

Magnetic organizations

Outcome Action Camp
Open Innovation 2.0 – May 23th 2016

Meijer, Nicholson and Priester

Outcome/insights

- 1. Systemic, empathic leaders**
- 2. 'I am nowhere on that radar'**
- 3. Open innovation ecosystems**
4. Physics; entropy is less attractive
5. Use persona's in workshops

What?

Result of designing

Methods and location of designing

Who?

Roles and professions that participate in (co)-designing

Why?

Values that guide design decisions



Product

Sketching, modeling, programming in the office

Design FOR consumers



Solo professional working from brief by client



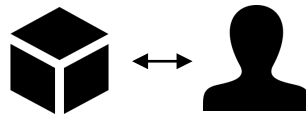
Sales in the marketplace

What?

Result of designing



Product



Interaction person-product

Methods and location of designing

Sketching, modeling, programming in the office

Plus collaborative sessions, also on location of use

Who?

Roles and professions that participate in (co)-designing

Design FOR consumers



Solo professional working from brief by client

Design WITH users



Teams and groups involving users and stakeholders

Why?

Values that guide design decisions



Sales in the marketplace



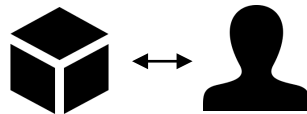
Sales and long-term relations; social issues

What?

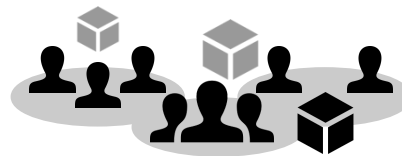
Result of designing



Product



Interaction person-product



Multiple relations between people, products, services and infrastructures

Plus diverse inter-related networked activities

Methods and location of designing

Sketching, modeling, programming in the office

Plus collaborative sessions, also on location of use

Who?

Roles and professions that participate in (co)-designing

Design FOR consumers



Solo professional working from brief by client

Design WITH users



Teams and groups involving users and stakeholders

Design BY people



Networks of diverse teams and individuals

Why?

Values that guide design decisions



Sales in the marketplace



Sales and long-term relations; social issues



Multiple values, not reducible to a single dimension

Thank you!

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