Five Dangerous Ideas

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Make It Happen
Make It Happen
What do you actually make?
Make It Happen

How much of it do you design?
Make It Happen

Do you see it through until it is in their hands?
Making Things Happen
Mastering Project Management

The Myths of Innovation
Scott Berkun

"The naked truth about innovation is ugly, funny, and eye-opening, but it sure isn't what most of us have come to believe. With this book, Berkun sets us free to try and change the world..."
—Guy Kawasaki, author of The Art of the Start

Expanded and revised with four new chapters
1. Everyone is a designer
Why the Things You Buy Are Expensive, Badly Designed, Unsafe, and Usually Don't Work!
With some startling practical alternatives -- like a radio that costs 9¢, a $6 refrigerator, a television set for $8, and much, much more!

Design For The Real World

by Victor Papanek

Human Ecology and Social Change
With an Introduction by R. Buckminster Fuller

Completely Illustrated
All men are designers. All that we do, almost all the time, is design, for design is basic to all human activity. ..

Any attempt to separate design, to make it a thing-by-itself, works counter to the fact that design is the primary underlying matrix of life. Design is composing an epic poem, executing a mural, painting a masterpiece, writing a concerto.

But design is also cleaning and reorganizing a desk drawer, pulling an impacted tooth, baking an apple pie, choosing sides for a backlot baseball game, and educating a child.

*Victor Papernak, Design for the Real World*
All Designers are ambassadors for good ideas
2. You have no power
What decisions are completely yours?

Artist / Designer / Advisor / Lackey
If you only have the low ground, fortifying it buys you nothing
BANNED JARGON!

WEB 2.0
HASH-UPS
LONG TAIL
SOLUTIONERING
HEURISTICS
DICHRYLIC

“POPL.”
VISA VIS
“HIT BY A BUS”
“NICKPICKING”
TUFOIAN
SPECLET
ECOSYSTEM

It is what it is.
I’m going to speak to that.

-CENTRIC

EMOSHICON
FRUITATION
EXTEMPULTE

$1.00
Whoever uses the most jargon has the least confidence in their ideas
3. The generalists are in charge
If there are more than 5 people in the room, you have less power than you think
What is the culture’s appetite for change?

- Margaret Stewart, YouTube
Ownership
Accountability
Involvement
Loser who *think’s he’s involved*

Many creatives want the upsides of ownership, but only with the investment of involvement.
4. You work in sales (regardless of your job title)
Surprise: these are sales tasks

- Prototyping
- Pitching
- Evangelizing
- Going to meetings run by someone else
- Asking for resources
- Giving presentations
- Growing influence
“Talk to people you don’t like”
- Samantha Starmer, REI

Secret: we got into design, so we can work with Photoshop, instead of all the people we don’t like

Double secret: Engineers have a similar secret
If people think you are smart and useful your job title is irrelevant
If people think you are dumb and useless your job title is irrelevant
5. Creativity is Risk
Who will:

- Ask the tough question
- Do the extra work
- Be willing to fail, and learn
- Put their reputation on the line
- Not take credit, to advance an idea
Photo Credits

- Library: http://www.flickr.com/photos/30931550@N06/3036168465/
- Jargon List: Blue Flavor
Thank you.

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- Everyone is a designer
- You have no power
- Generalists are in charge
- You are a salesperson
- Creativity is risk

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