

Five Dangerous Ideas

@berkun

scottberkun.com

info@scottberkun.com

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?

Revised edition of the best-selling
project management book.

/THEORY/IN/PRACTICE

Making Things Happen

Mastering Project Management

O'REILLY®

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..."**

—Gay Kawasaki, author of
The Art of the Start

The Myths of Innovation

Scott Berkun

O'REILLY®

**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 9c, 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

B7591 • \$2.25 • A BANTAM BOOK

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.

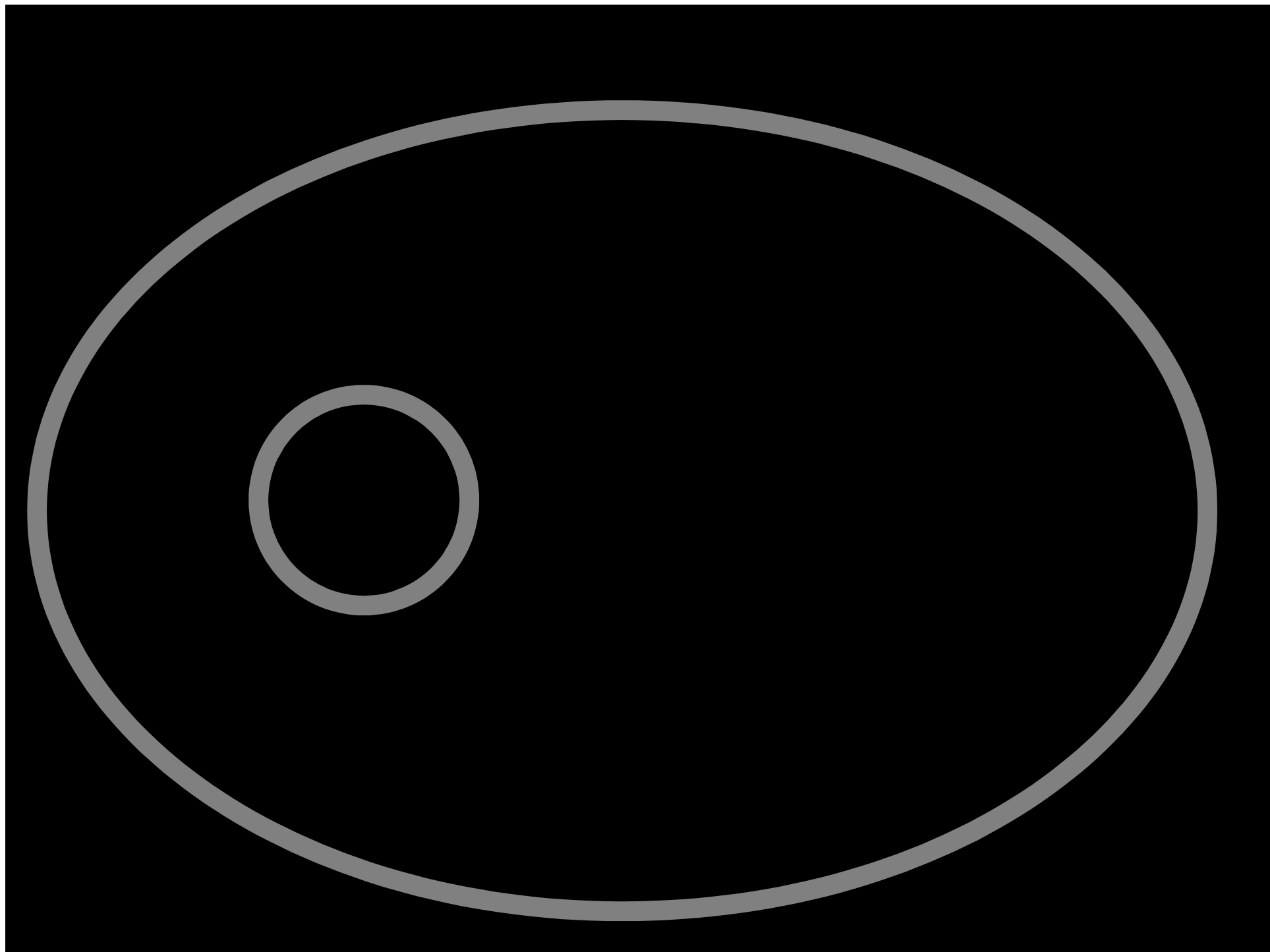
Victor Papernak, Design for the Real World

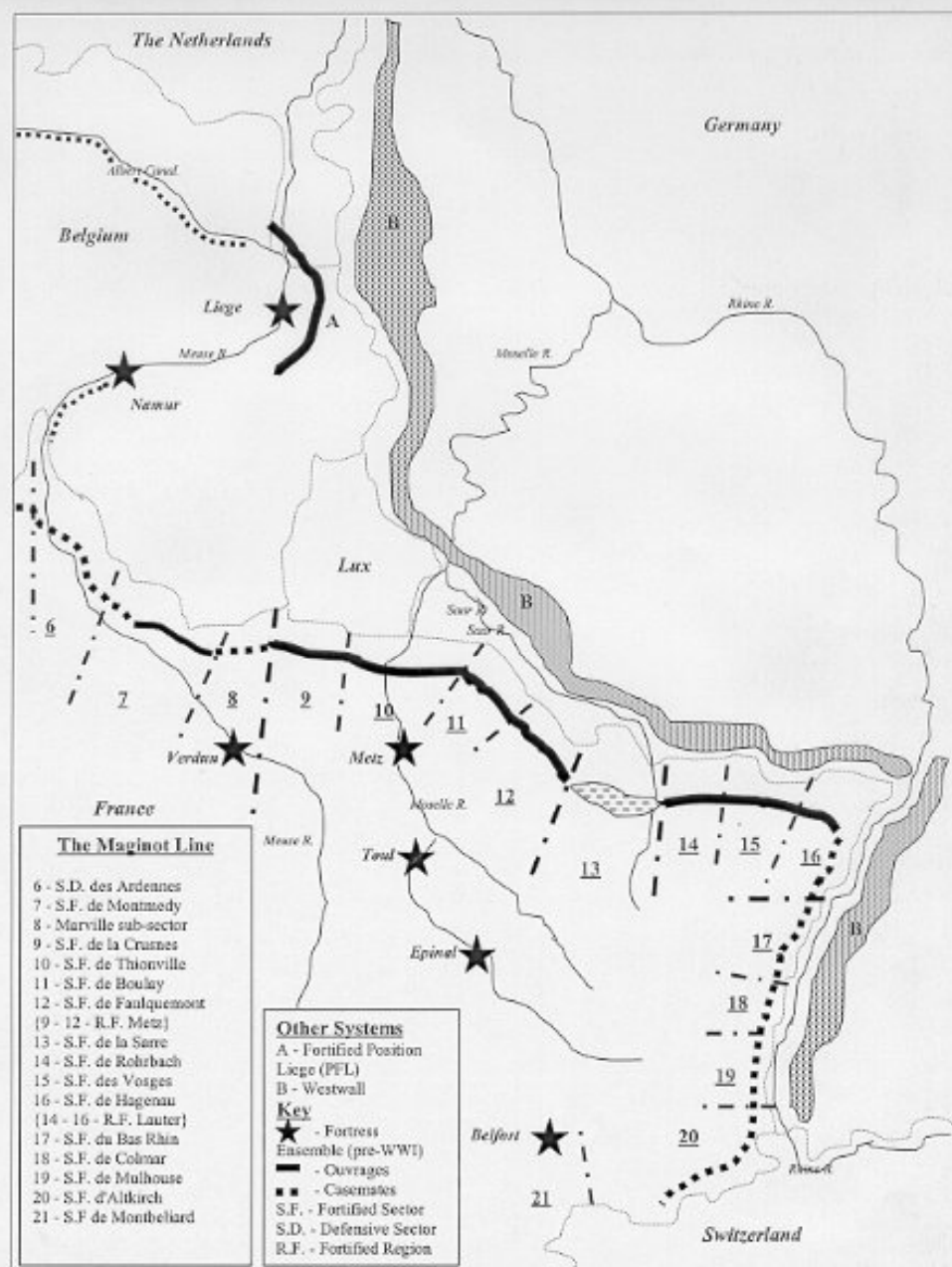
All Designers are
ambassadors for
good ideas

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

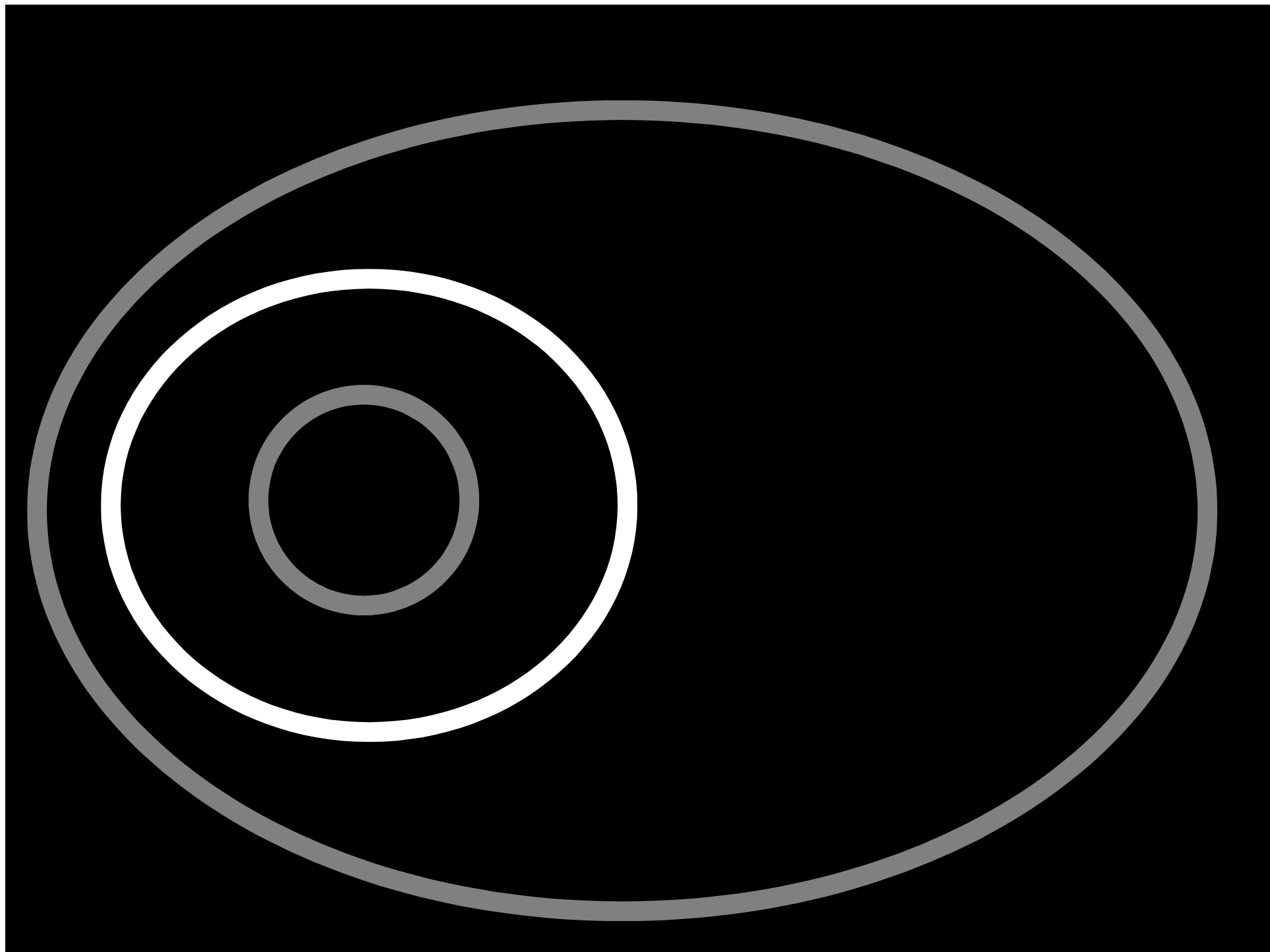
BANNED JARGON!

WEB 2.0	"POPI"
MASH-UPS	VISA VIS
LONG TAIL	"HIT BY A BUS"
SOLUTIONEERING	"NICKPICKING"
HEURISTICS	TUFOLIAN
Dichrylic	speclot
It is what it is	ECOSYSTEM
I'm going to speak to that.	
-CENTRIC	EMOSH/CON
	FRUITATION
	extrapolate

\$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

- Sales : http://en.wikipedia.org/wiki/File:Salesman_-beach_-_bikini-_sun-27Dec2008.jpg
- Maginot Line: http://en.wikipedia.org/wiki/Maginot_Line
- Library: <http://www.flickr.com/photos/30931550@No6/3036168465/>
- Jargon List: Blue Flavor

Thank you.

Five Dangerous Ideas

@berkun

scottberkun.com

info@scottberkun.com

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