

Thinking Straight in a Non-linear World



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To our new readers, welcome to Brainovation®!
And to our returning readers, welcome back.



As always, I look forward to continue to share insights into global developments in the Innovation and Expertise fields - and how they can work in and improve your business. This month I share an interview with Dr. Bettina von Stamm about innovation, design and creativity. Is your organization using design or design thinking in its approach to innovation? Share your thoughts on my blog, the Brainovation Twitter feed, Facebook page, or by email.

Our contact information is at the bottom, as well as reprint permissions. Also included is a brief taste of what you can expect in upcoming issues. And remember, "in knowledge organizations, learning is work, thinking is doing"

Anders Hemre

Thinking with Thought Leaders: An Interview with Bettina von Stamm

In our series "What the Gurus Say" we are pleased to share a recent Brainovation interview with Dr. Bettina von Stamm, author, speaker and founder of the Innovation Leadership Forum. Dr. von Stamm has a keen interest in design and its role in innovation:



“Over 30 years ago there was an awareness that design has something to offer in the context of business. However, at the time business did not quite understand why it should bother with design. Then interest in innovation grew as a way to grow and differentiate one’s business. Many organisations set out to improve their innovation performance just to experience that their managers, excelling with cost cutting and efficiency drives, were not necessary the best people to innovate! Designers on the other hand seem to have a perfect profile for innovation - and a set of tools to support them.”

[Download the full interview](#) and learn more from Dr. Bettina von Stamm as she shares her thoughts on innovation, design and creativity.

Thinking and Measuring Design

The September issue of the [Harvard Business Review](#) is dedicated to Design Thinking with features such as “Design for Action”, “Design Thinking Comes of Age” and “How Samsung Became a Design Powerhouse”.

The *Oslo Manual* provides detailed OECD guidelines for measuring industrial innovation. [This working paper](#) addresses what’s involved in specifically measuring also design and the use of design in innovation.

To get more Brainovation business briefs, follow me on [Blogger](#), [Twitter](#) & [LinkedIn](#), where I try to think straight in a non-linear world and where I share "micro thoughts" on life and work in the knowledge economy.

In the Previous Issue

In case you missed the July issue, here it is again:
[Smart Cities and the Internet of Things](#)

In Upcoming Issues

Planned features for future issues of our newsletter include conversations with leading management gurus, interviews with international technology management executives as well as more readers' spotlights.



If you have feedback or questions about Brainovation, please contact me by email or through my twitter feed [@geoffdahl](#)

[Geoff Dahl](#)
Brainovation editor

Guru Interviews

Since our inception, sharing management and technology insights from around the world has been a focus of Brainovation. Now we give you the chance to enjoy all our previous guru interviews in one document.

[What The Gurus Say: Brainovation® Interviews 2007-2014](#) (PDF)



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