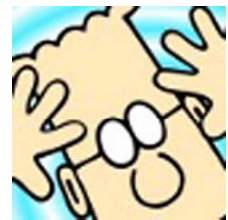


Who Are You?



# Why Leadership?



What does  
Leadership  
mean?



# Leadership

VS

# Management



What does

# Creative Leadership

Feel like?

Microsoft

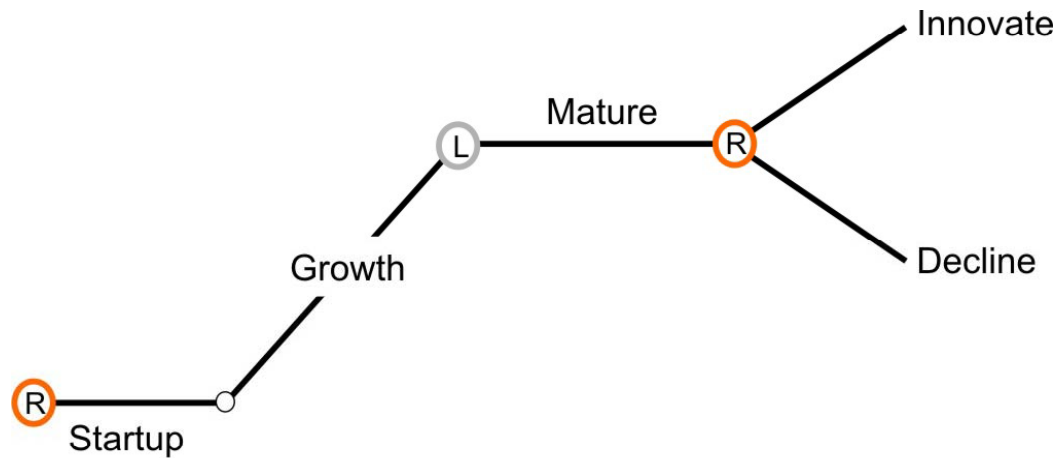
Gatorade

Apple

Innovate or Die  
is a business model

# Innovate or Die

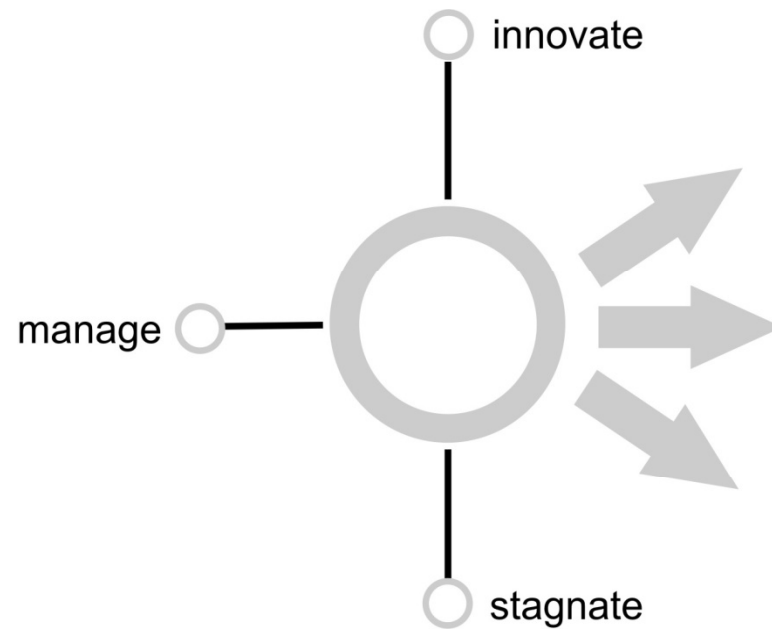
is a business model



Business Life Cycle

# Innovate or Die

is a business model



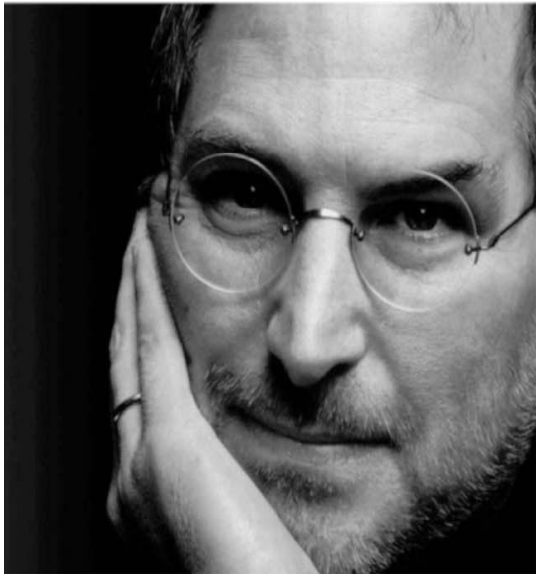


Way to lead innovation

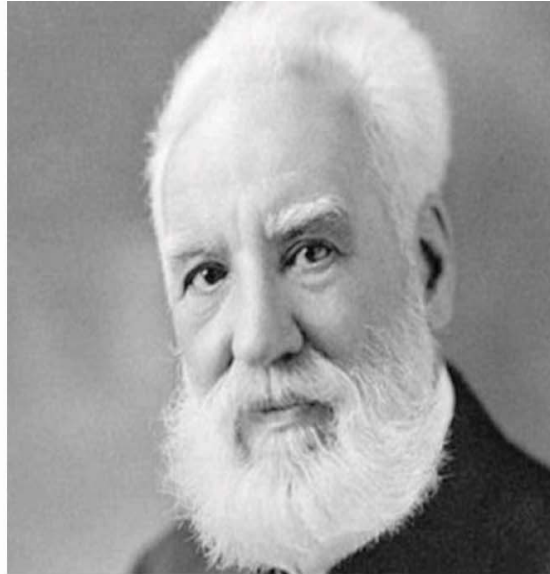
# Design Thinking



# Design Thinkers



Steve Jobs

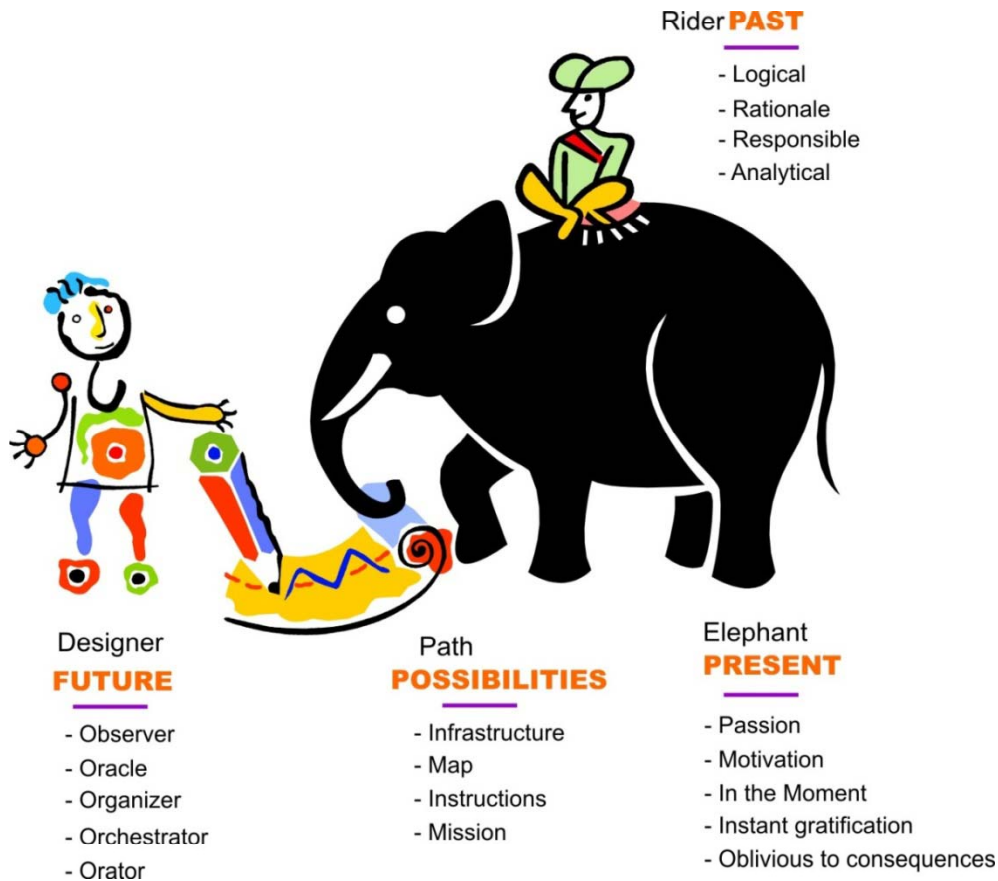


Alexander Graham Bell



Leonardo da Vinci

# Designer's role as leader



- Observer
- Oracle
- Orator
- Organizer
- Orchestrator

# Wicked Problems



# Wicked Problems

What does it look like?

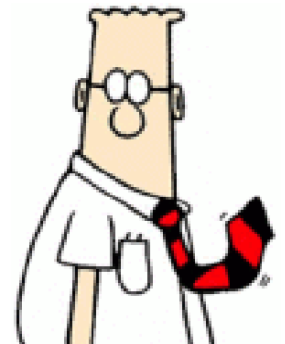
**Objective:** Lower pole to ground. Start at chest level.

- Cannot grab pole
- Fingers must be parallel to ground
- Fingers below pole
- Fingers in contact with pole at all times

# Wicked Problems

## Solutions


- Why difficult?
- What were issues?
- What are leadership solutions?



Solving

# Wicked Problems


by Design Thinking & facilitating innovation.

- 
- Stakeholders
  - Disruptive ideas
  - Punch the 800 pound Gorilla
  - Heuristic Design

Solving

# Wicked Problems

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Solving

# Wicked Problems


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Solving

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Solving

# Wicked Problems

by Design Thinking & facilitating innovation.

- 
- Stakeholders
  - Disruptive ideas
  - Punch the 800 pound Gorilla
  - **Heuristic Design**

# Creative Leadership



Stage 1 **FORM**

Frame

Stage 2 **STORM**

Deconstruct stage 1

Stage 3 **NORM**

Inform

Stage 4 **PERFORM**

Design

# Creative Leadership



Stage 1 **FORM** Frame  
Assess what the group knows & develop an idea


Stage 2 **STORM** Deconstruct stage 1

Stage 3 **NORM** Inform

Stage 4 **PERFORM** Design

# Creative Leadership

Stage 1 **FORM** Frame  
Assess what the group knows & develop an idea



Stage 2 **STORM** Deconstruct stage 1  
Poke, Prod & Break. Think outside the box


Stage 3 **NORM** Inform

Stage 4 **PERFORM** Design

# Creative Leadership

Stage 1 **FORM** Frame  
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Communicate vision, expect 100% participation

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Stage 4 **PERFORM** Design  
Rapid prototype – create with attention





# Creative Leadership

## practice

- 
- Stage 1 **FORM** Frame  
Assess what the group knows & develop an idea
  - Stage 2 **STORM** Deconstruct stage 1  
Poke, Prod & Break. Think outside the box
  - Stage 3 **NORM** Inform  
Communicate vision, expect 100% participation
  - Stage 4 **PERFORM** Design  
Rapid prototype – create with attention

# Creative Leadership

## practice

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- Fingers must be parallel to ground
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What did you learn?





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