

DESIGN RESEARCH & DESIGN STRATEGY CONFERENCE #4

FOLLOW-UP

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Hamburg, October 4, 2017

Keywords like “Big Transformation,” “technical innovations,” or “radical and disruptive transformation” are surely expected by every guest at a conference with the title OUTHINK INNOVATION.

However, what the lecturers also provided beyond that in terms of best-case scenarios, tools and methods, as well as personal experiences, left the more than 100 participants from various business fields such as innovation management, market research, design, marketing, and research & development from different industries to come to a very satisfactory conclusion!

The fourth Design Research & Design Strategy Conference, which took place in Hamburg last Thursday, was once again able to live up to the high expectations to let its visitors return to their daily work routine with solid results.

Once again, the workshops were named the highlight of the day, because following the lectures they delved into the topics and gave all participants the opportunity to become familiar with current innovation methods and to exchange ideas with others.

Also, the demand for the lectures to present real and tangible content was fully met by the speakers.

The topic throughout was anchoring the innovation culture in the company, involving customers and users in innovation development, holistic approaches and the far-reaching view forward, as well as the integration of design methods as a way of thinking.

For example Dr. Markus Durstewitz, Head of Innovation Methods & Tools, demonstrated very precisely how innovation is lived by the employees within the Airbus group and how design is used as an essential component of the multidisciplinary teams. His clear statements on how to build a community, on methods the company is working with and in which way rooms and environments are set up made the topic of innovation culture comprehensible and provided the participants with unmistakable fields of action.

The same with **Professor Marc Gruber** von der **École Polytechnique Fédérale de Lausanne**: With his recently published book “Marketing Opportunity Navigator,” he provides tangible steps The method,

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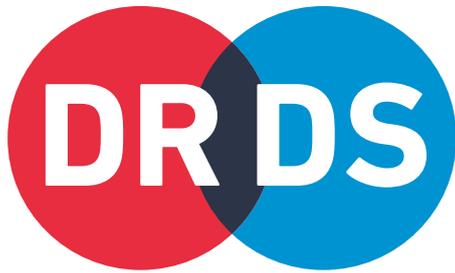
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which was developed over 15 years of research, serves for identification and evaluation of structured innovation processes and their strategic approach. Professor Gruber emphasized that we are currently living in a time in which technological innovations hail down on us at a rate and pace that has never before been the case and that these very circumstances require structured management - especially in a country like Germany where it is all about highly skilled engineering and thereby about so called , "deep technology."

In a very entertaining and impressive way, **Kevin Bethune, Vice President of Strategic Design at BCG Digital Ventures**, inspired the listeners with his own story and demonstrated his holistic approach: to him the overlaps of technology, design and business are the core of the company's strategy for success in the future. He specified this in detail by highlighting the innovation methods of the Boston Consulting Group in detail as did **Hector Paris Ayala Garcia, Senior Research Manager regarding Etihad Airways**. His recommendations were straightforward: "Ask your consumers," "Listen and document," "Map your data," "Focus on insights," "Test ideas," "Rethink and repeat iteratively" and last but not least: "Focus on strategy."

Equally clear recommendations for action were given by **Dr. Nancy Tennant**, today **Professor at the Universities of Chicago and Notre Dame**. With a best-case scenario from Whirlpool, where she used to be Chief Innovation Officer in charge of transformation, leadership development and corporate growth, she underlined her approach in the "Innovation Universe:" Frame (define limits in which the respective company is able to innovate at all), Generate (from a first idea to economic efficiency), Embed (integrate innovation processes into the company and ensure that they are pushed along), Lead (lead and expand the innovation culture as a company management).

A highlight among the lectures was offered from **David Gram**, whose very infectious talk about his experiences as **Senior Innovation Director of the Creative Play Lab of Lego** captivated the audience with the company's history: from near-bankruptcy and the „time is over“ conclusion of the consultants to one of the most successful brands worldwide - it takes a lot of courage to pursue radical innovation. But just as much the realization that consumers no longer want to be consumers anymore but co-creators who have to be met with empathy and who want to be involved. Accordingly, David Gram's advice is: "Be a rebel – but be diplomatic."

Many of these approaches then found their practical continuation in the topics "Rip the brief," "Refine tools," "Rethink Research" and "Reframe validation." Experts from the initiators mc markt-consult as well as the Indeed subsidiary TOI – Tools of Innovators, with the support of the speakers, conducted interactive workshops, in which methods were tested, processes developed and experiences were exchanged.

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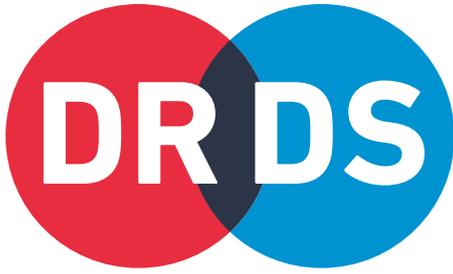
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In the end there were many satisfied and highly motivated participants who just couldn't get enough. Therefore, the final gathering with beer and wine in the stylish setting of the Hamburg hotel ‚Gastwerk‘ was used for profound conversations among each other and lots of questions for speakers and initiators.

About the **Design Research & Design Strategy Conference:**

Design research and -strategy tend to be an increasingly important factor for economic success worldwide, which is reason enough for the initiators to continuously advance the conference on this subject. Launched in 2014 under the name of "Design Research Day," this year's conference saw the logical enhancement of the crucial aspect of design strategy. Because the use of both disciplines is the basis for a successful development of technologies, products and services and with this the basis for the companies themselves.

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THE INITIATORS

About **INDEED:**

INDEED supports companies with their decisive innovations in times of AI and automation. It is always the human being who is in the focus and with it the vision of making design the most effective pioneer of humanity in the digital age. And so a multicultural team of designers, innovation specialists, engineers and strategists transforms high complexity into intelligent, often enough surprisingly simple products and services. Based on its "No bullshit" approach and while using the most advanced technologies, INDEED has been for many years a valued partner of companies such as Melitta, Wagner, Freudenberg, KABA and Beiersdorf, as well as international companies like Airbus, the Linde Group or the turkish industrial group Eczacibasi.

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About **mc markt-consult:**

With innovative market research services, mc markt-consult supports companies in shaping the human-brand-product relationship. For customers such as Philips, Ideal Standard, Bayer Health Care, Nivea and Melitta, the institute investigates what shapes this relationship in the buying process and in everyday life: design. Because design is relationship, interaction and interface all in one and is, therefore, much more than just aesthetics and ergonomics.

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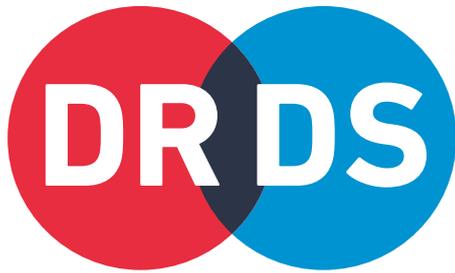
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