Human-Centered Design & The Future of Innovation
The future of innovation.
We are entering a new age in which people’s ability to innovate is going to matter as much as their ability to read, write and do basic arithmetic.
Innovation is a *growing*, global, social and economic imperative—

- Business leaders rank innovation (creativity) as the 3rd most necessary skill in their organization. *

- 81% of Fortune 500 companies have appointed an individual responsible for driving innovation. **

- China’s government is pouring billions of dollars into research and development. Their current five-year plan calls for indigenous innovation. ***

* IBM CEO Study  ** Forbes  *** The Economist
Being innovative isn’t easy...
...and *scaling* innovation capability is even harder.
Only 27% of leaders feel their organizations have mastered the elements needed to innovate repeatedly and successfully.
The Evolution of Design Thinking

It’s no longer just for products. Executives are using this approach to devise strategy and manage change.

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It’s not that we didn’t have design tools – it’s that we didn’t have the right set of tools that everyone could use quickly.

We’re trying to standardize on a basic common language.

JOANNA COOK
Senior Director, Experience Design, Autodesk
Imagine... more people being more innovative, more often.
So, what about us?
Think about the challenges you face...
THINK ABOUT THE CHALLENGES YOU FACE...

How might we create experiences that deliver measurable impact?

How might we successfully migrate to the cloud?

How might we more effectively support an agile workplace environment?

How might we create conditions where people and innovation flourish?

How might we fuel widespread adoption of the tech solutions we deliver?

How might we inspire and equip our grantees to be more innovative?
You’re not alone...
But how?
Human-Centered Design
Human-Centered Design

The discipline of developing solutions in the service of people
Human-Centered Design

The **discipline** of developing solutions in the service of people.
Design is not a one-shot vaccine; it’s an ‘innovation fitness program’ that puts an organization on top of its game. It is not an ‘event’, it is a way of thinking, communicating and doing every day.

HEATHER FRASER
Professor, Rothman School of Business
University of Toronto
Human-Centered Design
The discipline of developing solutions in the service of people.
Everyone designs who devises courses of action aimed at changing existing situations into preferred ones.

HERB SIMON
Nobel Laureate in Economics
Human-Centered Design
The discipline of developing solutions in the service of people.
We don’t want people to just do a heads-down dive into their project, then come back up after six months with a tool or technology...

CHRIS BARR
Director of Technology, Knight Foundation
...We want people to verify, with their audience along the way, that they are making the right thing, and to learn from the people that they are trying to serve.

CHRIS BARR
Director of Technology, Knight Foundation
LUMA System of Innovation
TO BE SKILLED AT HUMAN-CENTERED DESIGN IS TO BE SKILLED AT...

- Looking: Observing Human Experience
- Understanding: Analyzing Challenges & Opportunities
- Making: Envisioning Future Possibilities
We didn’t invent this...
Over 1,000 Design Thinking Methods...
How universally applicable is the method?
How easy is the method to teach & apply?
How human-centered is the method?
How effective is the method at driving results?
INNOVATING FOR PEOPLE: METHODS OF HUMAN-CENTERED DESIGN

The “taxonomy of innovation.”  HARVARD BUSINESS REVIEW
Here’s what we’re seeing...
There is simply StoryCorps before Human-Centered Design and the StoryCorps after. The culture and the way we approach our work are remarkably different and much more evolved.

DEAN HADDOCK
Managing Director, Digital & Technical Innovation, StoryCorps
How might we ensure information is readily available to veterans?

In what ways might we identify existing community resources?

How might we help vets find meaningful employment... leverage skills learned in the war zones.

How might we ensure vets and their families are better able to navigate the integration process.

In what ways might we leverage vet pride!

How might we improve the reintegration process for returning soldiers?

In what ways might we provide access to (mental/behavioral) readjustment counseling for family members?

How might we assist veterans in accessing all of the benefits they are eligible for?
How might we....
Reduce sexual violence on college campuses?
The possibilities are endless...
What will be your story?
Thank you!

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