Random Play

Using Randomness & Play to Fuel Innovation
How can we consistently deliver innovative ideas?
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What are we going to learn?
Design Thinking 101

Diverge / Converge pitfalls

How to get more innovative ideas
Share one fun thing you did this weekend.
Design Thinking
Design thinking is a user-centered approach to problem solving.
More about doing than it is about thinking.
Stand up & stretch!
Design Thinking → Desirability (HUMAN) → Feasibility (TECHNICAL) → Viability (BUSINESS) → Innovation
Design Thinking

- Empathize
- Define
- Ideate
- Prototype
- Test
Double Diamond Design Pattern

Discover | Define | Design | Develop | Deliver

DIVERGE  →  CONVERGE  →  DIVERGE  →  CONVERGE
Design Thinking

Empathize  Define  Ideate  Prototype  Test

DIVERGE  CONVERGE  DIVERGE  CONVERGE  DIVERGE
Divergent Thinking
Our ideas are based on our own mental models and past experiences.
Integrative Complexity
What is your favorite game?
To be successful we must live from our imaginations, not from our memories.

– Steven Covey
Sparking Creativity
The right people in the same room.
You can discover more about a person in an hour of play than in a year of conversation

– Plato
The creation of something new is not accomplished by the intellect, but by the play instinct

—Carl Jung
Serious play is not an oxymoron; it is the essence of innovation.

–Michael Schrage
By bringing playfulness to our workplace we are able to open up our mind to truly innovative ideas.
Right people in the room

Don’t be afraid to play

Increase chances of serendipity
Sketching
I prefer drawing to talking. Drawing is faster and leaves less room for lies.

–Le Corbusier
One person at each table move to a new table!
Sketching helps us

- Get ideas out of our heads
- Build a shared language
- Explore options quickly
- Get everyone involved
- Gives a sense of ownership
Individuals and interactions
Over processes and tools
Working software
Over comprehensive documentation
Customer collaboration
Over contract negotiation
Responding to change
Over following a plan
Good news

• Everyone can sketch
• A sketch can look terrible and still be effective
Design Studios
Design Studios are structured, fast-paced, collaborative workshops.
Generate as many ideas as possible within a short amount of time, focusing on quantity not quality.

It is crazy because we are going to sketch 8 different ideas in 8 minutes.
Share what city you were born in.
Why?

• Fosters creativity
• Invites diverse opinions
• Generates dozens of ideas quickly
• Engages stakeholders - it’s fun!
• Speed helps people not overthink
How might we track team engagement or emotional wellness?
How might we track team engagement or emotional wellness?

• How Might We (HMW) determine when people are burnt out?
• HMW tailor support based on team’s moods?
• HMW maximize team productivity?
• HMW gather this sensitive info?
• HMW leverage it in unique and beneficial ways?
Take a piece of paper
Fold it lengthwise
Fold it in half
Fold it in half again
You should have something like this.
How might we track team engagement or emotional wellness?

- Flip over the sand timer
- Sketch something in the upper left corner
- When the timer runs out - pencils down - roll the die
- Move the timer that number of squares and announce the prompt.
- Flip the timer over and sketch in the next boxes
- Repeat until all 8 boxes are filled.
Present your ideas!

- One at a time share your ideas to your team
- Try to spend no more than 60 - 90 seconds per person
**Converge!**

- Flip the board game over
- Roll the die and move timer appropriate number of boxes
- Announce the prompt
- Each person gets 5 dot votes across all your team’s boards (mark the top 5 boxes that resonates best with the converge concept)
Share!

• Each team presents their “winning” idea
Other Techniques

Legos
Trigger Cards
Playdoh
Oblique Strategies
Role Playing

Flipping Coins
Social Outings
Improv
Rolling Dice
(Your idea here)
If we don’t take time to play, we face a joyless life of rigidity, lacking in creativity. The opposite of play isn’t work, but depression.

– Stuart Brown and Christopher Vaughan
Questions?
Thank You!

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