



TAMPERE UNIVERSITY OF TECHNOLOGY

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KORKEAKOULU
UNIVERSITY OF ART AND
DESIGN HELSINKI



Can design thinking be helpful in training the leadership skills needed in the network economy

CEB, Helsinki September 9-10 Track 1 Creativity in Business and Leadership - Learning from the Art and Design

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Vipuvoimaa
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2007-2013



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Presentation

1. Thinking out of the box, why? (paper clip exercise), background
2. What we'll do?
 - social skills and intrapersonal skills
3. How ? The study the process? Theories and methods
4. Comments, Q & A discussion

We're addressing 21st century competitive challenges with 20th century management principles that smother innovative thinking.

(Maureen Thurston)

The sustainable innovation

participatory and continuous
innovation

innovative means of
Leading required

Antti Hautamäki



Managing Sustainability

Networked life and work

Broad definition of network economy:

- networked value chains
- social networks
- fragmented de-centralized organizations
- project based working

To facilitate innovation to flourish
across an organization today

we need **the tools of dialogue,
visualization and heuristics**

Innovations are **the results of the collaboration** of many actors.

innovations require
multi-layered networks

...different skills, competencies,
needs and interests can meet. (TEM)

No-fear attitude

A vital a component of innovation.

In the design process, there is no one and only right solution, but many.

(Andropoulos
2002)

Things in common for the most creative organizations

1. Openness

2. diversity

3. tolerance.

(Florida 2006).

Customer value

- Value is what buyers are willing to pay.
- What are you willing to pay?
- Cheapest price?
- Or from differentiation?
- Innovation makes it Different
- Customer Innovation makes it for you
- Porter(1985) Competitive Advantage

Mixed Methods Approach

- Not qualitative <-> quantitative
- But qualitative + quantitative
- Triangulation
- Denzin (1978) The Research Act

Design Thinking

... a discipline that uses the designer's sensibility and methods to match people's needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity."

.... getting something tangible into the world get you into a productive discussion

- playful exploration
- producing quantity instead of quality.
- Not aiming too much to results
- Be happy, enjoy
- Bring feelings and caring into the thinking process. (TED, Tim Brown).

Design Process

1. A creative idea embodied into an artefact
2. The artefact becomes an object of experiential perception and analysis.
3. Modal transformation from the visual or sensual reception of the material to language. (Biggs 2006)

Hands on
human
encountering

Holistic
approach



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thank you
discussion

Q & A

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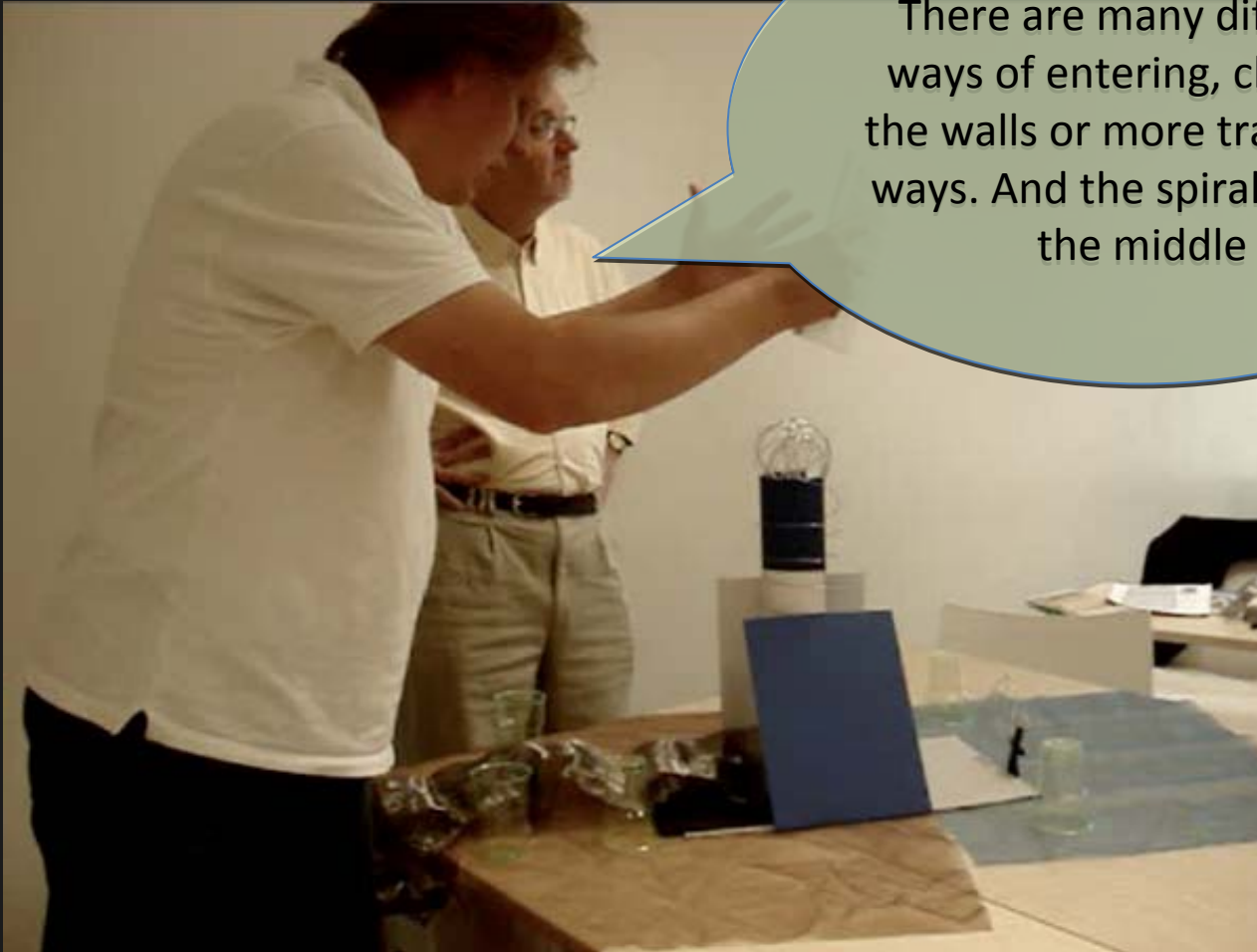


CREATIVE
LEADERSHIP

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There are many different ways of entering, climbing the walls or more traditional ways. And the spiral form in the middle