

# Thinking Innovation It's Your Calling

By: Dr. Dave Cornelius



# About Dr. Dave Cornelius

## Lean Thinker & Agilist

- Learning Communities
- Maximize value
- Enable Flow



## Servant Leader & Coach

- Community Builder
- Growth Mindset
- 5Saturdays.org



## Author & Innovator

- Elastic Minds
- ElasticMindsBook.com
- Leadership Character
- AgilityLeaderShift.com



## Value Delivery

- Technology
- Products



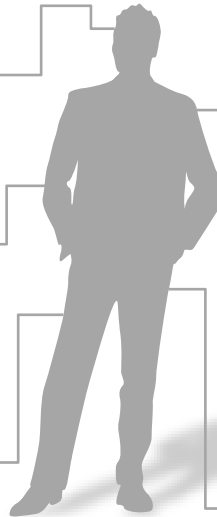
## Podcaster

- KnolShare.org
- GrokShare.com



## Webinars & Training

- PDUs & SEUs
- KnolShare.org



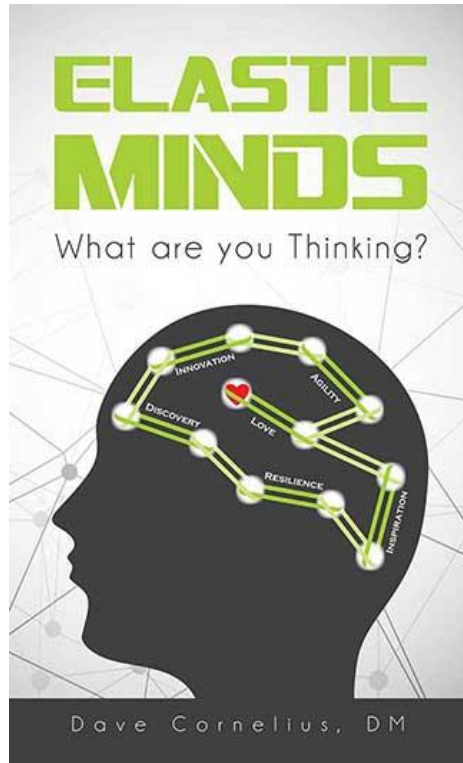
# 5 Saturdays Agile Education Outreach

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# Get Elastic Minds Book

Buy my Book – Kindle or Print



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# Topics

## Innovation Streams

- Incremental
- Breakthrough
- Disruptive

## Six Thinking Lenses

- 1) Creative
- 2) Critical
- 3) Design
- 4) Strategic
- 5) Lean
- 6) Systems

## Dreams

- Lucid
- Mutual

## Empathy Map

- Customer attributes

## Q & A

- Inquiries

## Digital Transformation Journey

- 4<sup>th</sup> Industrial revolution





# Innovation Streams

S

Sustaining



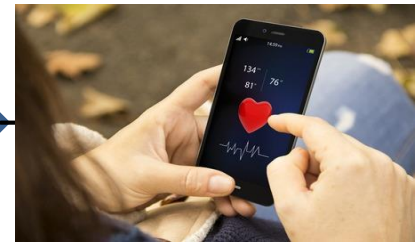
B

Breakthrough



D

Disruptive



# Imagination



# Fourth Industrial Revolutions



# Digital Transformation Strategy



- Satisfy business goals
- Fulfill VOC
- Deliver Jobs-to-be-done



Dynamic



Always Mobile



Always on



Cloud Platform  
Azure, AWS, IBM, Google

Compliance  
(HIPPA, etc.)



Cost  
Efficiency



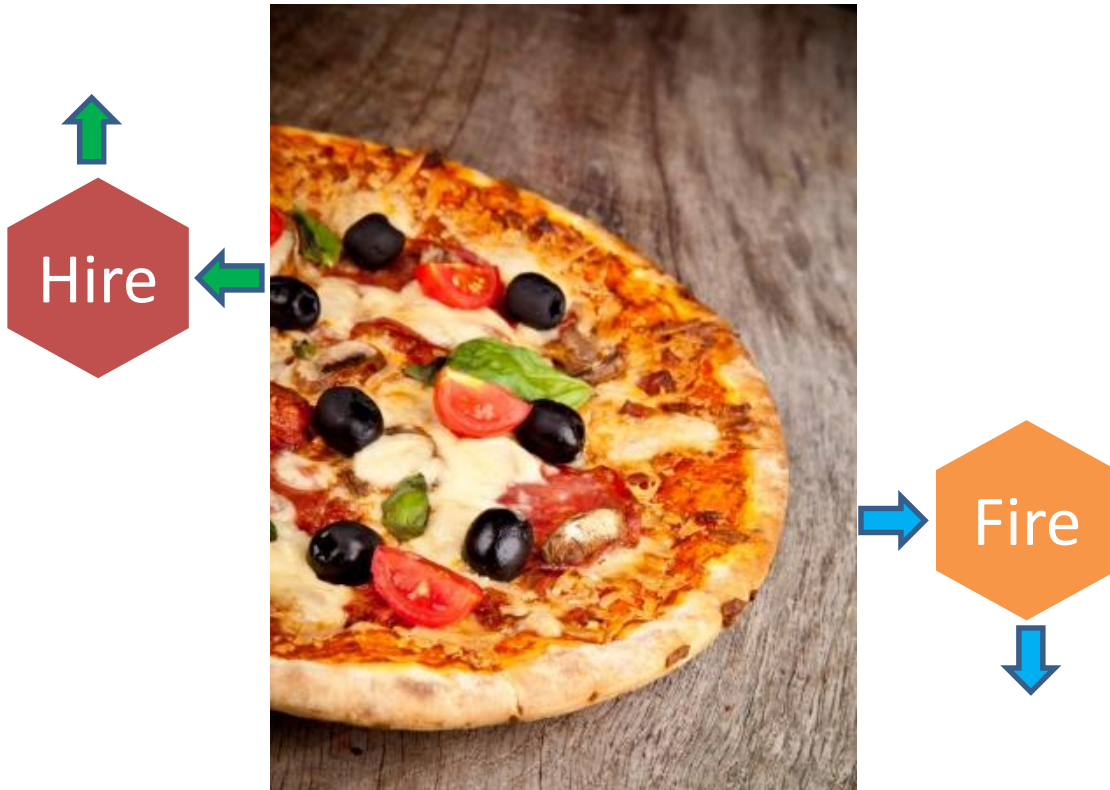
Regional Presence  
China, Russia, EMEA



Personnel Skills



# Jobs To Be Done



# Dreams



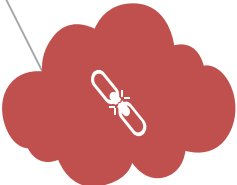
**Day Gazing**



**Lucid**



**Mutual**



# Lucid Dream Exercise


- **Time-box:** 3-minutes
- Lucid dream and innovate
- Alternatively, mutual dream and innovate
- Write your innovation on a sticky note
- 5-minute group discussion



# Empathy Map Group Activity

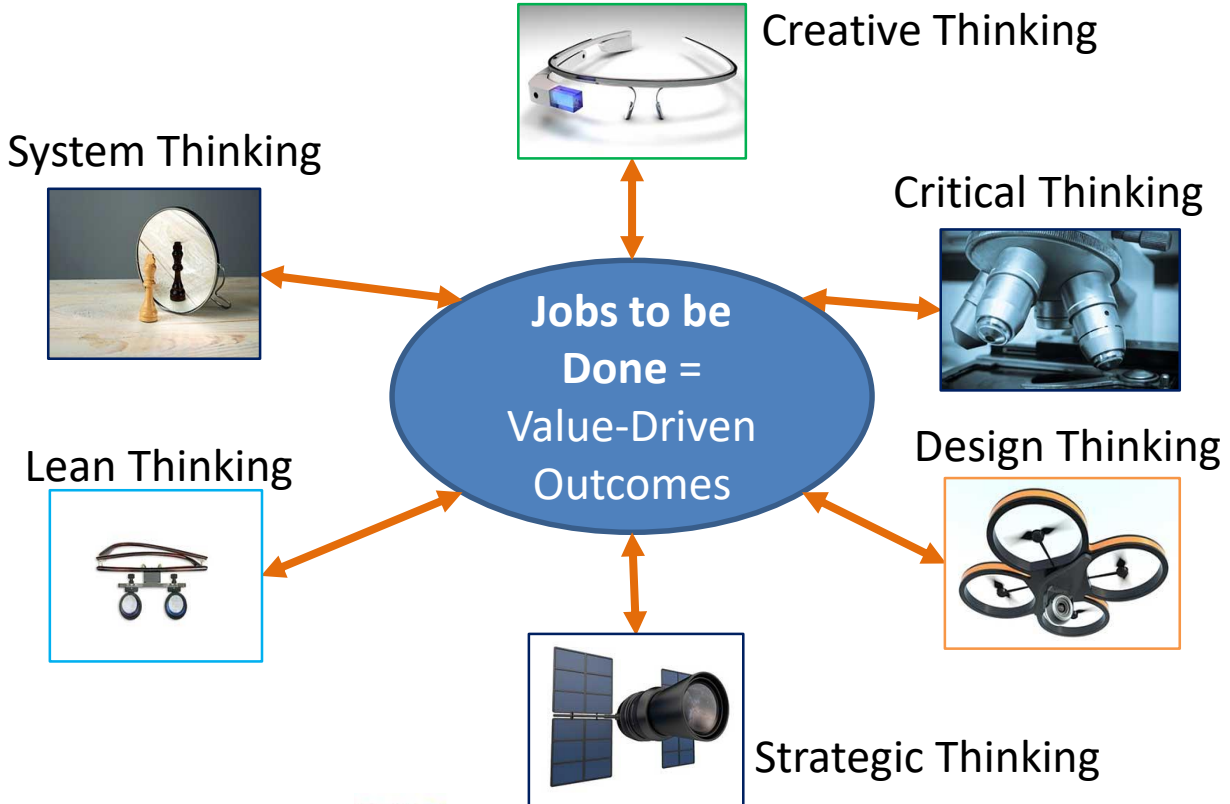
Customer Empathy Map

Name: \_\_\_\_\_

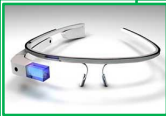
	
<p><b>What does he / she Hear?</b></p> <ul style="list-style-type: none"><li>• From friends</li><li>• From the boss</li><li>• From influencers</li></ul>	<p><b>What does he / she Think and Feel?</b></p> <ul style="list-style-type: none"><li>• What really counts</li><li>• Major preoccupations</li><li>• Worries and aspirations</li></ul>
<p><b>What does he / she Say and Do?</b></p> <ul style="list-style-type: none"><li>• Attitude in public</li><li>• Appearance</li><li>• Behavior towards others</li></ul>	<p><b>What does he / she See?</b></p> <ul style="list-style-type: none"><li>• Environment</li><li>• Friends</li><li>• What the market offers</li></ul>
<p><b>Pains</b></p> <ul style="list-style-type: none"><li>• Fears</li><li>• Frustrations</li><li>• Obstacles</li></ul>	<p><b>Gains</b></p> <ul style="list-style-type: none"><li>• Wants and needs</li><li>• Measures of success</li><li>• Obstacles</li></ul>



# Six Thinking Lens



# Six Thinking Lens



## Creative Thinking

- Divergent Thinking
- Brainstorming



## Critical Thinking

- Contextualize problem
- Evaluating & Synthesizing



## Design Thinking

- Empathy
- Prototype - Test



## Strategic Thinking

- Prioritization
- Decision Making



## Lean Thinking

- Optimization
- Improvements



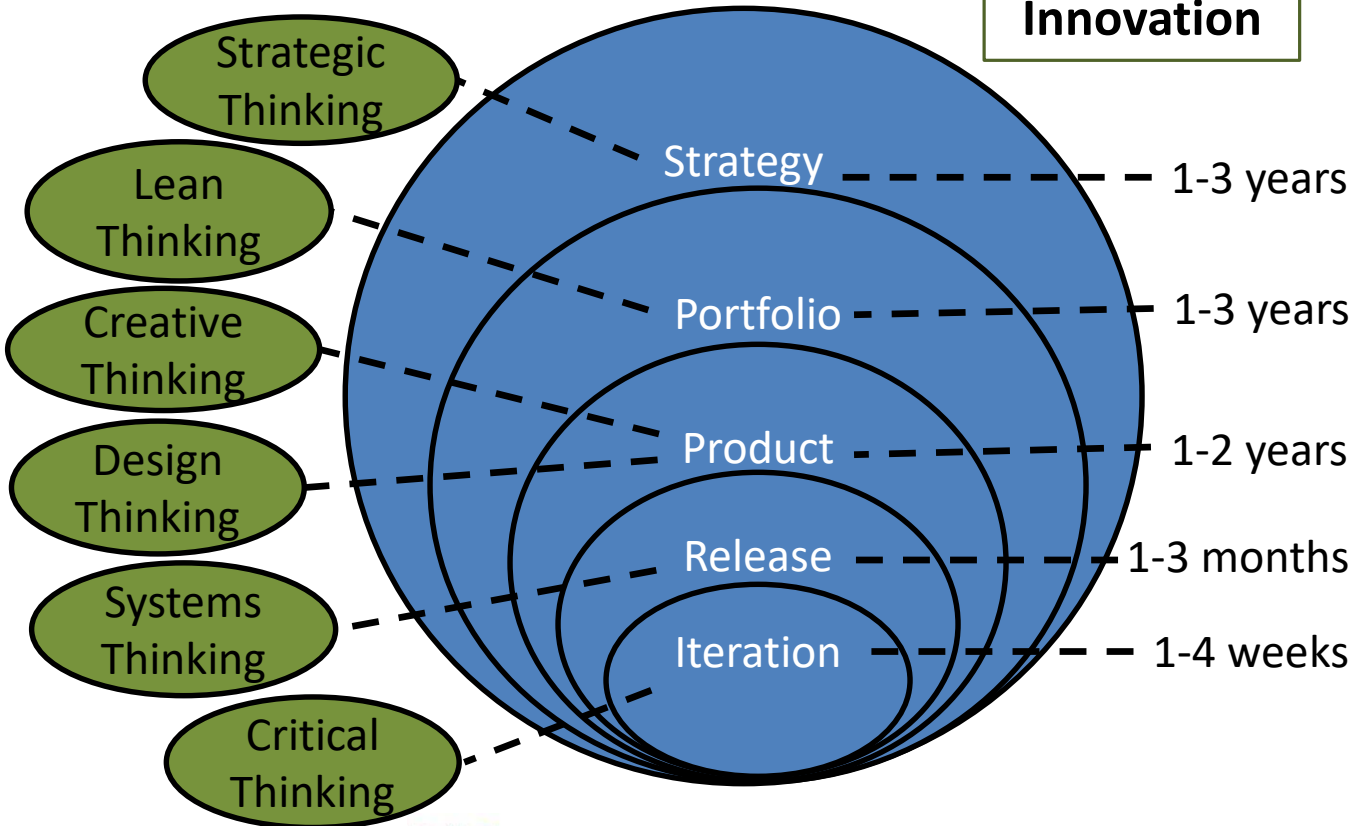
## Systems Thinking

- Double Loop Learning
- Feedback Loops



# Agile Planning Horizon

**Agility  
Accelerates  
Innovation**



# Six Thinking Lens – Creative Thinking



## Creative Thinking

- Divergent Thinking
- Brainstorming



**Creative Thinking:** Creative thinking is seeing ideas in new ways, sometimes out of the box or within the box.



# Six Thinking Lens – Creative Thinking



**Time-box:** 3-minutes

## Activity #1

Using your innovation idea from your dream, How would a Product owner, Scrum Master, Business Analyst, UX/UI, and / or Product Development Team Contribute to Creative thinking?



# Six Thinking Lens – Critical Thinking



## Critical Thinking

- Contextualize problem
- Evaluating & Synthesizing



**Critical Thinking:** Apply objective analysis to a problem to arrive at a potential solution.



# Six Thinking Lens – Critical Thinking



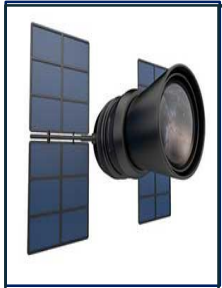
**Time-box:** 3-minutes

## Activity #2

Based on your innovation from your dream, How would a Scrum Master, Project Manager, Product Development Team , and / or DevOps resources Contribute to Critical Thinking?



# Six Thinking Lens – Strategic Thinking



## Strategic Thinking

- Prioritization
- Decision Making



**Strategic Thinking:** Identifying, prioritizing, and deciding actions to take that satisfy a threat or opportunity.



# Six Thinking Lens – Strategic Thinking



**Time-box:** 3-minutes

## ACTIVITY #3

Based on your innovation, How would a business leader, agile coach, business analyst, and / or customer contribute to Strategic Thinking?



# Six Thinking Lens – Design Thinking



## Design Thinking

- Empathy
- Prototype - Test



**Design Thinking:** User experience experiments that uses inquiry, empathy, and interactive engagements to understand the Jobs to be Done.



# Six Thinking Lens – Design Thinking

**Time-box: 3-minutes**



## Activity #4

Based on your innovation, How would a UX/UI, product owner, and / or Customer use Design Thinking to satisfy a Jobs to be Done?



# Six Thinking Lens – Systems Thinking



## Systems Thinking

- Double Loop Learning
- Feedback Loops



**Systems Thinking:** Continual learning that begins with why to identify causal effects and options to satisfy the Jobs to be Done.



# Six Thinking Lens – Systems Thinking

**Time-box: 3-minutes**



## **Activity #5**

Based on your innovation, How would a Business leader, project manager, scrum master, UX/UI, development team, and / or product owner demonstrate Systems Thinking?



# Six Thinking Lens – Lean Thinking



## Lean Thinking

- Optimization
- Improvements



**Lean Thinking:** Maximize value, minimize waste, enable flow, and continual learning.



# Six Thinking Lens – Lean Thinking

**Time-box:** 3-minutes

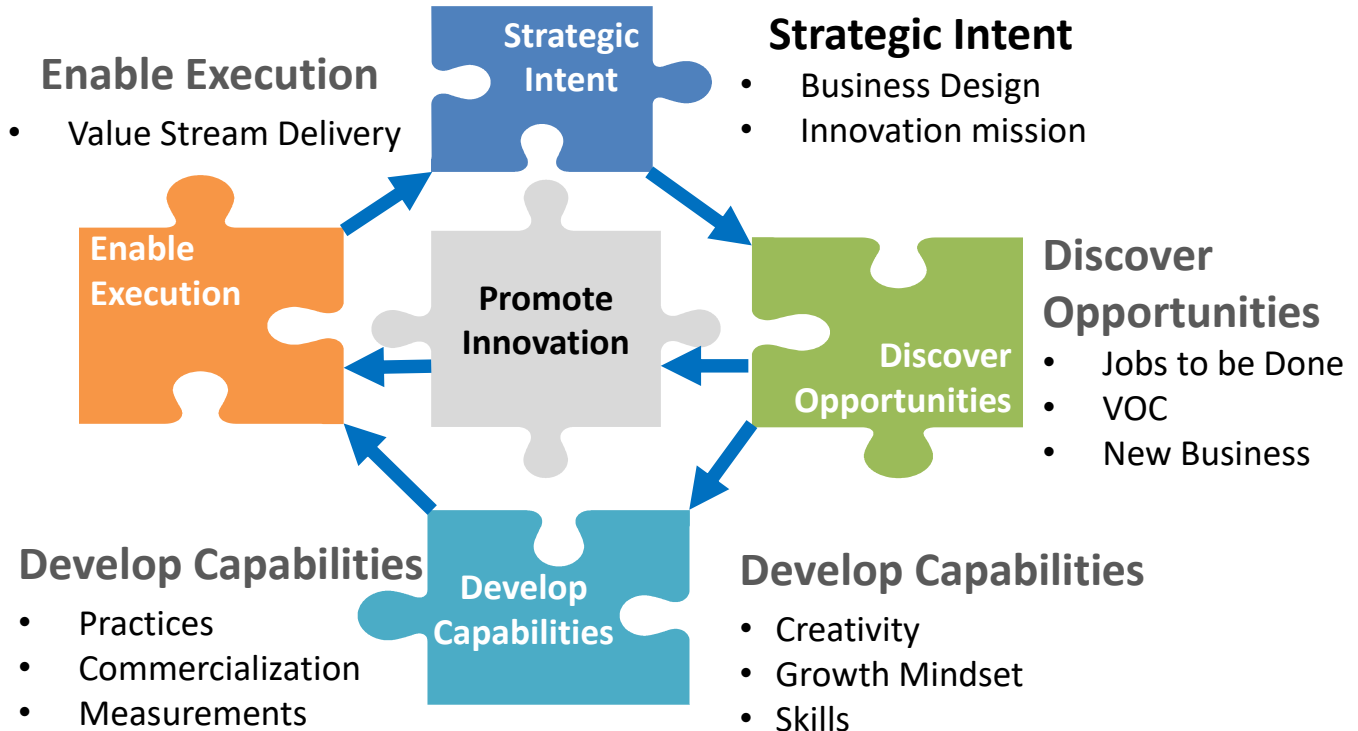


## Activity #6

Based on your innovation, How would a product owner, Scrum Master, project manager, development team, and / or DevOps demonstrate Lean Thinking.



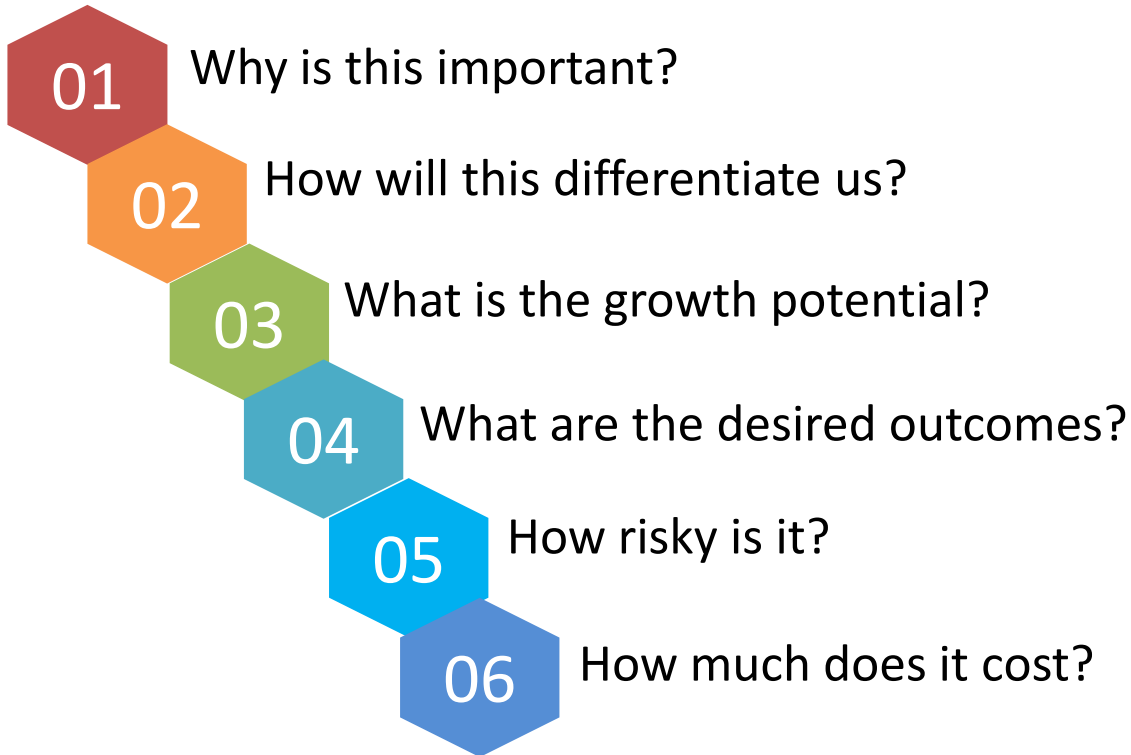
# Innovation Governance



**Source:** Deschamps and Nelson (2014). Innovation Governance: How top management organizes and mobilizes for innovation.



# Innovation Governance Questions



# Summary



- Jobs to be Done Theory = Customers Why
- Innovation is the job of everyone
- Dreams help us innovate
- Six Thinking Lens = Innovation capability
- Digital Transformation help us go faster
- Use Empathy Map for better customer insight



# Q & A

- Is there anything discussed that I can provide clarity?



# Provide Feedback

- Please help me improve.
- <https://www.surveymonkey.com/r/ThinkingInnovation>



# References

- Cornelius, D. (2017). Elastic Minds: What are you thinking?
- Christensen, C. (1997). The Innovator's Dilemma.
- Deschamps, J-P., & Nelson, B. (2014). Innovation Governance: How top management organizes and mobilizes for innovation.



# About KnolShare.org



## Our Services Include:

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● TRAINING

● **CONCEPT to CASH**

