

## Thinking Straight in a Non-linear World



# Brainovation

Innovation & Expertise Advice to Grow your Business

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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 continue the commentary on creative behaviours in organizations and share two references about Design Thinking. Is your organization using design thinking for 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*

### **Delivering Creativity – Innovation & Design Thinking**

The concept of Design Thinking has been around for well over a decade now. Designers obviously use the concept in their work, but has design thinking delivered creativity also to organizations which would otherwise have remained less creative? Proponents of the concept obviously argue "yes", but it's not difficult to find examples where design thinking has failed. Danish hearing aid manufacturer Oticon reportedly abandoned their first attempt at the concept after it failed to deliver value.

Many organizations have experienced similar disappointments while introducing new concepts, new methods or new tools. This is often not the fault of the concept though, but rather a failure of organizations to effectively implement new ways of working.

But companies learn and also Oticon eventually got it right.

If you need a quick refresh of design thinking basics, this HBR article is an easy read: [Design Thinking Comes of Age](#)

Clearly ahead of his time, in 1966 IBM president T. J. Watson Jr wrote in a policy statement that "good design is good business".

Half a century later IBM's Design Thinking [Field Guide](#) is a good example of how a large company today approaches design thinking as a practice.

### **In the Previous Issue**

In case you missed the May issue, here it is again:

[Under Construction – Building Creativity into Projects](#)

### **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 2007-2016](#) (PDF)

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