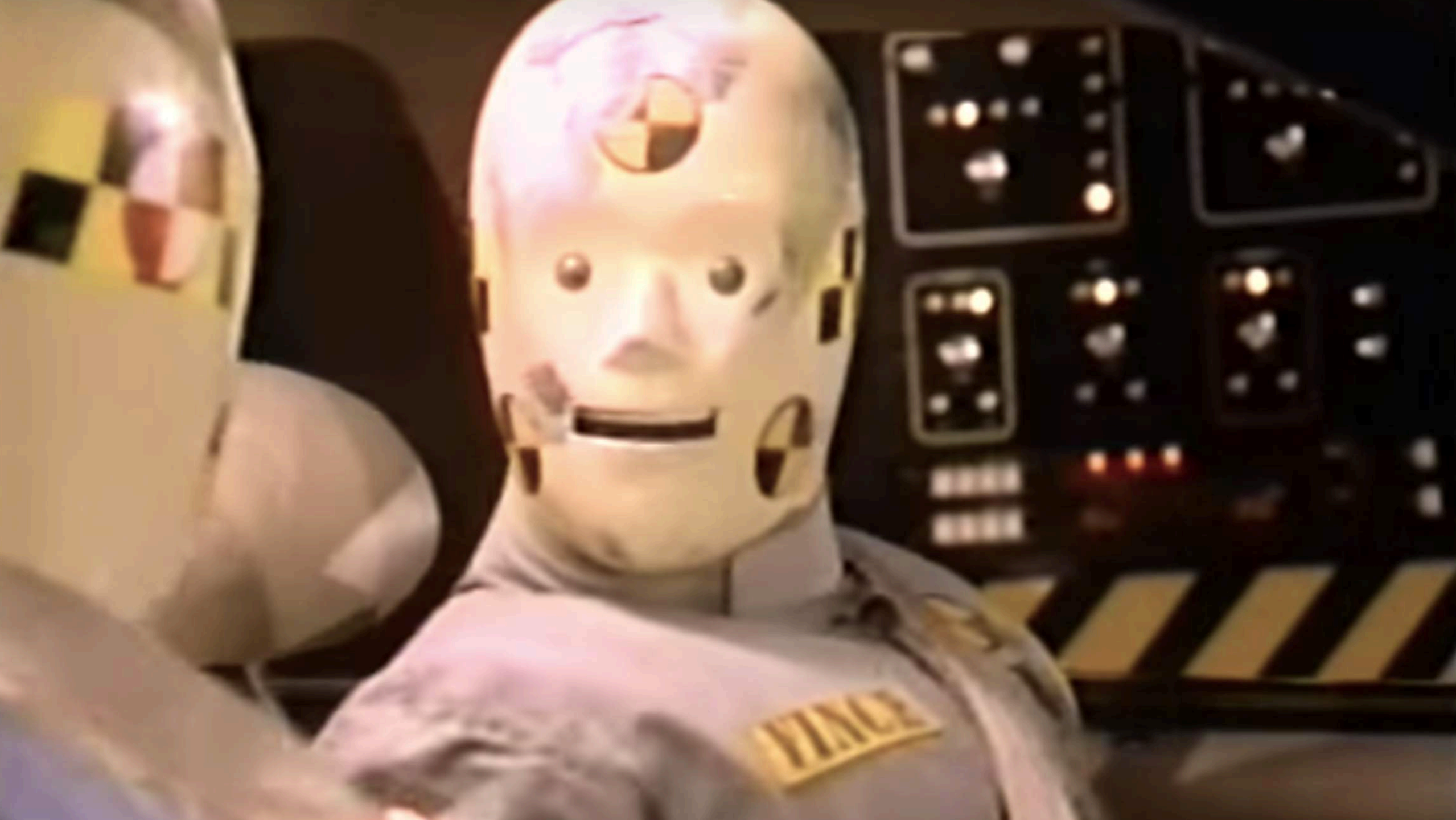


Learn to Work Differently

Pitch *and* Commit





OUTDOOR WEST

Friends don't
let friends...



drive drunk.

A Public Service by: Licensed Beverage Information Council & the Outdoor Advertising Assn. of America, Inc.



DON'T MESS

WITH TEXAS

Creating something new
is dependent on our *ability*
to communicate

Innovation is a social process

Solving big problems and doing new things is a social process.

“Innovators cannot work in isolation if they want their ideas to catch on. They must build a coalition of supporters who will provide air cover for projects, speak up for them, support innovation so it makes it to the next stage.”

ROSABETH MOSS-KANTER
HARVARD BUSINESS SCHOOL

You need hearts, minds and resources

No one will pursue your idea just because it's great.

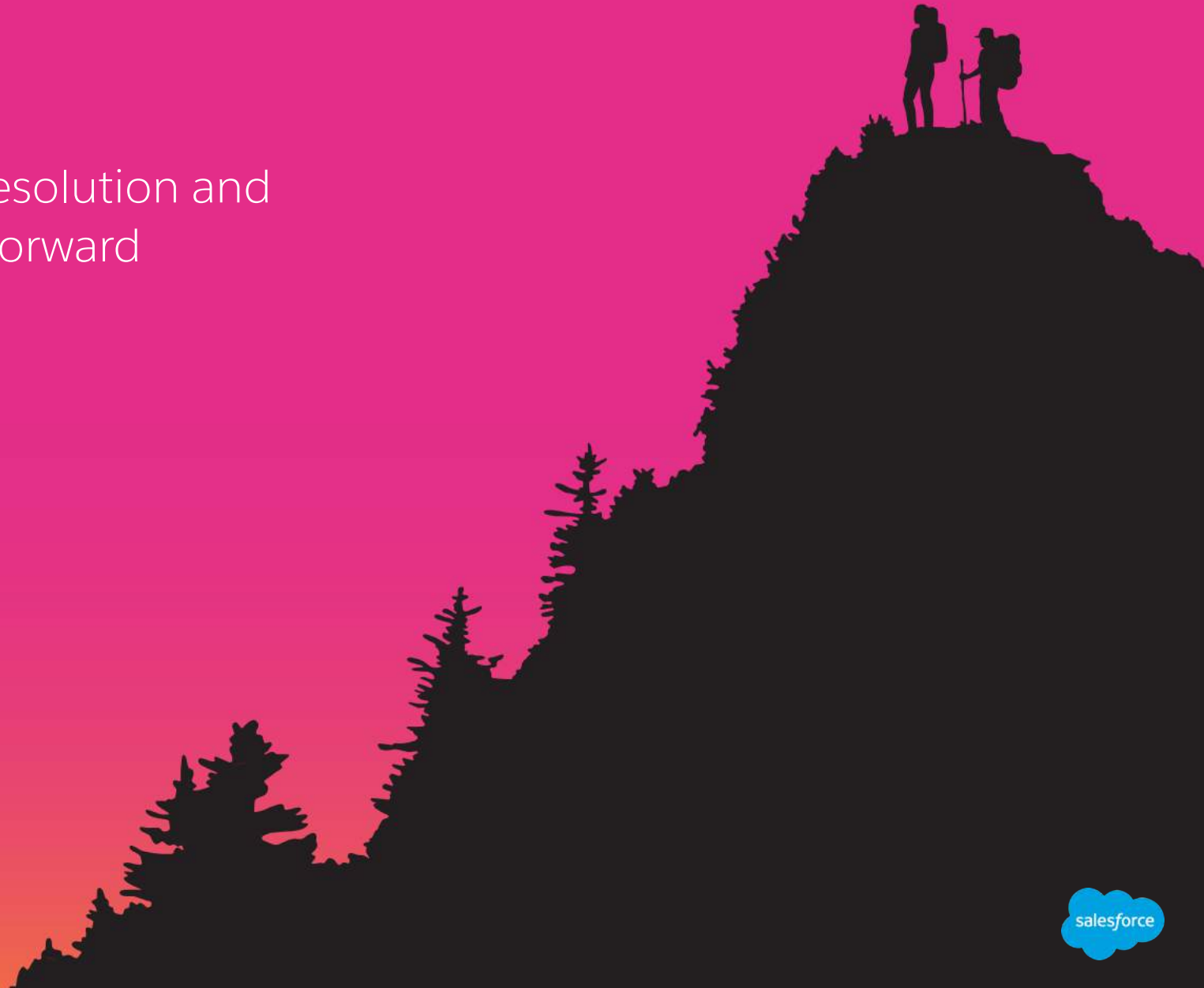
New initiatives need to demonstrate longevity.

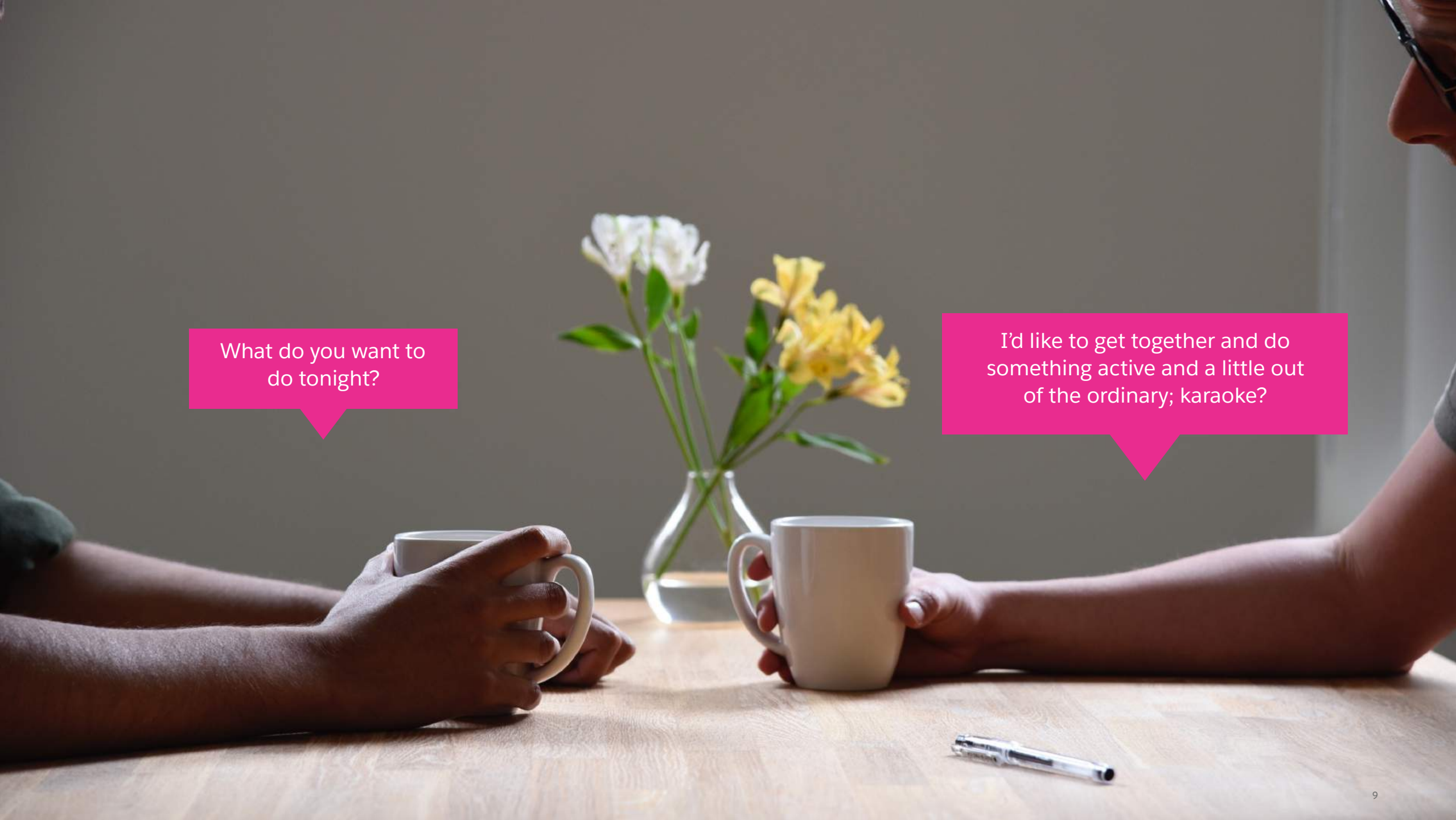
Resources are always limited.

Pitch *and* Commit

Verbal communication
of a point of view

Build resolution and
move forward



A photograph of a person sitting at a wooden table, holding a white mug. In the background, there is a vase with white and yellow flowers. A pen lies on the table. The scene is lit with soft, natural light.

What do you want to do tonight?

I'd like to get together and do something active and a little out of the ordinary; karaoke?

Clear purpose creates momentum

Why

Purpose

How

Method,
approach

What

Supporting
info, tactics,
next steps

Point of view on ways to proceed

FUNDAMENTALLY, ALL FOOD EXPERIENCES
COME DOWN TO 3 VALUES.



Health
NUTRIENTS/ENERGY

Joy
TASTE/TEXTURE

Ease
ON THE GO
PACKAGE

**Connection to both people's
hearts and minds**

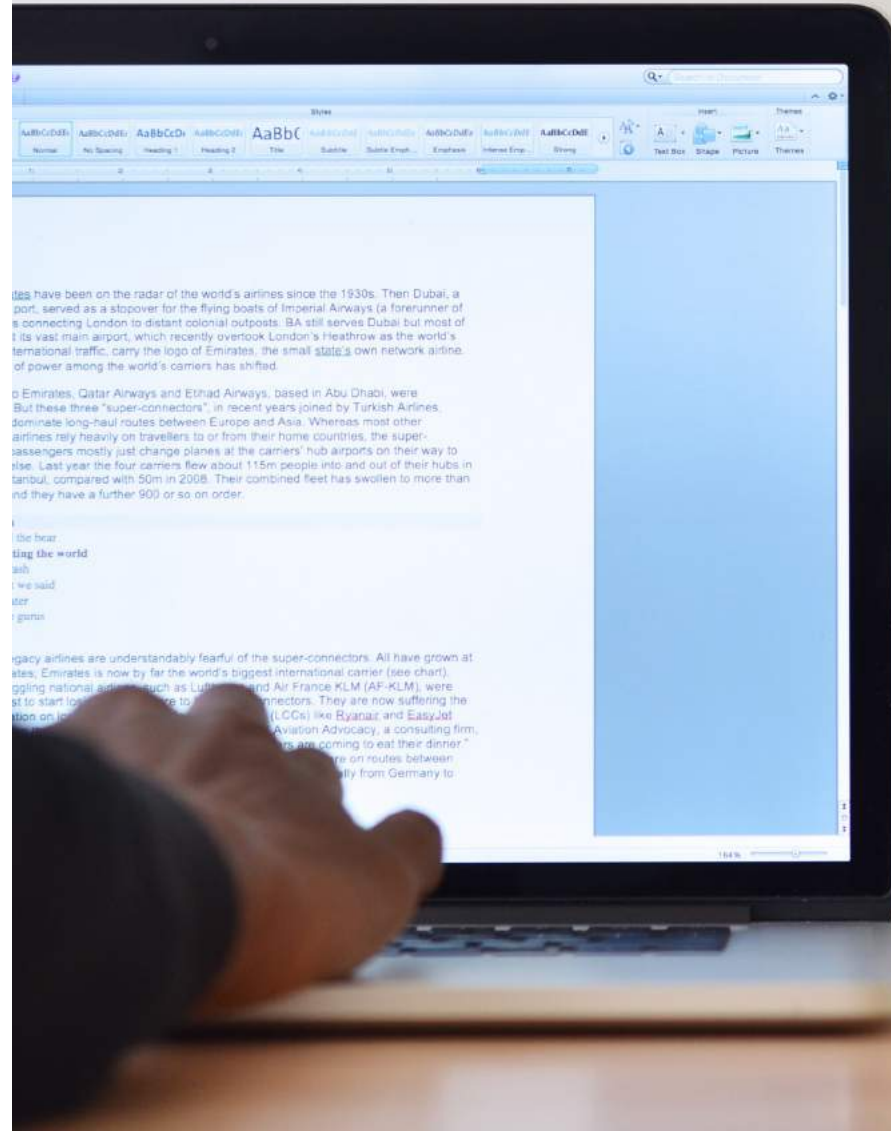


Communicate to *push work forward*, not convince

TIP #1

Provide recommendations and information to direct next steps

What you learned must be interpreted and used to further develop the ideas.



TIP #2

Build communication collaboratively

A “sharpie deck” lets you work on a story flexibly and without commitment.

- 7 week class (vacation next wk)
- 2 hours / week
- 1 credit

LAB:

- NO LECTURES
- NO ANSWERS
- NO CAPSTONE

LAB:

- EXPLORATION & EXPERIMENTATION
- APPLIED EXPERIMENTATION
- START OF A TOOLKIT

GRADING / HOMEWORK

TODAY

- WHO WE ARE
- YOUR GOALS
- PROBLEM FRAMING

WE ARE GRAVITY TANK

recurrent
design
strat
ops

| 90+ ppl

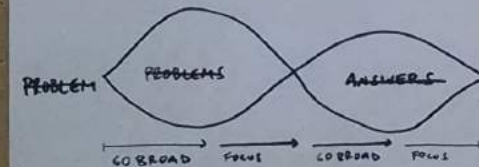
| CHC + SF

WHY ARE YOU HERE?

HOW WE ~~WERE~~ BEEN TRAINED TO WORK:

PROBLEM → ANSWER

HOW DESIGN THINKING APPROACHES PROBLEMS



PROBLEM FRAMING IS THE PROCESS OF GOING BROAD TO UNDERSTAND WHAT THE PROBLEM YOU WANT TO SOLVE IS.

TIP #3

Pitch, iterate and repeat

Communication will evolve as you see how people react and your work progresses.



Now you try...

Thank You

