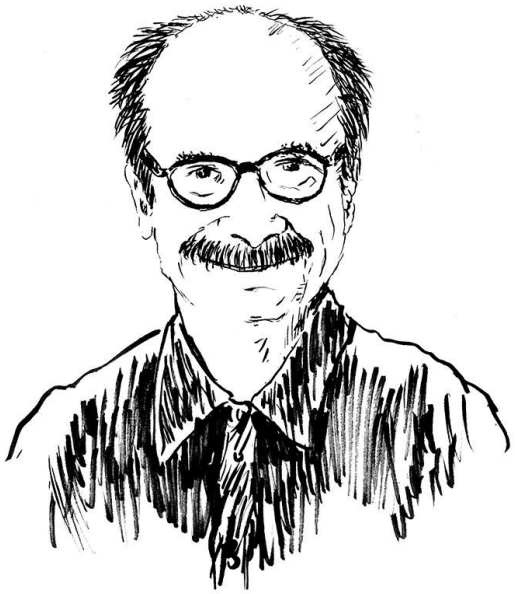


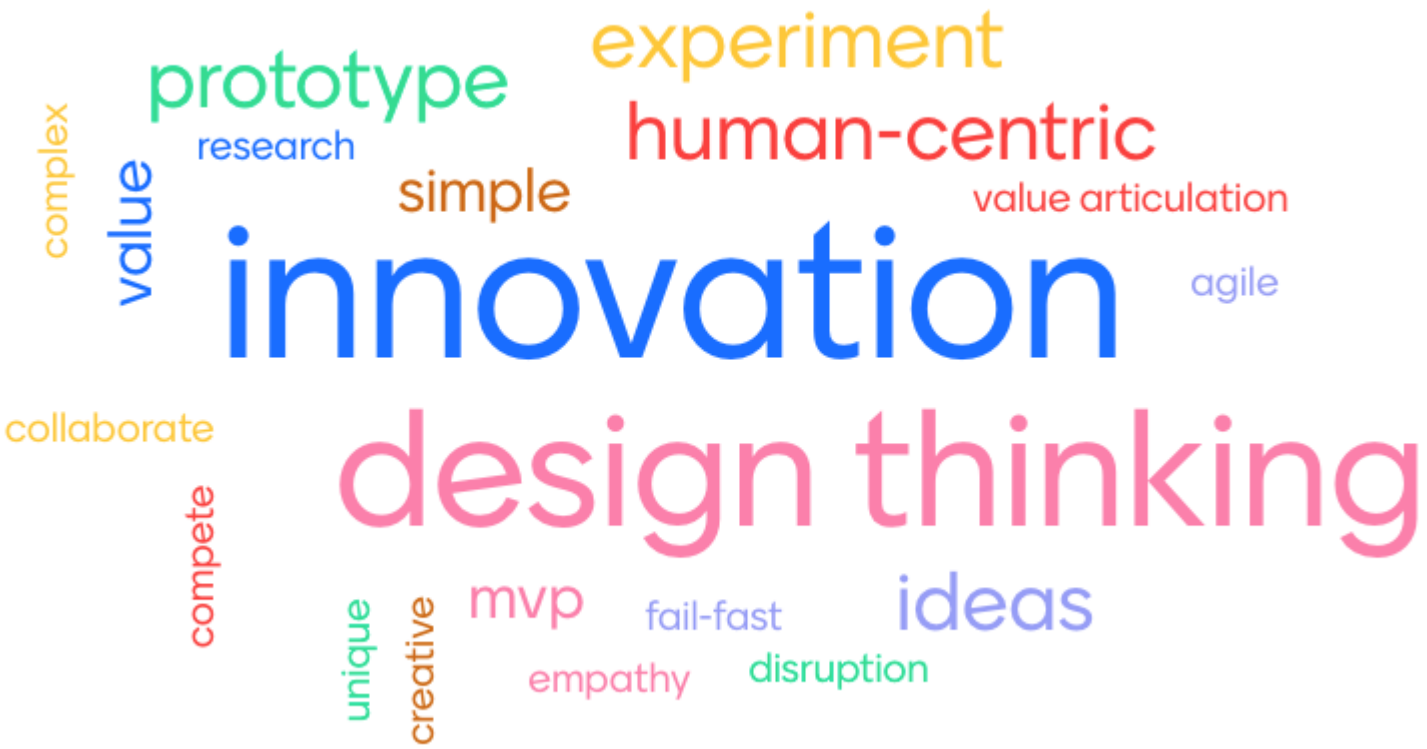
"Failure is data, not defeat."
— *David & Tom Kelley, Creative Confidence*

Design Thinking

How to build your creative confidence | David Kelley

- What is creativity and why is it important to me?
- Look at creativity curve, are you using your creative potential?
- Can you really cultivate your creativity?
- How do creativity and innovation relate?
- Innovation story example
- What are techniques to bring innovation to your job?

So Why is Creativity Important?

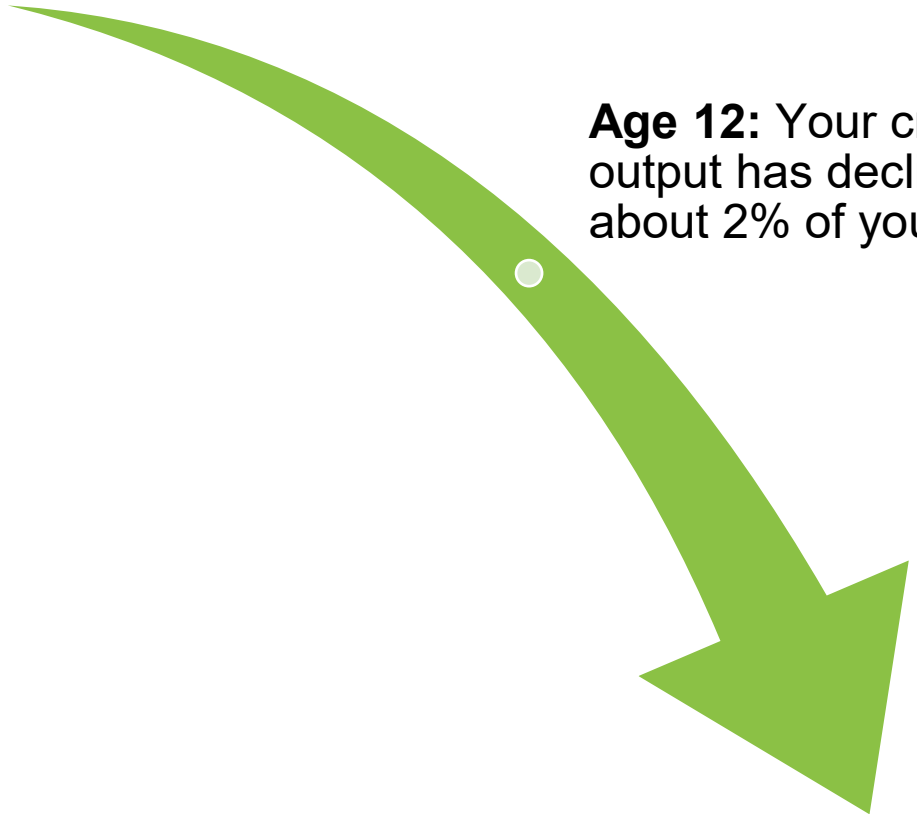


We Start our Education Here….

We End Up Here…

Did You Know.....

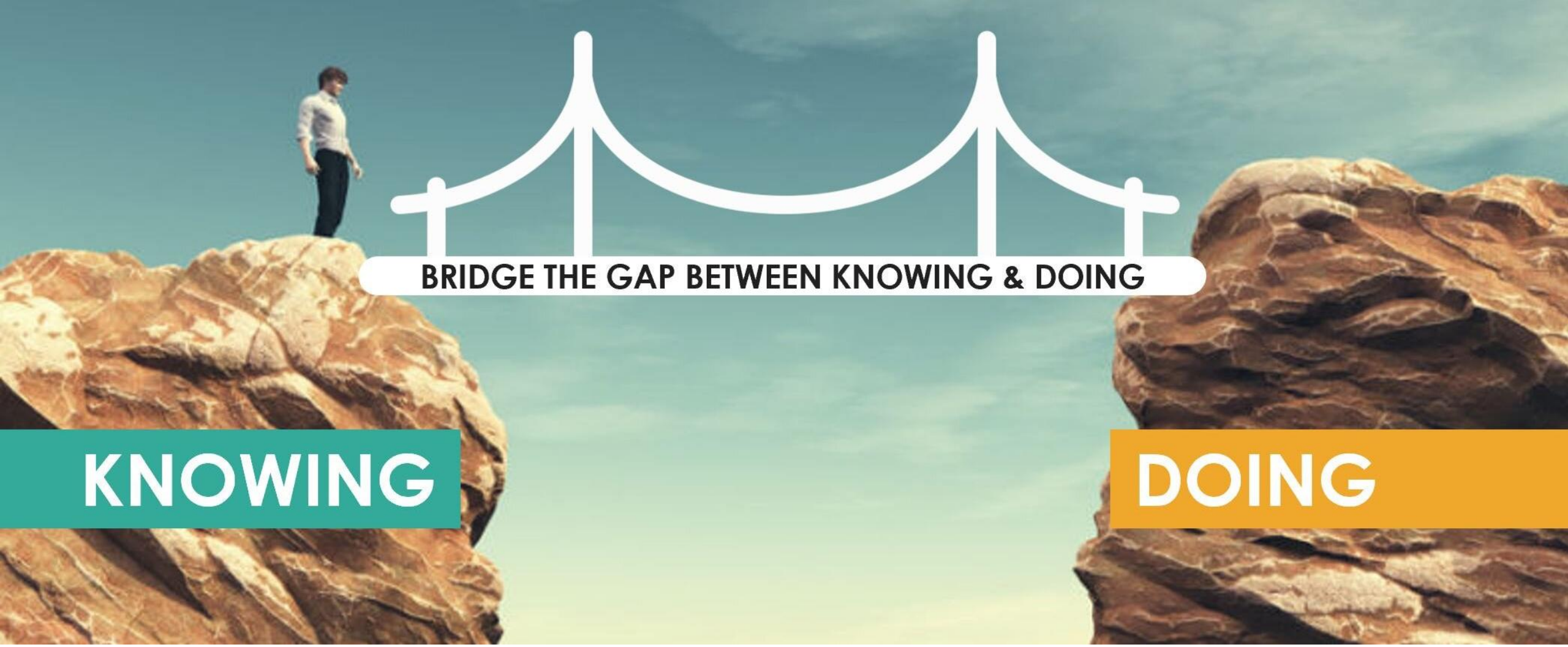
Age 5: You are using about 80% of your creative potential



Age 12: Your creative output has declined to about 2% of your potential

Age 13+: This is it. Your creative output stays 2%

It Can Be Better……



From the creative confidence framework, the knowing-doing gap is closed by shifting from **analysis paralysis** to a "**do something**" mindset. It is the combination of having big ideas and the belief and courage that you have the ability to act on them, **learning through iterative experimentation** rather than fearing failure.

Creativity – What It Is?

Creativity – What It Is

- Creativity is a step further on from imagination, because it involves a lot more than just being imaginative.

- It is: “the process of having original ideas that have value.” Being creative “involves doing something. It would be odd to describe someone as creative who never did anything. … Creativity involves putting your imagination to work. In a sense, creativity is applied imagination.”

Everyone has the power
Everyone has the spark

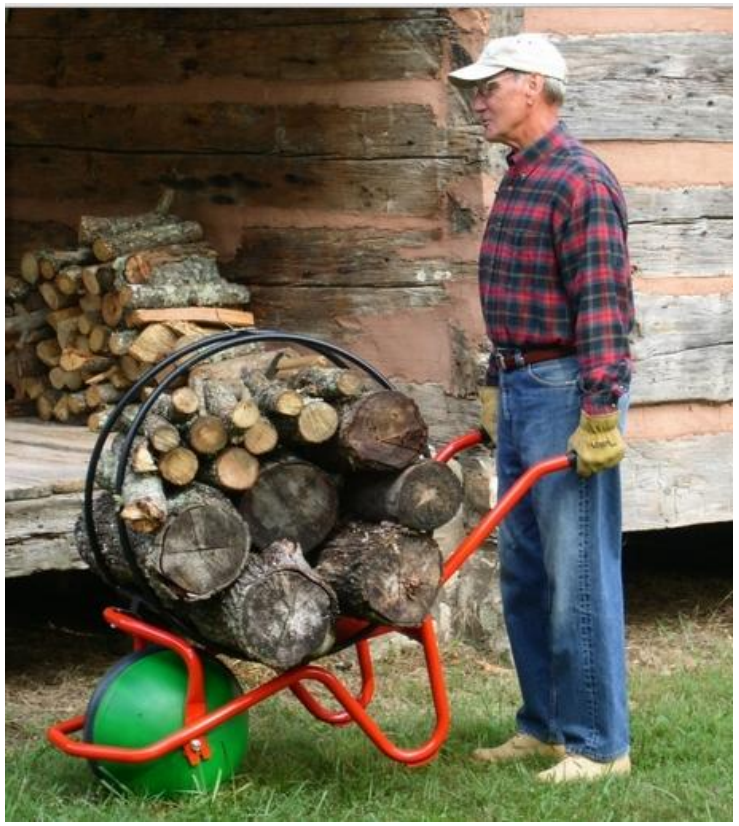
Cultivate the creative spark:

- ✓ **Choose creativity**. , decide to make it happen.
- ✓ **Think like a traveler** with fresh eyes. Expose yourself to new ideas and experiences.
- ✓ **Engage** in relaxed attention.
- ✓ **Empathize** with your end user. Innovative ideas come when you better understand the needs and context of the people you are creating solutions for.
- ✓ **Do observations** in the field.
- ✓ **Ask *why* questions**.
- ✓ **Reframe questions**, start from a different point of view.
- ✓ **Build a creative support network**. Find collaborators and others to share ideas, suggestions, and criticism.

Creativity vs. Innovation

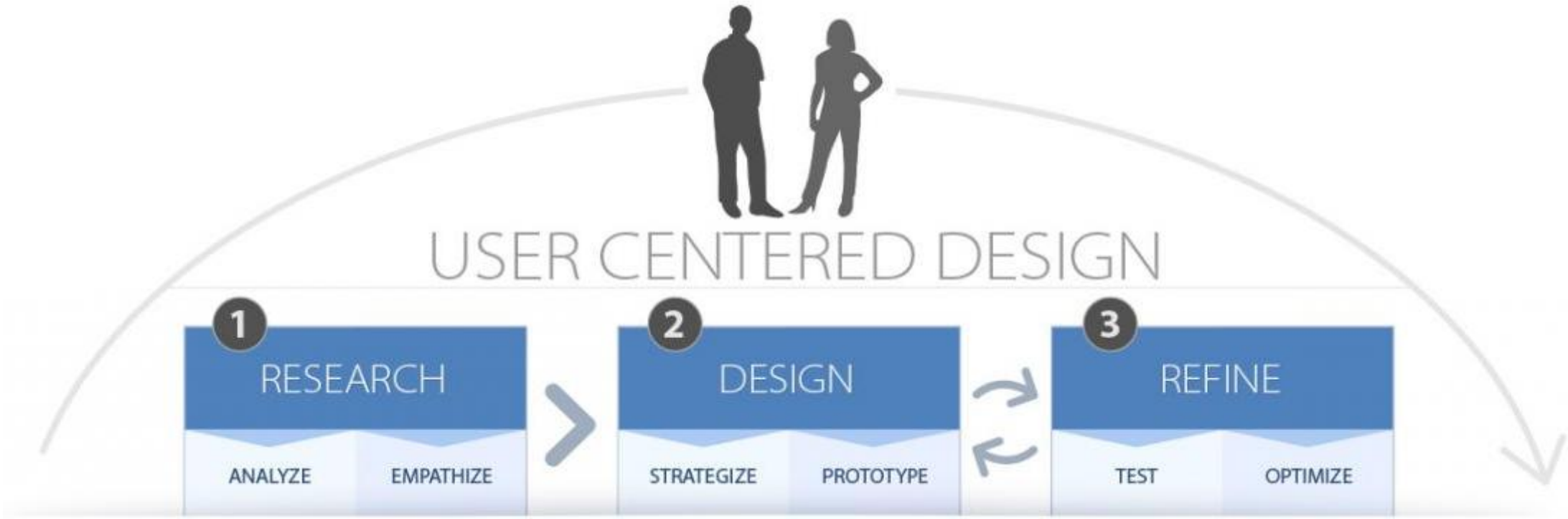
- **Creativity** = Act of conceiving something original or unusual
- **Innovation** = Implementing something new; Applying creative thinking

The Dyson Story …

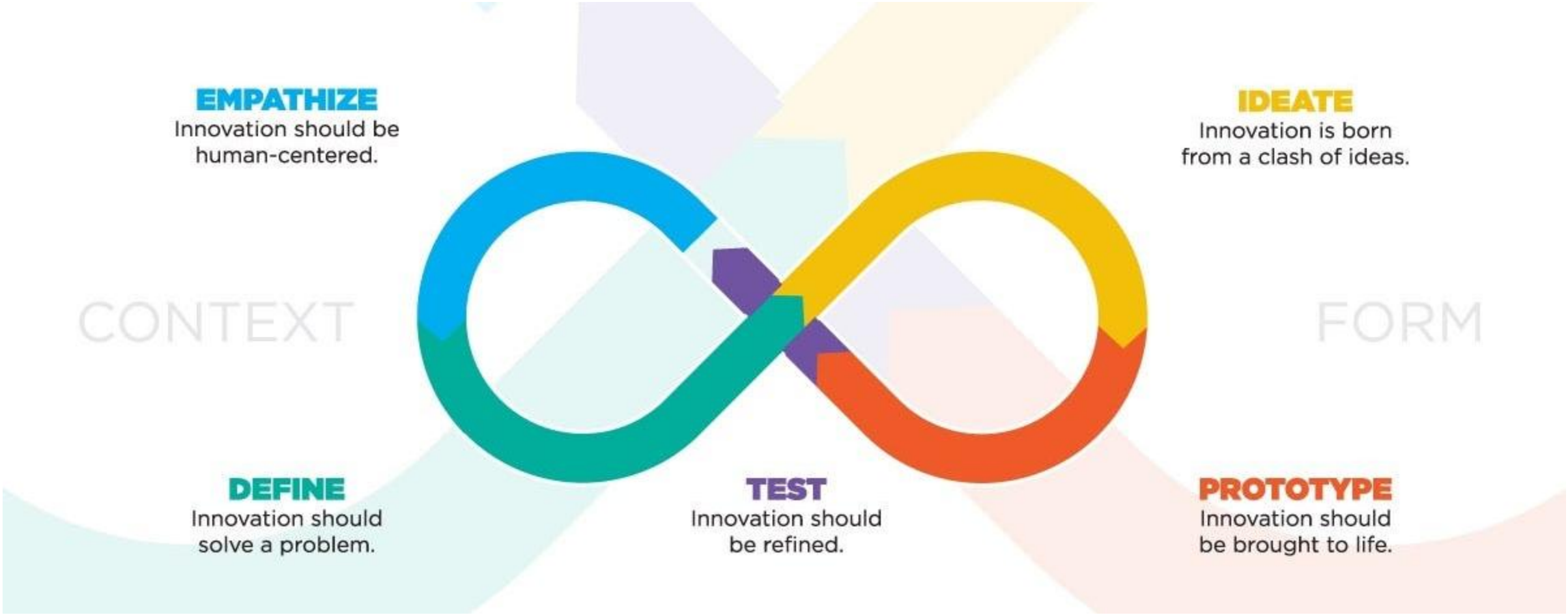


If you were curious about the wheelbarrow

Innovation techniques: User Centered Design



Innovation techniques: Design Thinking



Innovation techniques: Design Thinking

“Design thinking is a way of finding human needs and creating new solutions using the tools and mindsets of design practitioners.” “Being human-centered is at the core of our innovation process. Deep empathy for people makes our observations powerful sources of inspiration.” Design thinking is thus “a methodology … [it is] our process for creativity and innovation.”

Innovation techniques: Empathy

"Empathy means challenging your preconceived ideas and setting aside your sense of what you think is true in order to learn what is actually true."