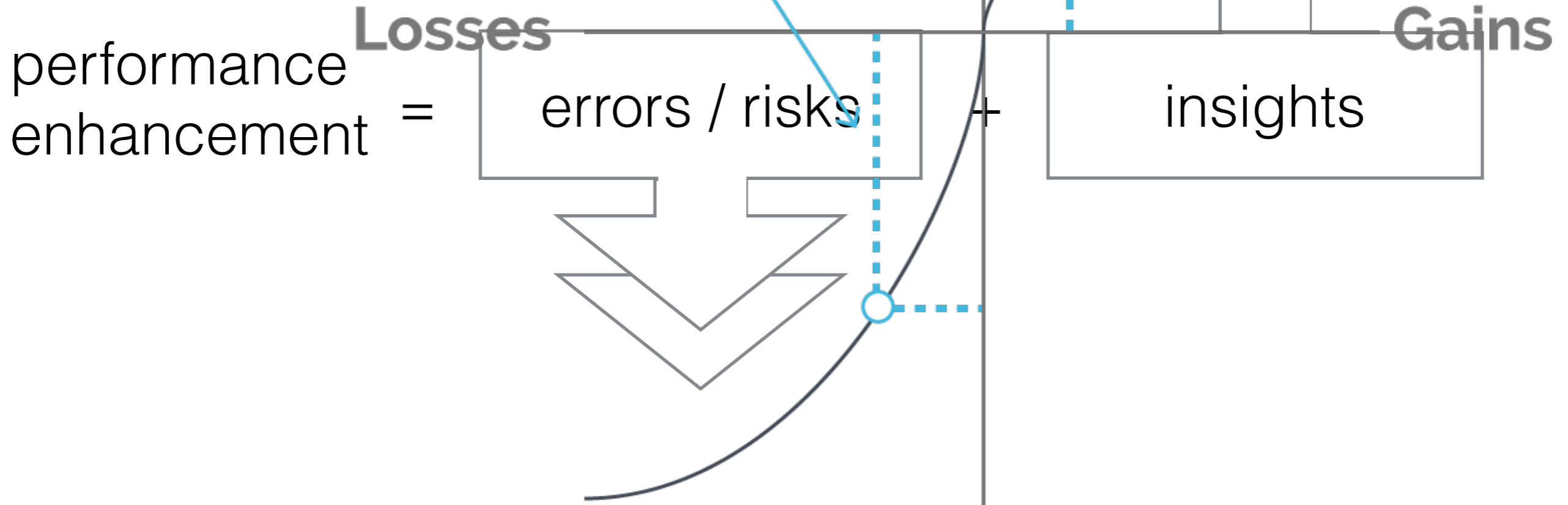
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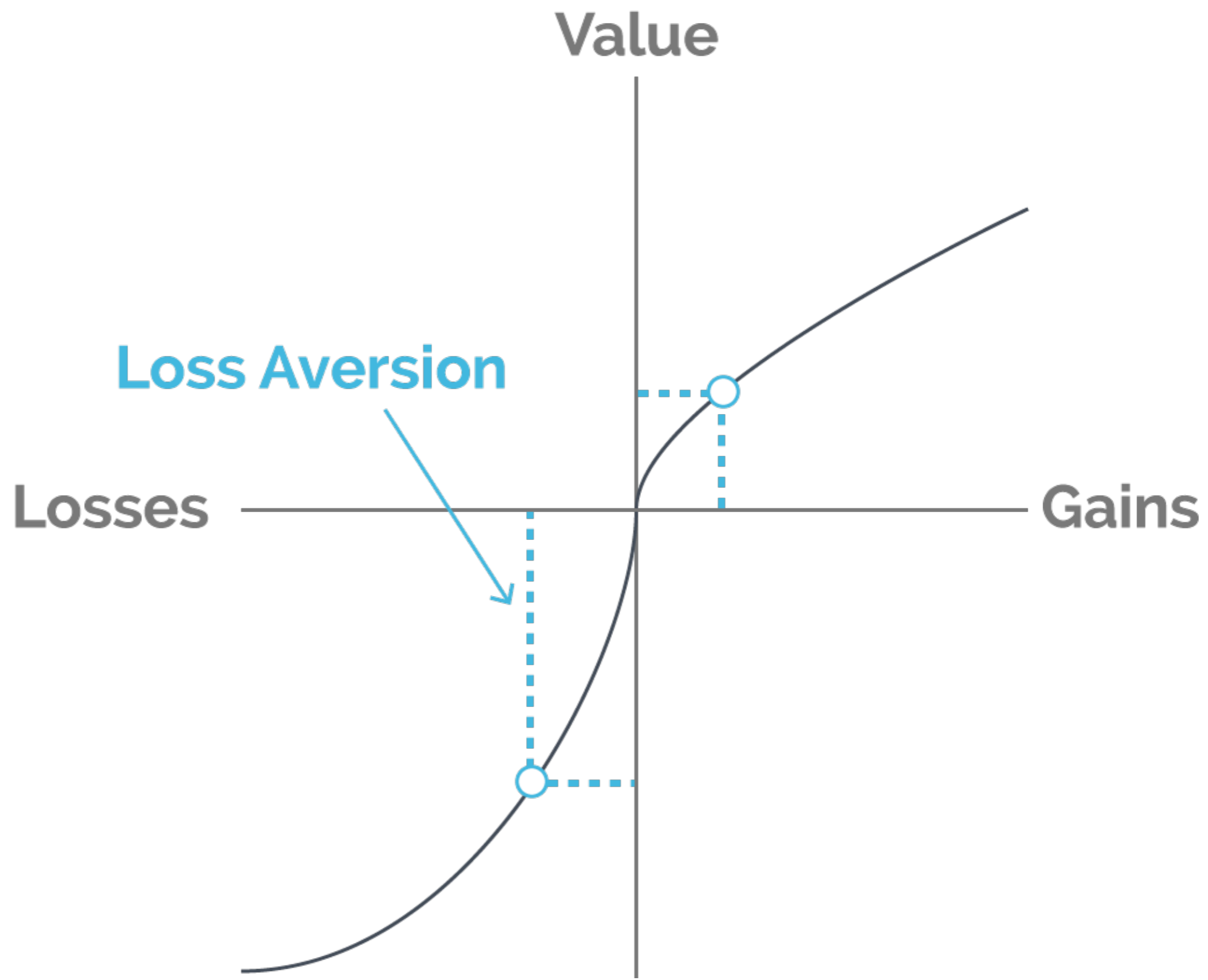
insights



Value

Loss Aversion





Value

Loss Aversion

Losses

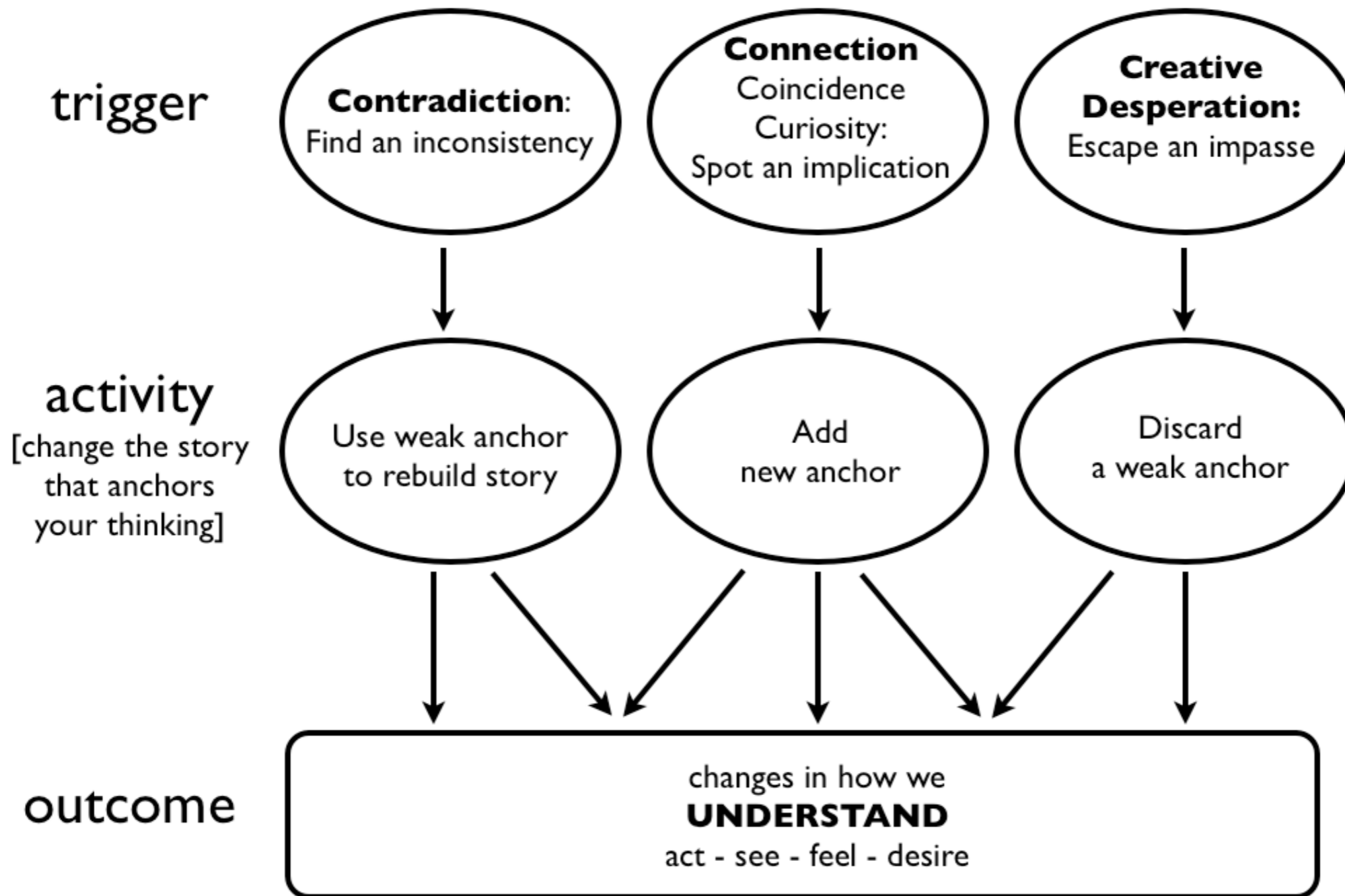
Gains

'prospect theory'

'loss aversion' and the **'effectuation principle'**
of **'affordable loss'**

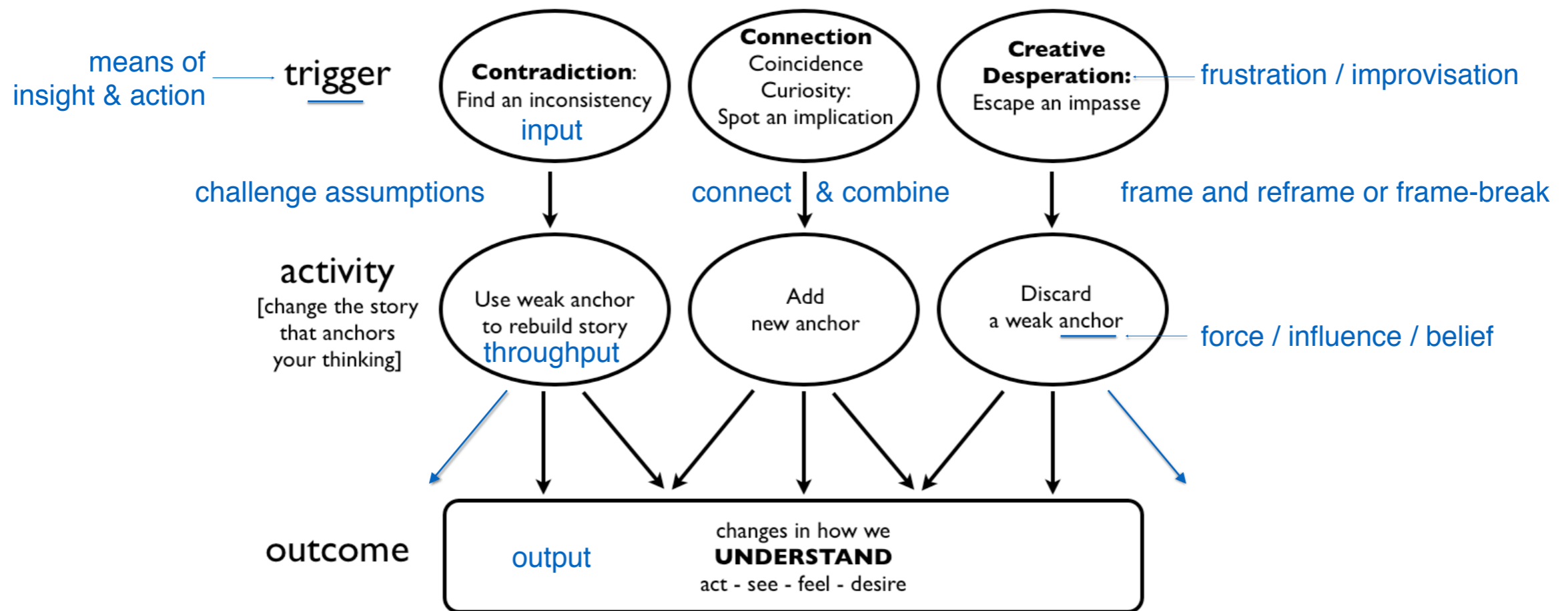
triple path model

Creative Insights _ Triple Path Model ...



Gary Klein, *Seeing What Others Don't* (2013)

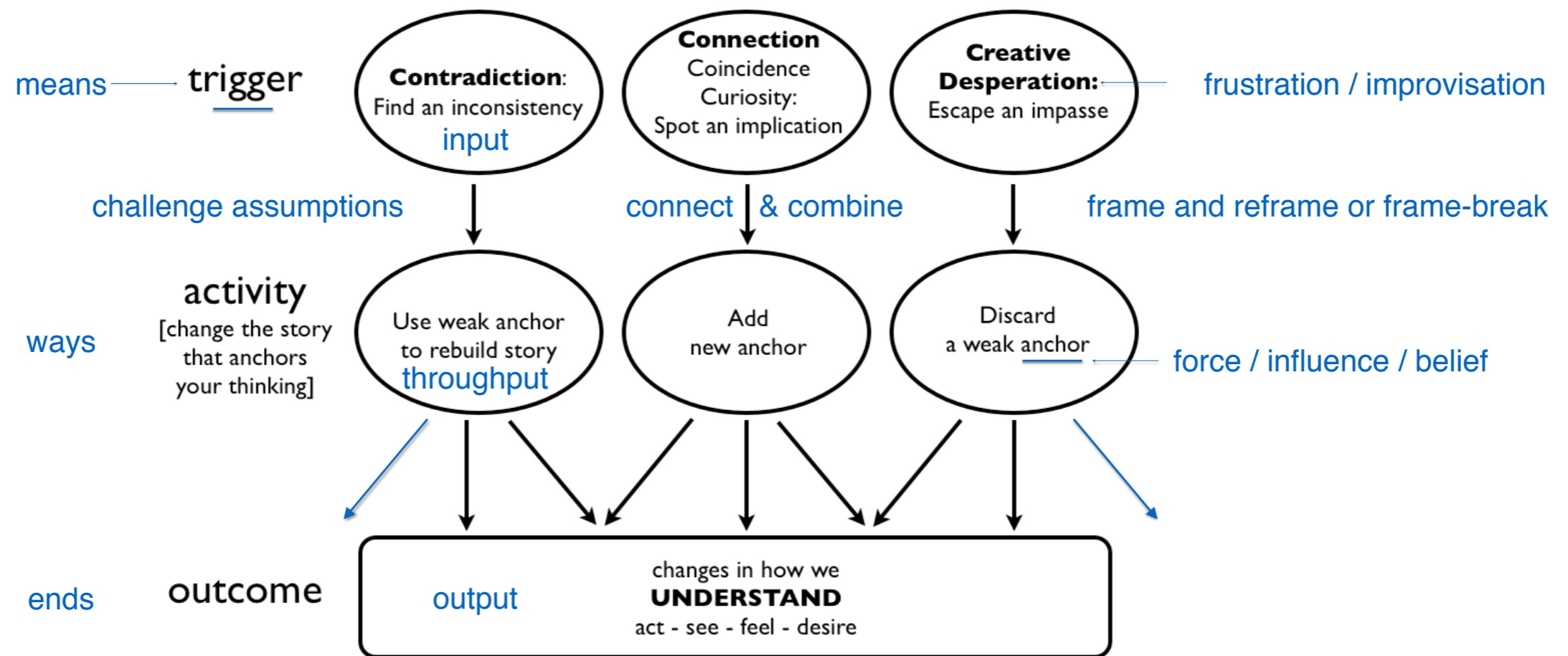
Creative Insights _ Triple Path Model ...



Gary Klein, *Seeing What Others Don't* (2013)

compelling insights typically precede an idea or a set-of-ideas

Creative Insights _ Triple Path Model ...



Gary Klein, *Seeing What Others Don't* (2013)

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COGNITIVE BIASES:

ANCHORING

by

LAURIE SANTOS

of

YALE UNIVERSITY



**LUX ET
VERITAS**

dyson case

sources and streams of strategic insight(s)
and subsequent **ideas**



air-multiplier technology



blade-less fan



air purifier



hairdryer



humidifier

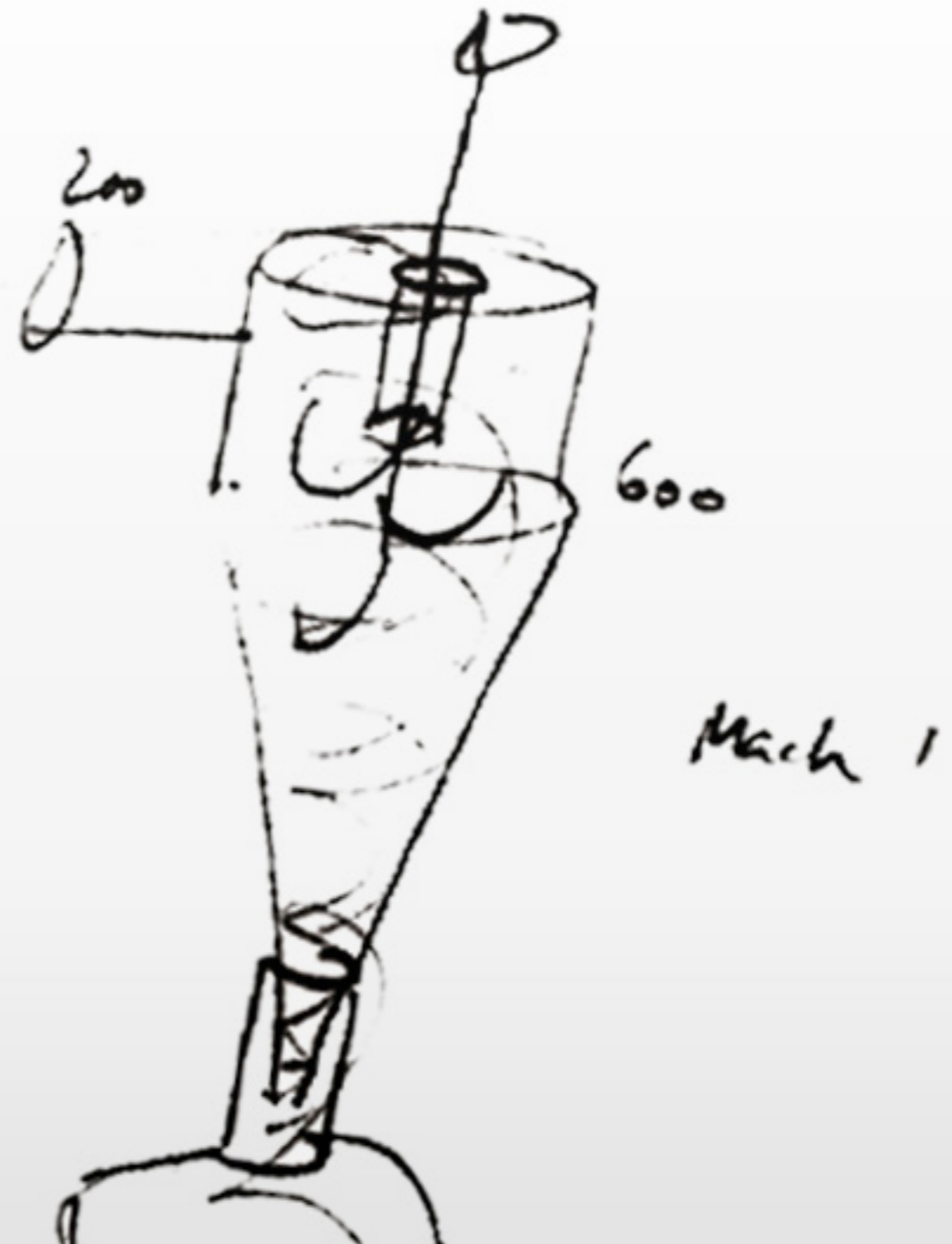


hot+cold

air-multiplier technology

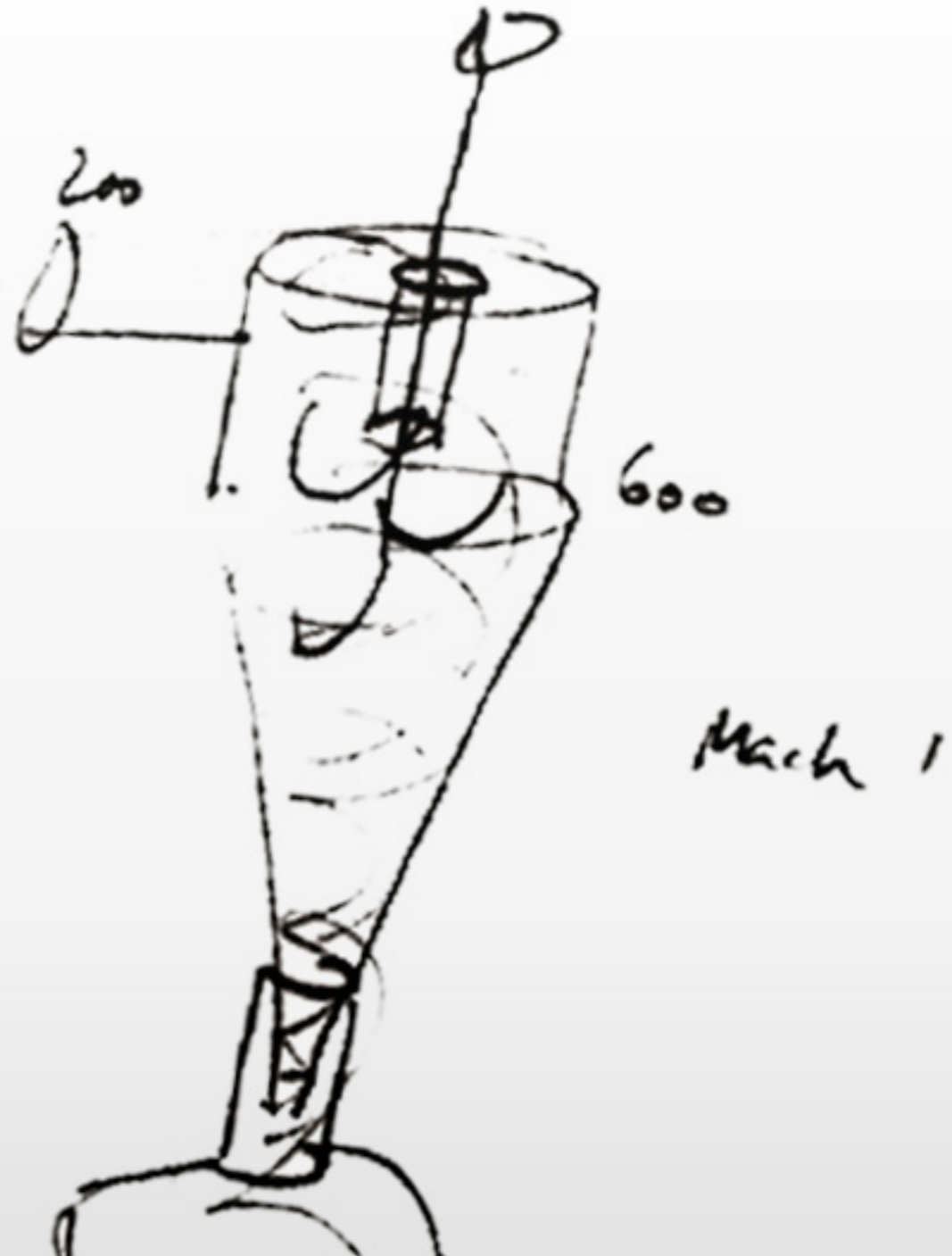
A new idea

In 1978, James Dyson became frustrated with his vacuum cleaner's diminishing performance. Taking it apart, he discovered that its bag was clogging with dust, causing suction to drop.



A new idea

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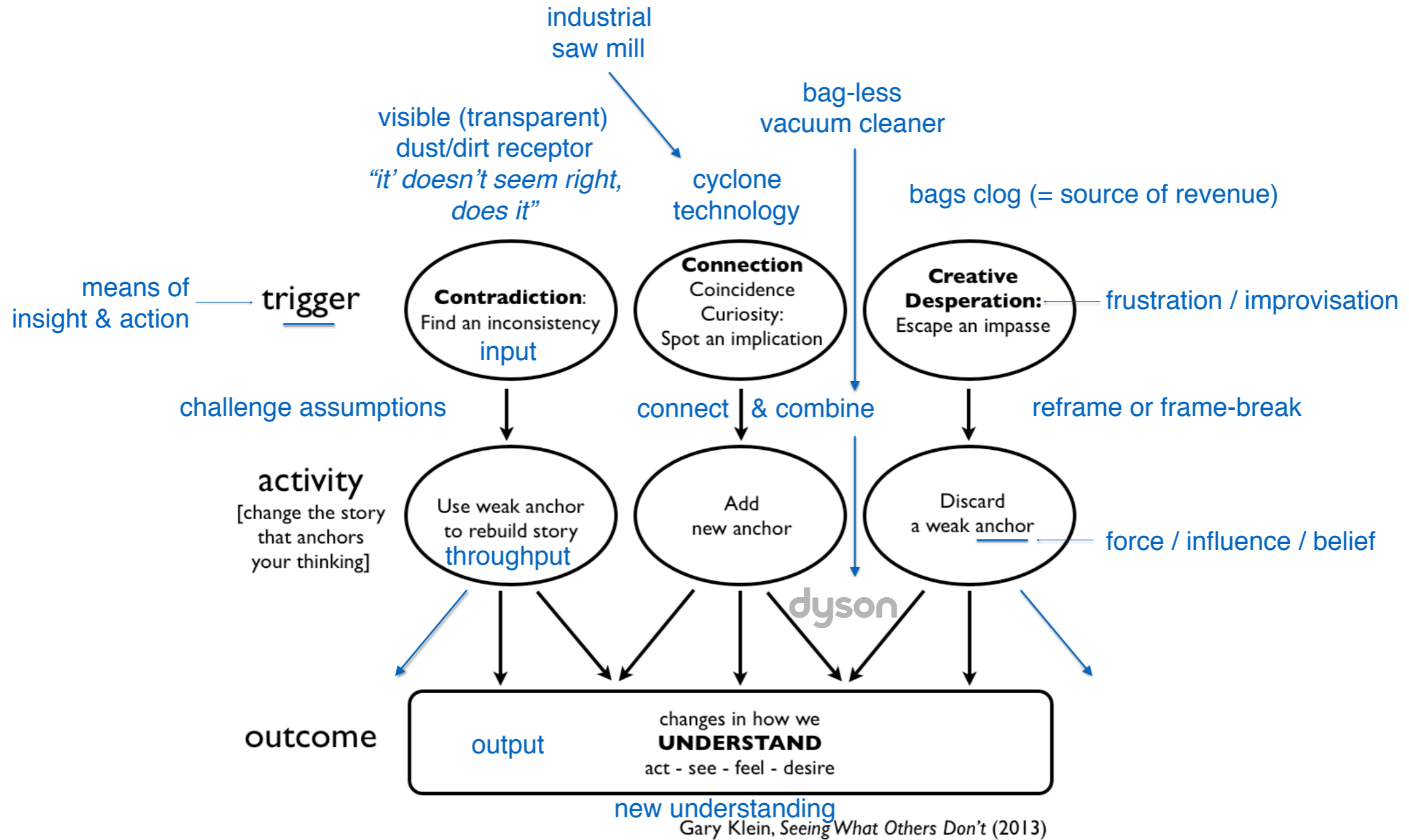
dyson

challenge: create a cordless vacuum

5,127 prototypes

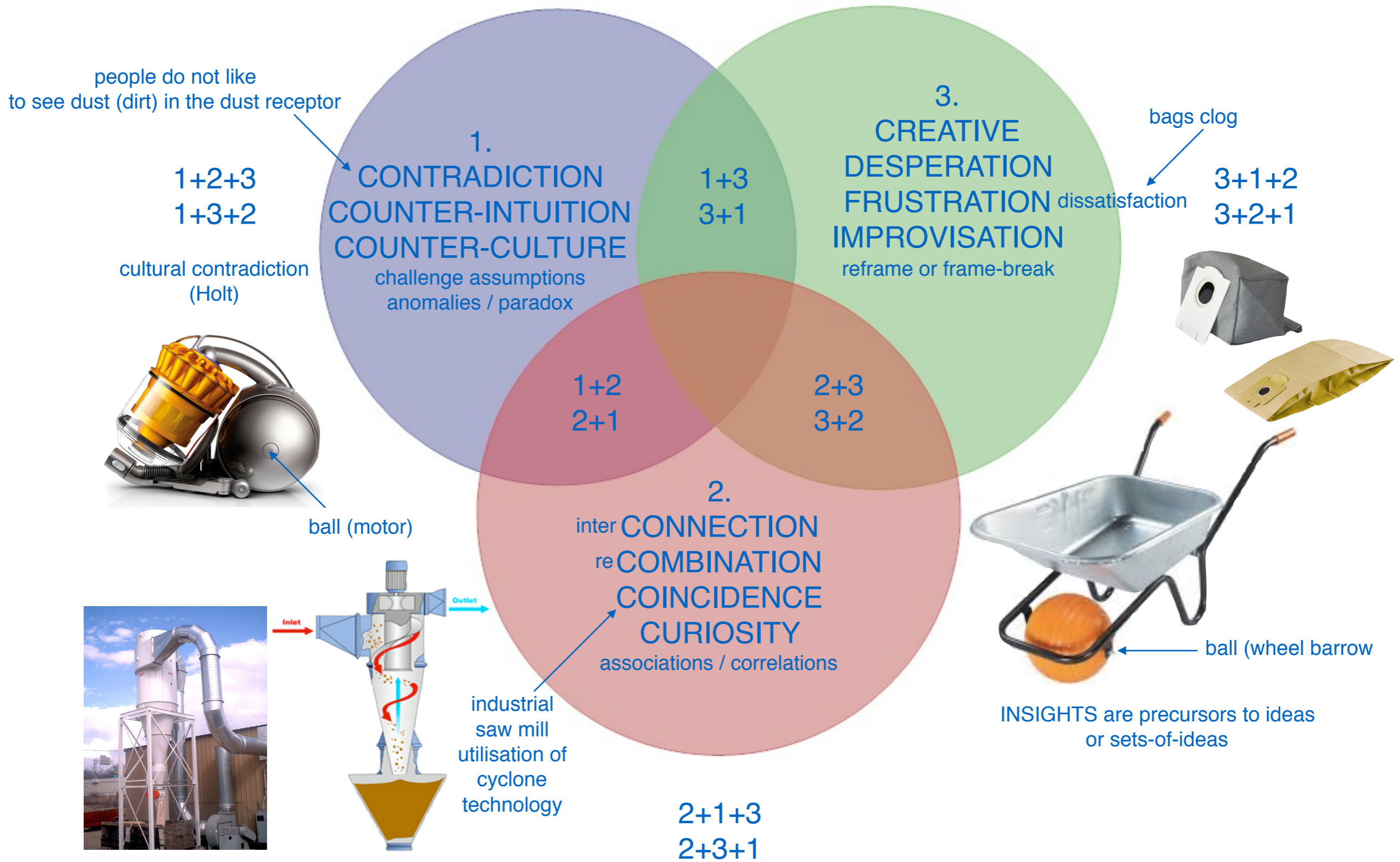
coincidental connection

DYSON_Creative Insights _ Triple Path Model ...



compelling insights typically precede an idea or set-of-ideas

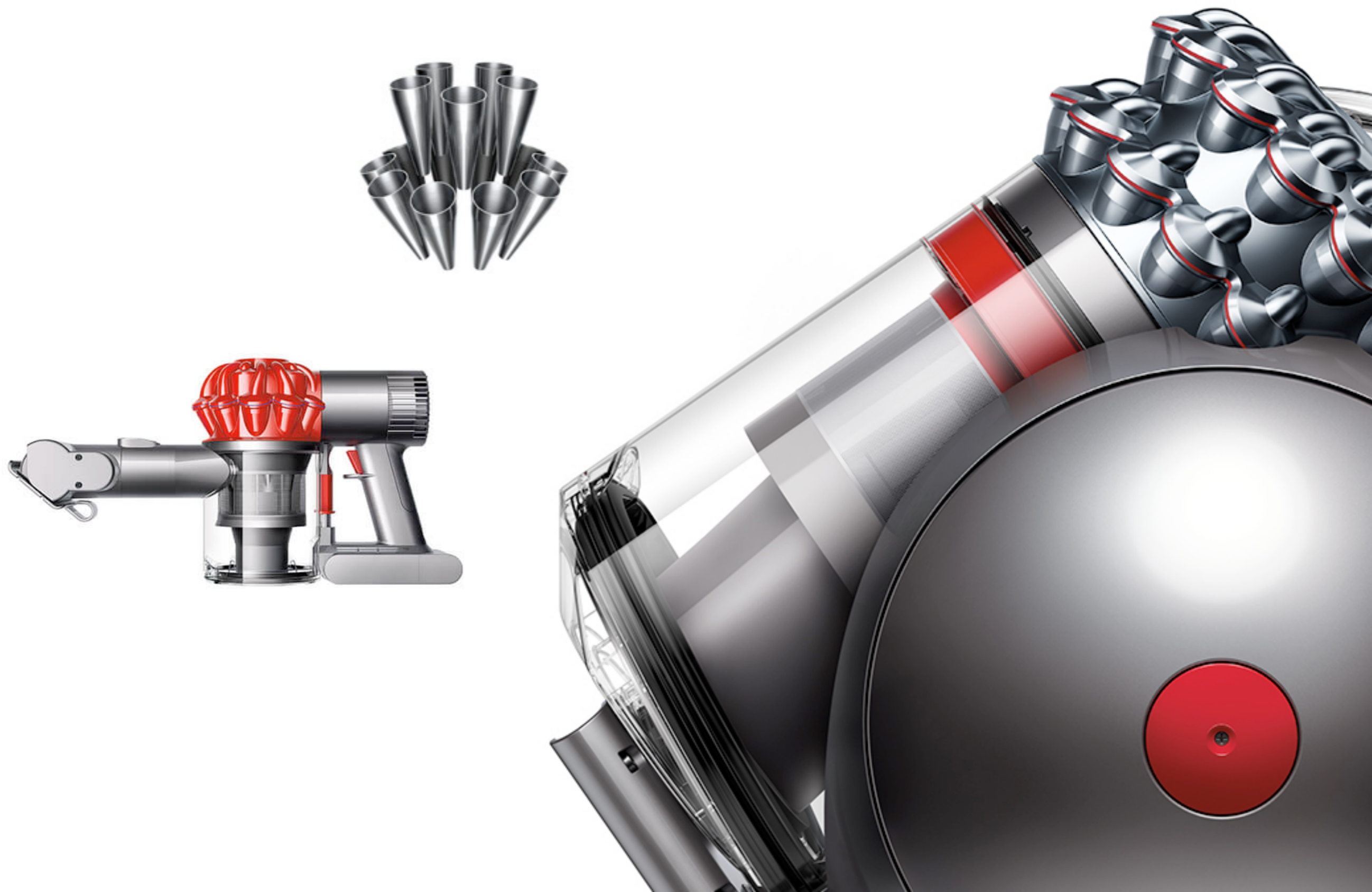
Sources of Creative Insights _ Triple Stream Model



contemplation — the action of looking thoughtfully (i.e., deep, careful consideration or attention) at something for a long time







Des technologies cyclones révolutionnaires



1995

Technologie
Dual Cyclone™



2002

Technologie
Root Cyclone™



2008

Technologie
Root Cyclone™ avec
niveau de filtration
supplémentaire



2012

Technologie
Radial Root Cyclone™



2013

Cyclones Dyson Cinetic™



means of, or motive for, insight & action → trigger

Contradiction:
Find an inconsistency
input

Connection
Coincidence
Curiosity:
Spot an implication

Creative Desperation:
Escape an impasse

← frustration / improvisation

challenge (flawed or false) assumptions

connect & combine

frame and reframe or frame-break

activity
[change the story that anchors your thinking]

Use weak anchor to rebuild story
throughput

Add new anchor

Discard a weak anchor

← force / influence / belief

nest dyson

outcome

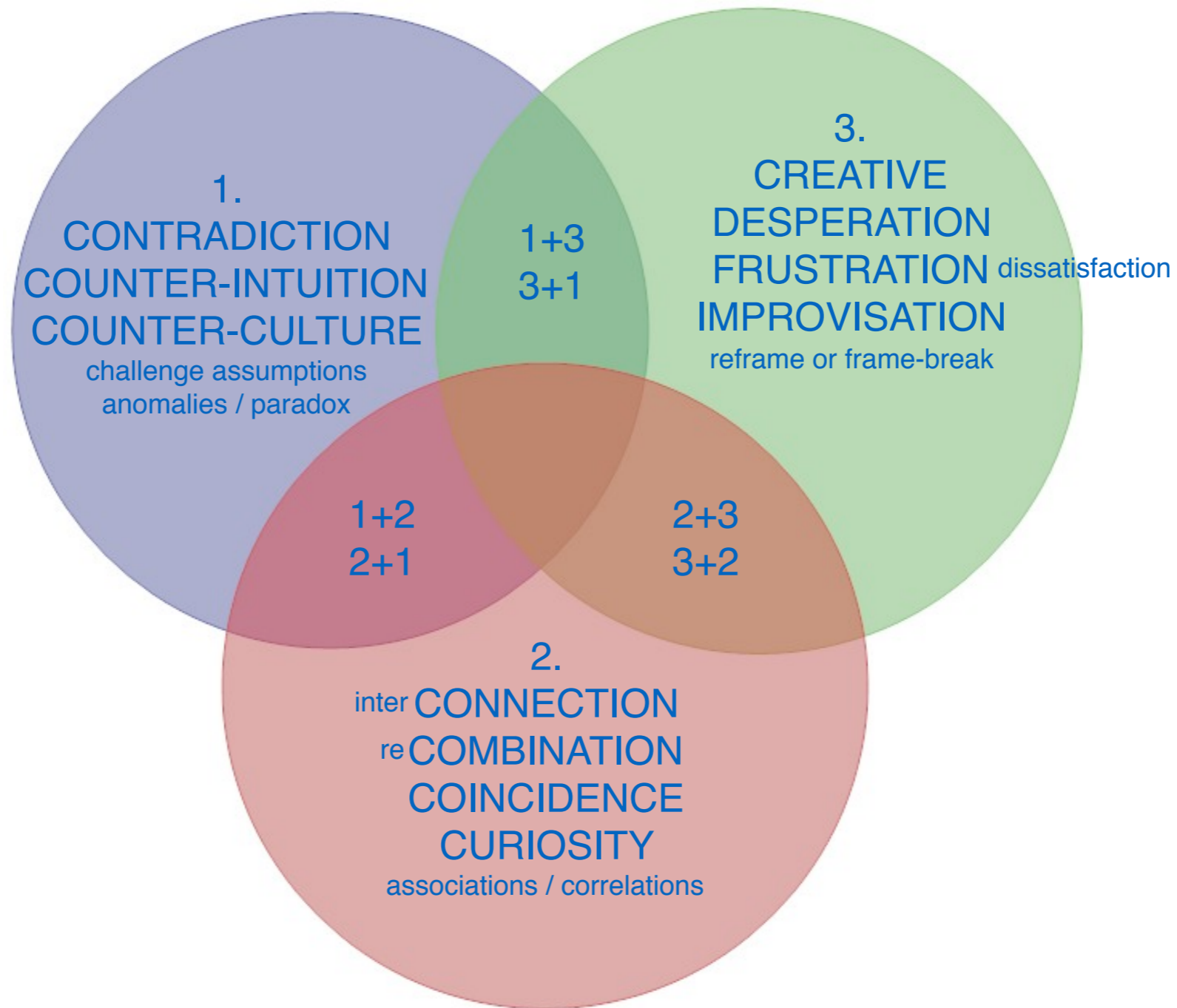
output
changes in how we **UNDERSTAND**
act - see - feel - desire
profound or fundamental changes
...

Gary Klein, *Seeing What Others Don't* (2013)

compelling insights typically precede an idea or set-of-ideas

Creative Insights _ Triple Path Model ...

Sources of Creative Insights _ Triple Stream Model



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Nespresso inventor says wife and Rome cafe inspired 'pod'



<https://www.thelocal.ch/20160821/nespresso-inventor-says-wife-and-rome-cafe-inspired-the-pod>



An illustration of a Stanford University building with a red roof and yellow walls, set against a sunset background. The building has several arched windows and doorways. The foreground is a mix of green and orange, suggesting a lawn and a path. The sun is low on the horizon, creating a warm glow.

Build your entrepreneurial mindset.

Search Stanford eCorner's thousands of videos, podcasts & articles

everything is a remix _ copy / combine / transform



INCREASING

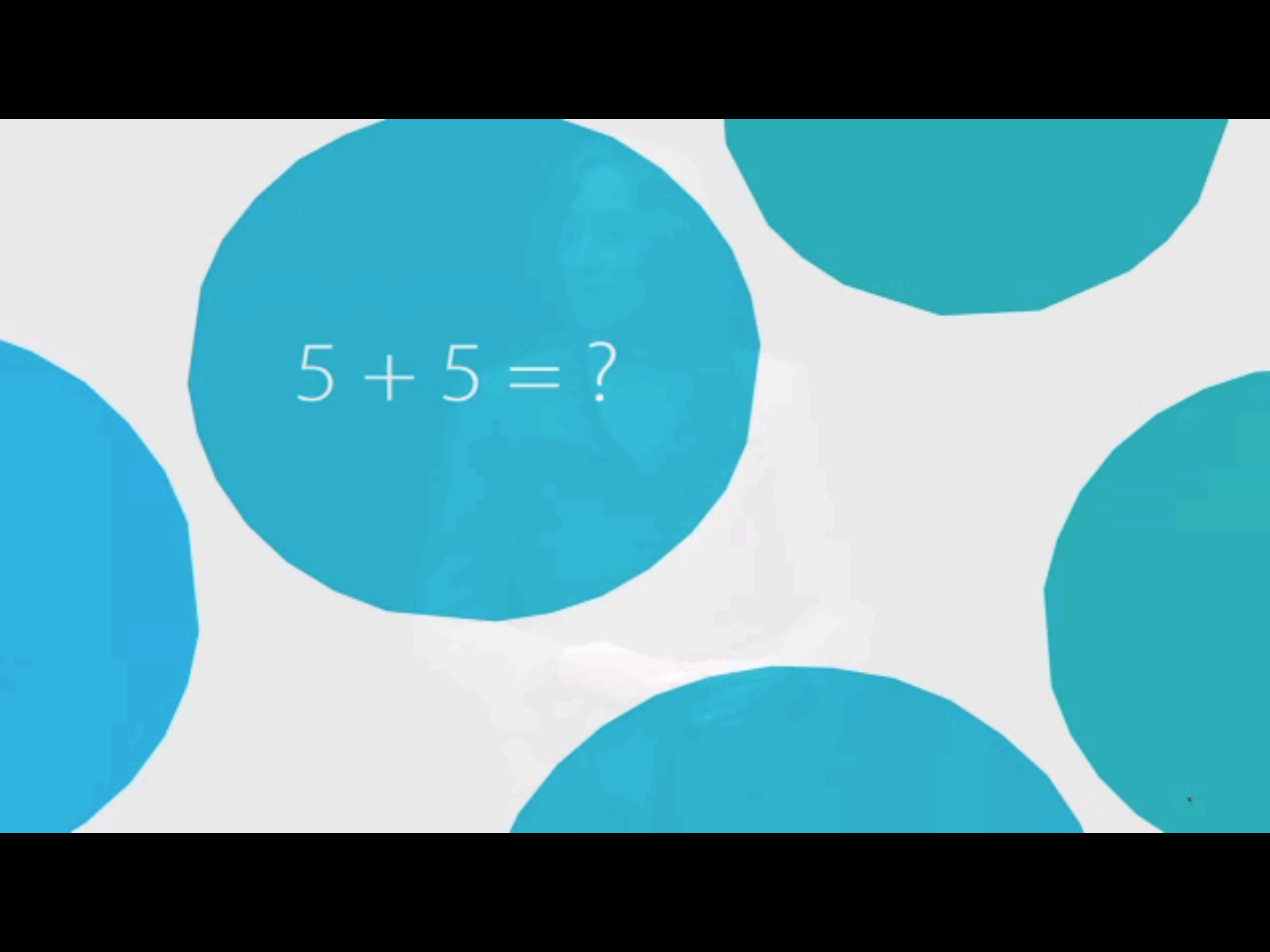
you can typically improve something by ... **MAINTAINING**

REDUCING

1.0

framing, re-framing and frame breaking.
(divergent vs. convergent thinking)

REFRAME PROBLEMS


$$5 + 5 = ?$$

2.0

connecting, combining and recombining
(ref.: everything is a remix)

Connect
& Combine

3.0

challenging assumptions
(ref.: holt_cultural orthodoxy _
blue vs. red ocean strategy _
counter factual / intuitive)

CHALLENGE ASSUMPTIONS

Boosting Creativity

— Consider reversal

Team Assignment

please analyse your respective case and reflect (test) the value of the material i.e. **insight(s & ideas** presented this morning.

1.

SOURCES & STREAMS OF INSIGHTS & IDEAS

Desperation (**Frustration**) / **Connection** (Combination _ Curiosity _
Coincidence) / **Contradiction**.

please prepare to make a brief presentation of your findings
3-5 minutes / team.

please provide visual evidence, show us the source etc.

Team presentations & discussions
start at **11:40**.

Apple — Diversity — Inclusion inspires innovation
<https://www.youtube.com/watch?v=qxKFDnzluOs>