

Breaking Patterns of the Mind

INNOVATION IN ACTION 2015

This briefing paper includes key takeaways from the Innovation in Action 2015 workshop, facilitated by Eva-Carin Banka Johnson and Anne JM Norman from IKEA as well as Jonas Roth from Move Management. The workshop included presentations and group work about the importance of a human-centered and creative mindset in the modern business world. Moreover, the workshop equipped participants with a selection of tools and methods to overcome creative as well as interpersonal roadblocks.

PURPOSE

The purpose of the workshop was to improve disruptive thinking capabilities of participants by challenging patterns of the mind. Furthermore, the workshop illustrated how to create prestigelessness, trust, empathy, motivation and drive a team to nurture innovation.

METHOD

Besides shorter presentations by the workshop leaders and open discussions between the participants, a variety of creative methods, such as plays and body exercises, were used to demonstrate the presented information and insights. With the help of three professional improvisation theatre actors, a potential business meeting scene was depicted and analyzed with some beforehand-acquired knowledge.

DESCRIPTION

Jonas Roth from Move Management led through the workshop as a moderator. After a short warm-up introduction, Eva-Carin and Anne introduced participant to the IKEA innovation process and talked about the importance of human-centered research in the early stages. Hereafter, participants identified, in an open discussion, potential roadblocks during the innovation process. These were later analyzed in a live acted, fictional scene as problems and potential solutions were discussed. Participants were introduced to a creativity method called "I am ..." that uses the human body to foster creative thinking. Additionally, with the help of small group discussions, it was shown what impact a "yes, and ..." rather than a "yes,

8 ways to action

- ◆ Innovation and business is all about people.
- ◆ Understanding consumers and their behavior is crucial in the first stage of the innovation process.
- ◆ In an ideation process, a "yes, and ..." rather than a "yes, but ..." answer scheme to ideas will lead to more vivid outcomes.
- ◆ Before meetings, a 15 minute "yes, and..." discussion can foster group dynamics.
- ◆ Using the body can be a source of creativity.
- ◆ Unlearning is sometimes needed for innovative thinking.
- ◆ Being aware about group dynamics before meetings will prevent ineffectiveness.
- ◆ Body language can be used to empower or comfort others.

but ... ” answer scheme in the ideation phase of the innovation process can have. It was also highlighted what role the body language can have in everyday situations.

LEARNINGS AND RESULTS

Participants acquired a variety of learning's and insights in the course of the workshop. The five main leanings are summarized in the following:

First, the importance of human centered design in the early stages of the innovation process was stressed. Valuable innovation cannot occur without understanding the consumer's needs and lives. Although truly understanding these needs is a time consuming task, such insights were considered to be of paramount importance for the further success in the innovation process.

Second, the interaction between individuals in a creative setting is a crucial moderating factor for success. Illustrated with a short “Yes, and...” versus “Yes, but...” group brainstorming, participants were made aware of the impact small differences in mind-set and language can have. While a “Yes, and...” mind-set generally leads to better group dynamic and more elaborated ideas, a “Yes, but...” mind-set generally leads to poor group dynamic and diverse ideas.

Third, through the interactive “I am ...” game, participants used their body for rapid ideation and creativity. Most of today's business world is centered around the mind. However, the workshop illustrated how the human body also is a valuable source for creativity and should be used as such.

Forth, various roadblocks of group creativity and effectiveness, such as bad team dynamics or time pressure in the innovation process were analyzed and possible solutions were discussed. As core factors for success in overcoming these challenges, the leadership as well as social awareness of different personalities were identified as important.

Finally, participants were introduced to the social power of body language. Body language can be used to manifest an either higher or lower social status and thereby offers a chance to adapt to and shape miscellaneous social occasions. Moreover, body language can be used as a tool to give social status, empowerment, motivation or insurance.