WElcome to our April WE:binar!

Kate North
Global Co-Chair, WE
Vice President, Workplace Innovation
Colliers International
“Innovation is a problem of Flow and not a lack of Ideas”
khōj. खोज in Hindi
(to) search, explore, discover, discern, seek, research.

We help organizations succeed by streamlining their innovation FLOW.

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Flow of nature
to understand building elements

Achyut Kanvinde
1916-2002
My issues with Design Practice the way I saw it.

Architect

- Architecture was not human-centered and was not accessible to all.

Industrial Designer

- Too many silos and too much wastage leading to lack of employee engagement in organizations.
Flow of making
for livelihood development
My issues with Design Practice the way I saw it.

- Architecture was not human-centered and was not accessible to all.
- Too many silos and too much wastage leading to lack of employee engagement in organizations.
- My ability to see problems and convincingly present them as opportunities to the business leaders became my biggest asset.
Flow of movement
to understand shopping behaviors
Grocery store study
Flow of interactions
for workplace design
Flow of ideas for innovation efficiency
Innovation is a problem of flow, not lack of ideas.
Innovation

1. unique
2. new value
3. adoption

Adoption makes innovation different from invention.

Note: Inspired from how Jean-Philippe Deschamps defines innovation.
~60 design companies acquired in the last 12 years.

21+ design companies acquired in the last 3 years.
Design is internal now and is being integrated.
Transforming companies have old models to break into
Multiple voices
for one goal

Open Innovation

We need a Design-led approach

Designers
Multiple voices
for one goal

Open Innovation
We need a Design-led approach

Innovation Incubator
We need to act like entrepreneurs and be lean and move fast

Designers

Product Managers
Multiple voices for one goal

Open Innovation

We need a **Design-led** approach

Designers

Innovation Incubator

We need to act like **entrepreneurs and be lean** and move fast

Product Managers

Digital transformation

Customer Experience

We want move to **Agile** in how we do product development

Implementation teams
Leading to multiple changes within the organization

- M&As
- Process change
- New workplace
- Agile coaching
- New Innovation centers
- New ways of working
- Consolidations
- Design thinking training
- New leadership
flow

A new lens to help us think about bringing innovation efficiency into workplace
Disruptions

Lack of alignment
Lack of visibility into the process
Miscommunication
Loss of information
Silos
Seamless transitions between AEIOU is key

Activities
Well supported Individual/group behaviors of all kinds

Environment
Quality spaces that allow visibility to various activities to support different mindsets

Interactions
Platform for conversations, collaborations, communication and information sharing (digital/physical)

Objects
Artifacts you use to accomplish your work

Users
People you work with
FLOW OF AN IDEA

output

process steps

people

responsibility

accountability

consult

informed

tools

activities

Fuzzy Front end

New Product Development

Commercialization

profiles
It’s important to **synchronize work activities** with specific stakeholders as ideas evolve. This cannot be accidental. **It must be managed.**
Incorporate user’s voice via research

Great storytelling goes a long way in and out of the organization
Insight 1

Innovation is not ideation.
Innovation goes beyond New Product Development (NPD).
INNOVATION = STRATEGY + R&D KNOWLEDGE (INVENTION)/
NPD + COMMERCIALIZATION + IMPACT= NEW VALUE + ADOPTION
Insight 3

Focus on eliminating the seven wastes in the innovation process.
7 WASTES

Manufacturing

overproduction

inventory

waiting

motion

transportation

defects

overprocessing
7 WASTES

Manufacturing
- overproduction
- inventory
- waiting
- motion
- transportation
- defects
- overprocessing

Innovation
- improper pacing of projects
- non-value add initiatives
- uneven distribution of tasks
- redundancies within a process
- disconnect between people & processes
- rework
- scope-creep or overkill
human-centered approach

people

organization designed for innovation flow
We focus on **innovation** performance looking through these three lenses to maximize your potential.
Khoj Lab helps **transforming organizations** discover and mitigate breakdowns that hinder innovation success.
How we do it

**PROBLEM FRAMING**
Use design thinking to ensure businesses are solving the right problems.

**INSIGHT-LED INNOVATION**
Define the next big opportunity through an understanding of people, systems, and future scenarios.

**CAPABILITY BUILDING**
Structure *flows* within your organization to explore how you build new innovation capabilities.

**OFFERING**
- Vision/Problem Workshop
- Stakeholder Interviews
- Contextual data review
- Ethnographic Research
- Market Research
- Customer Journeys
- Value Webs
- Define Value Proposition
- Design Briefs

**TOOLKIT**
- Design Research
- Expert Interviews
- Future trends research
- Analogous Industry research
- Research Immersion Workshops
- Co-analysis Workshops
- Co-creation Workshops
- Value Stream Mapping
- Storytelling

- Leadership Interviews
- Capability Diagnostic
- Exploratory Research Capability
- Tools/Framework Development
- Implementation Roadmaps
- Future Scenario Planning
Our Team

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thank you.