

Rearranging Processes



SIT
Systematic
Inventive
Thinking



- Learn something new about **innovation**
- Understand what hinders us when generating new ideas
- Learn and practice a new way to redesign business / work processes

- Learn something new about **innovation** 
- Understand what hinders us when generating new ideas
- Learn and practice a new way to redesign business / work processes

Me

- Israeli, based in London
- Mom of 3 (i.e., constantly tired)
- MBA focusing on innovation and entrepreneurship

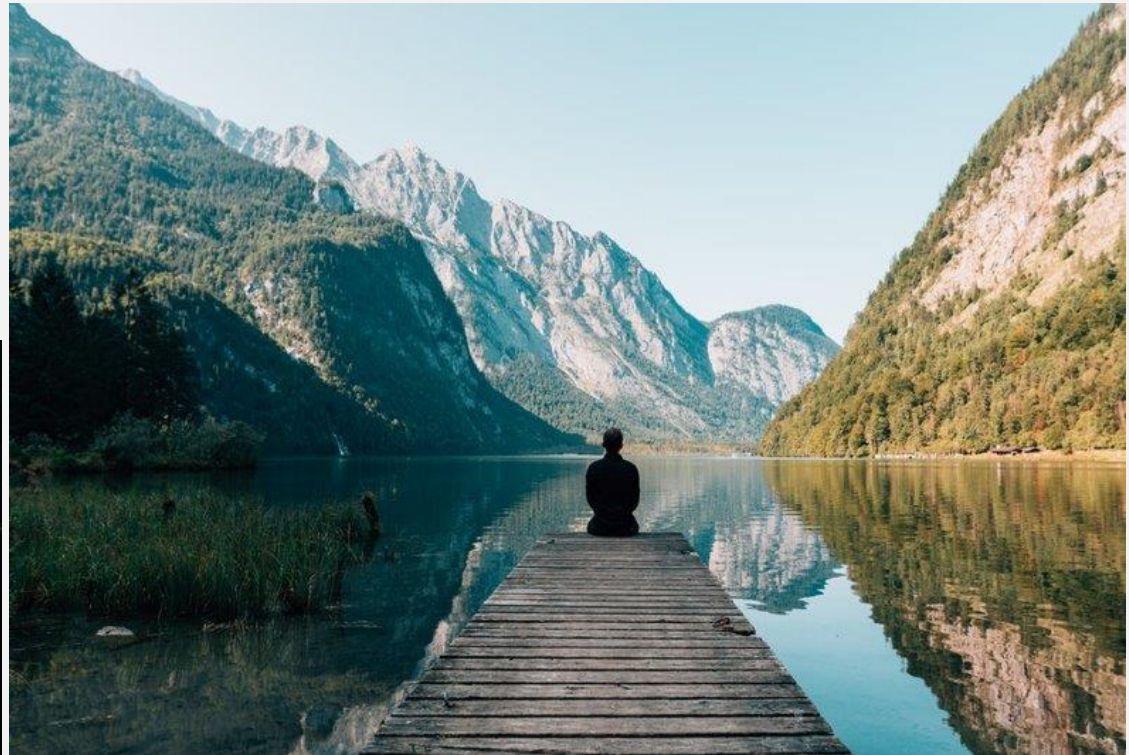
You

- Active role
- No phones
- Take notes

A person's eyes and hands are visible through the slats of white horizontal blinds. The person is looking directly at the camera, and their hands are holding the slats open. The background is a bright, overexposed outdoor scene.

**Get to
know each
other**

Find FIVE
things
you have
in common*

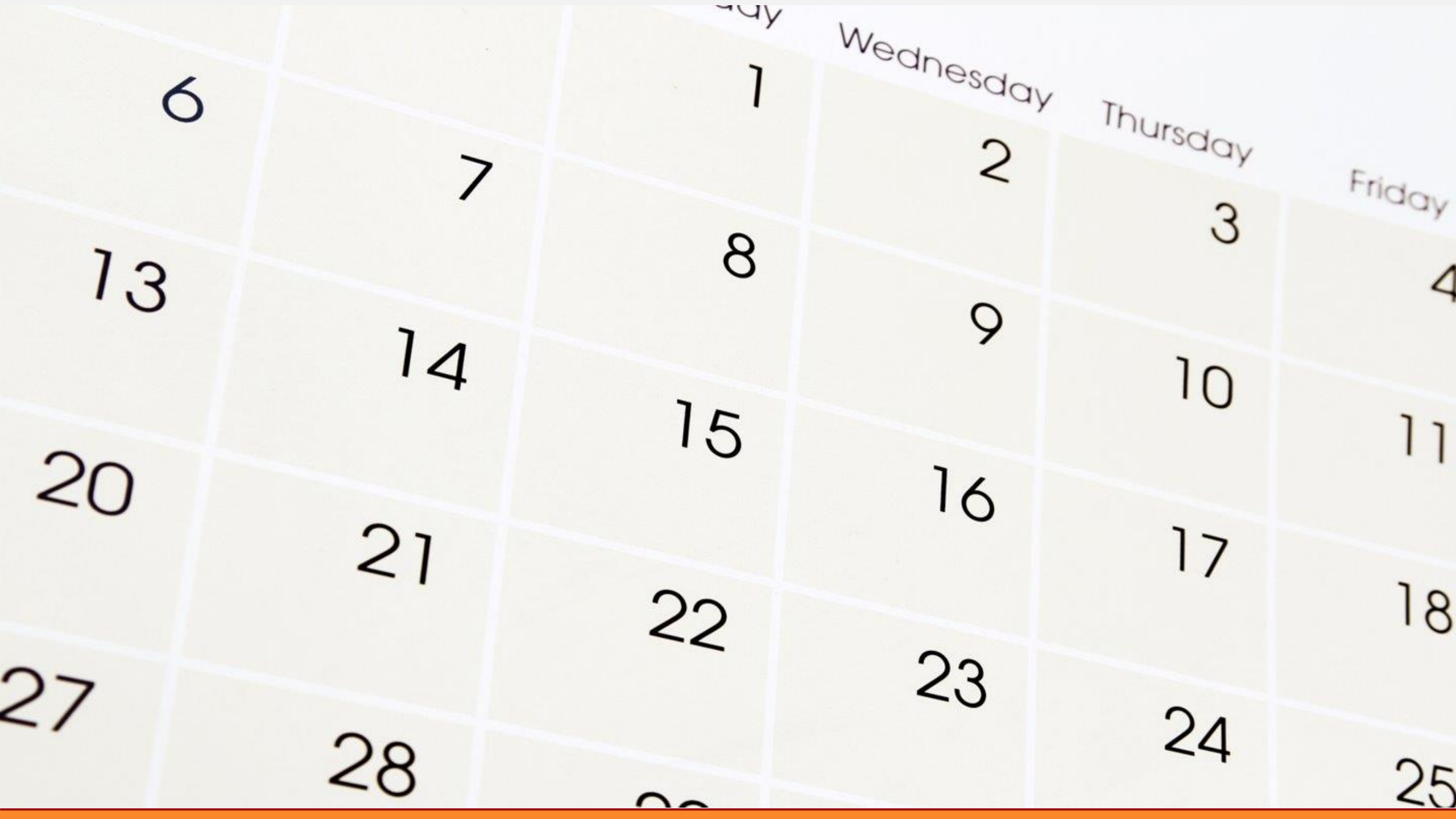


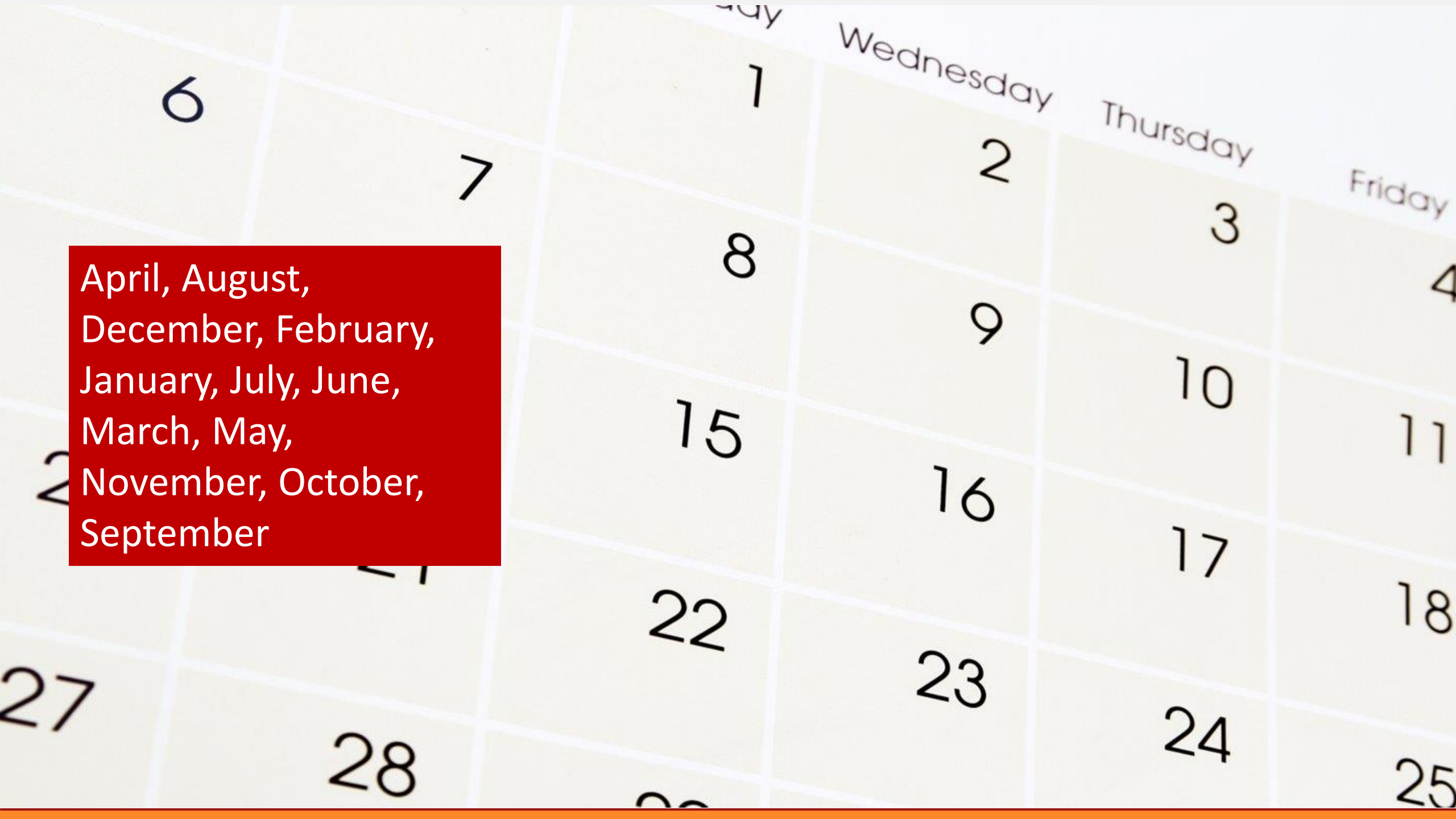


Why is it difficult to innovate?







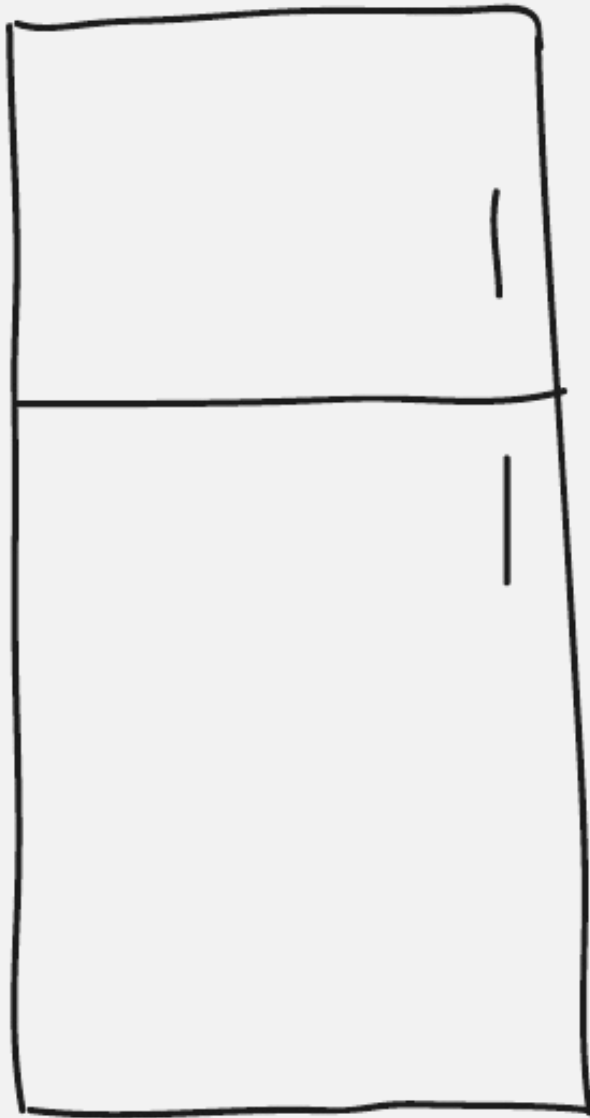


April, August,
December, February,
January, July, June,
March, May,
November, October,
September

Cognitive Fixedness

* A state of mind in which an object or situation are perceived in one specific way, to the exclusion of any alternative.





What is this?



**Why do so many
refrigerators look
like this?**



**For more than
70 years the
entire industry
was frozen..**



STRUCTURAL FIXEDNESS

The tendency to
think of a system
as a whole, with a
defined structure
that cannot be
changed



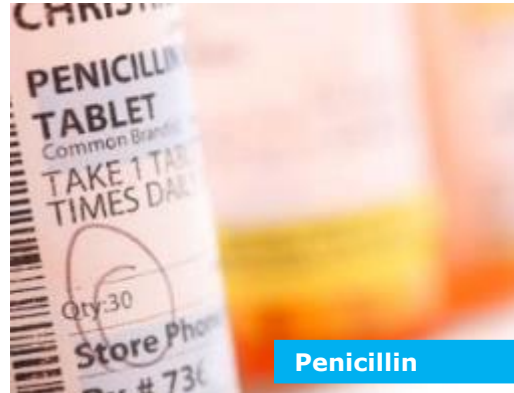
**Awareness
is not enough.**

Where can we look for
new ideas?





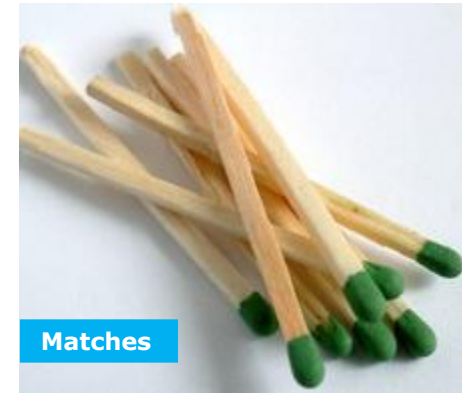
What do
these
examples
have in
common?



Penicillin



Viagra



Matches



Post it



Ice cone



Fireworks



Microwave



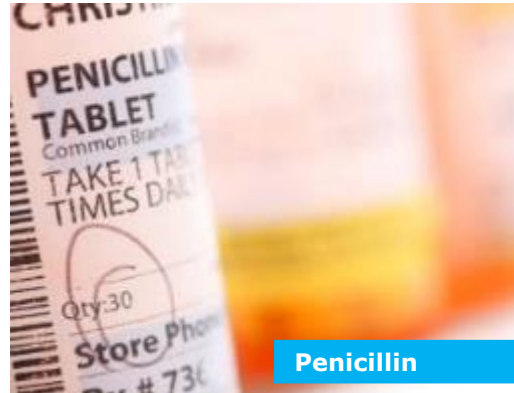
Chips



Chocolate Chips Cookies

Source #4:

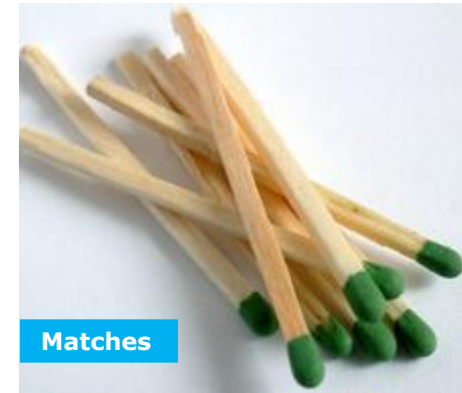
Lucky Accidents



Penicillin



Viagra



Matches



Post it



Ice cone



Fireworks



Microwave



Chips

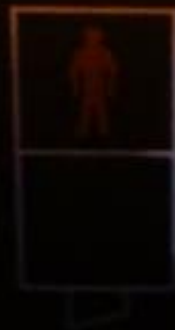


Chocolate Chips Cookies

PEDESTRIANS
push button and wait
for signal opposite

WAIT

wait



cross
with care

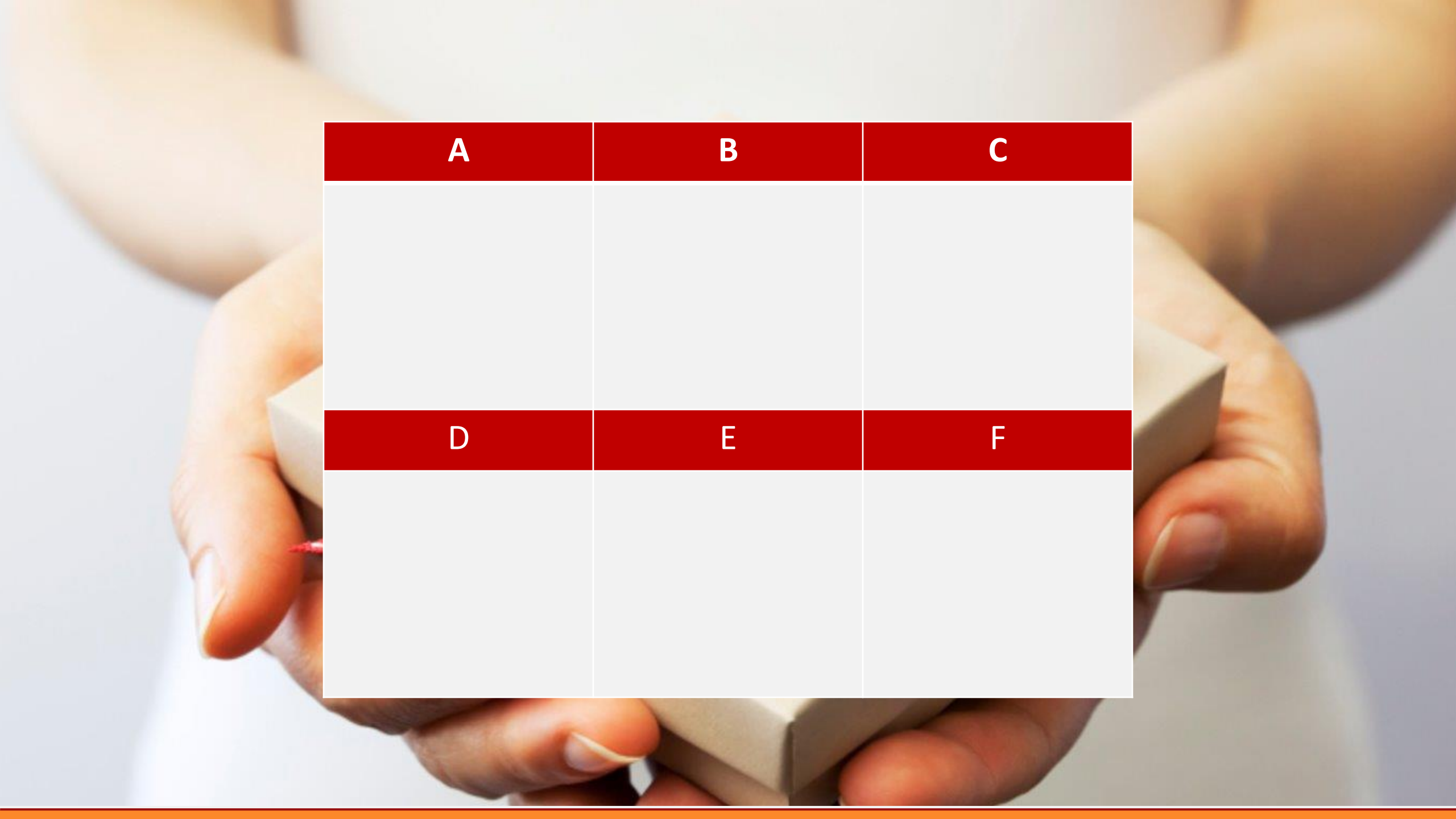


We need to create accidents!

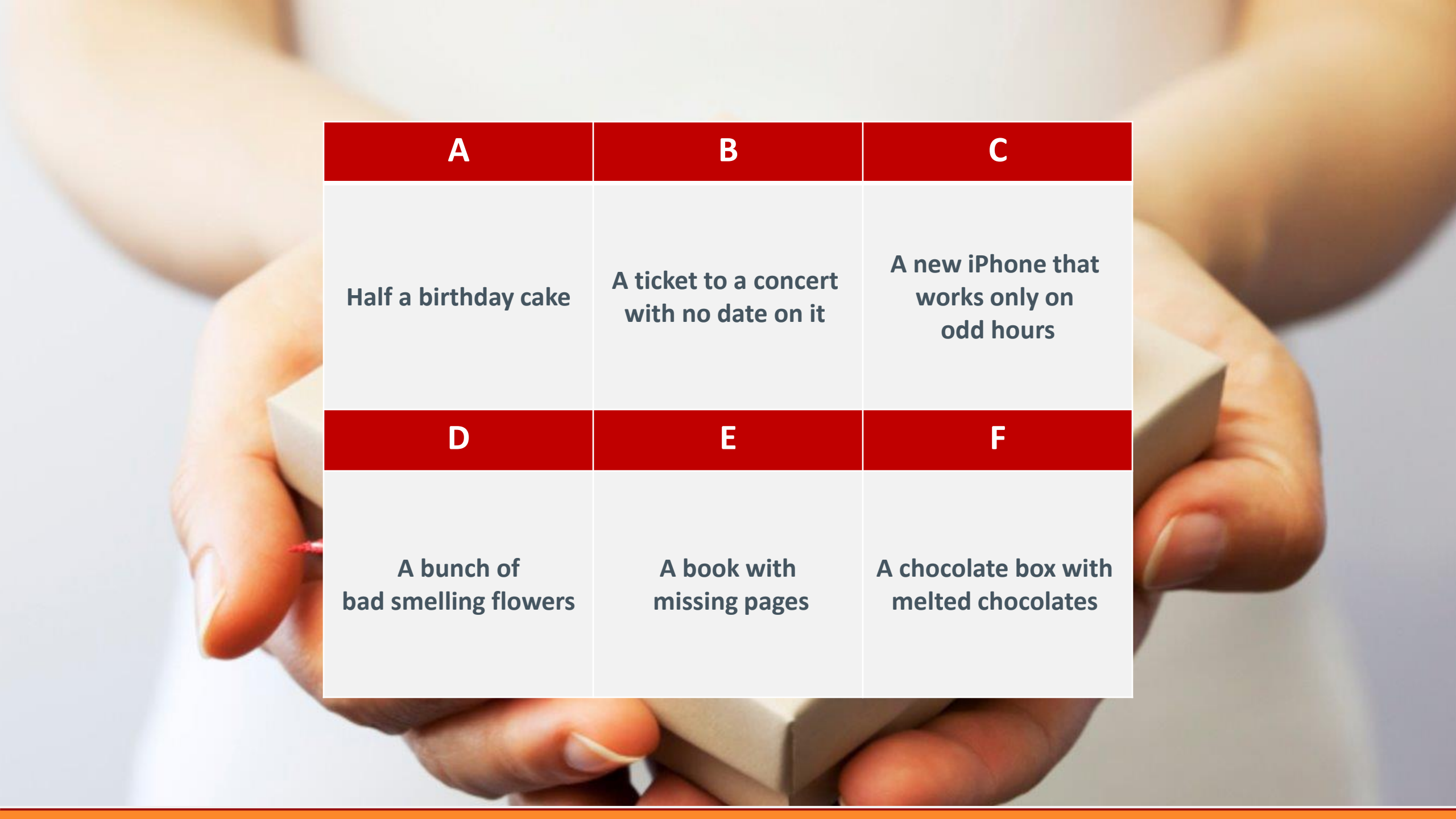


The “Unusual Gift” Game



A close-up photograph of a person's hands holding a light-colored wooden structure, possibly a model or a piece of furniture. The hands are positioned on the left and right sides of the frame. Overlaid on the center of the image is a white rectangular grid with a red border. The grid is divided into six cells, with the top row labeled A, B, and C, and the bottom row labeled D, E, and F. The background is a soft, out-of-focus light gray.

A	B	C
D	E	F



A	B	C
Half a birthday cake	A ticket to a concert with no date on it	A new iPhone that works only on odd hours
D	E	F
A bunch of bad smelling flowers	A book with missing pages	A chocolate box with melted chocolates

Always Look on the
Bright Side of Life
Benefits before Challenges





Yeah, *that* kind of rich.™

NEW YORK LOTTERY'S

POWER BALL

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Yeah, *that* kind of rich.[™]
NEW YORK LOTTERY'S
POWER BALL

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Yeah, *that* kind of rich.

NEW YORK LOTTERY'S

POWER BALL





Yeah, *that* kind of rich.

NEW YORK LOTTERY'S

POWER BALL

LOTTERY
NEW YORK LOTTERY'S
POWERBALL

It's Your Turn now!

Invent the next printed
ad for this campaign.
What would it be?



Source #4: Innovation Patterns

What's the common
PATTERN behind
these examples?



Half Baked Bread



Amazon's “Anticipatory ” Shipping

(Shipping
Before Purchase)



**Schindler's
elevators
buttons are
on the
outside**



DIVISION

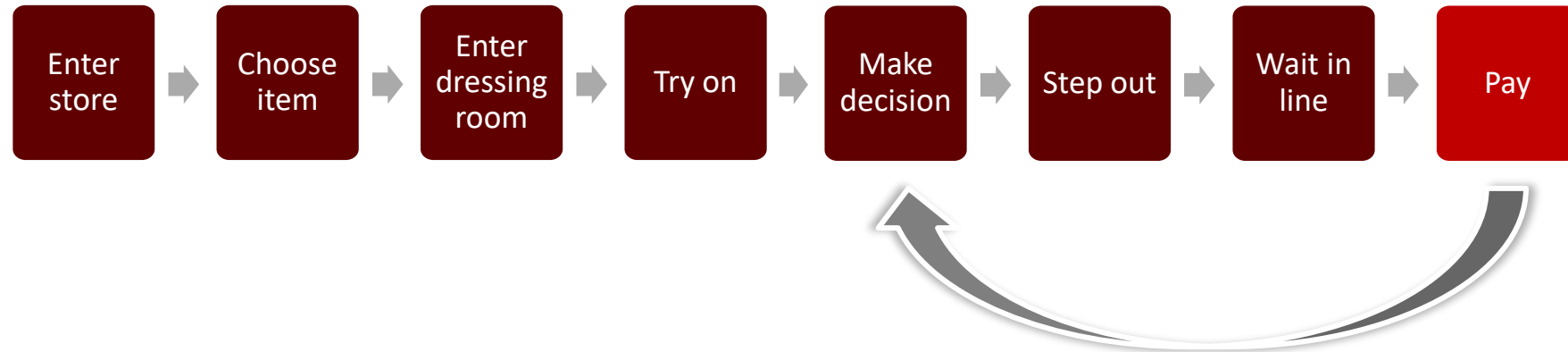
**Dividing a
product / process into its
components / steps
and REARRANGING them
in space or time**

H&M allows Shoppers to Pay for their Purchases in the Fitting Room

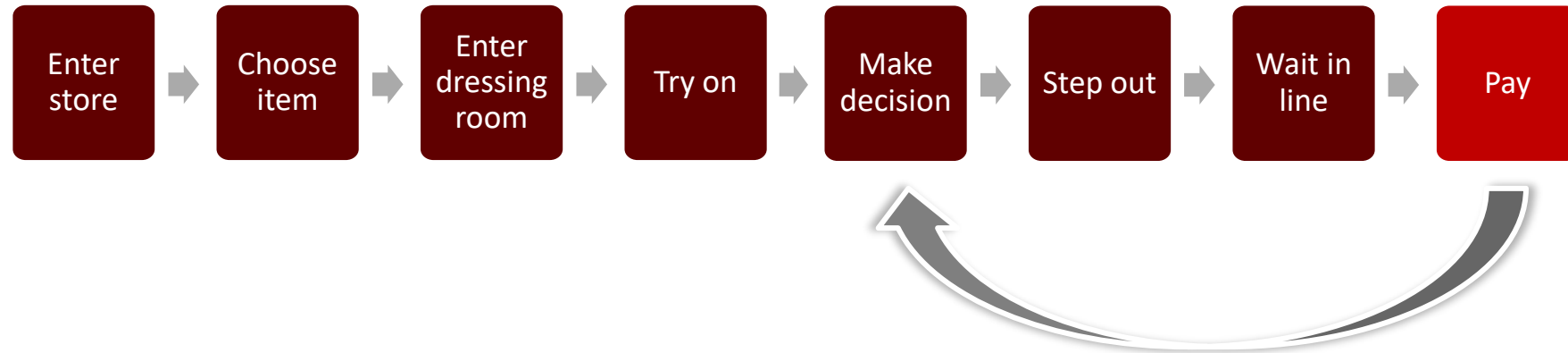


H&M

Purchase an item



H&M allows Shoppers to Pay for their Purchases in the Fitting Room



Omnichannel retail:

Combining brick
& mortar +
online shopping
experience



Pro-biotic straw



Samsung's ADDWASH



Add to the wash during the wash

WATCH THE VIDEO



Add forgotten item

Found an item that didn't make it to the wash on time? No problem. With AddWash™, you can simply add it in.



Forgotten
Items

** AddWash™ door can be opened at any time when the drum temperature is below 50°C.

Add items to rinse or spin

Maybe you only need to rinse some items? nothing could be easier. Now you can get a notification when it's time to add them in**.



Rinse-Only
Items



**A remote
control to
change
your oven
settings**



Brink's

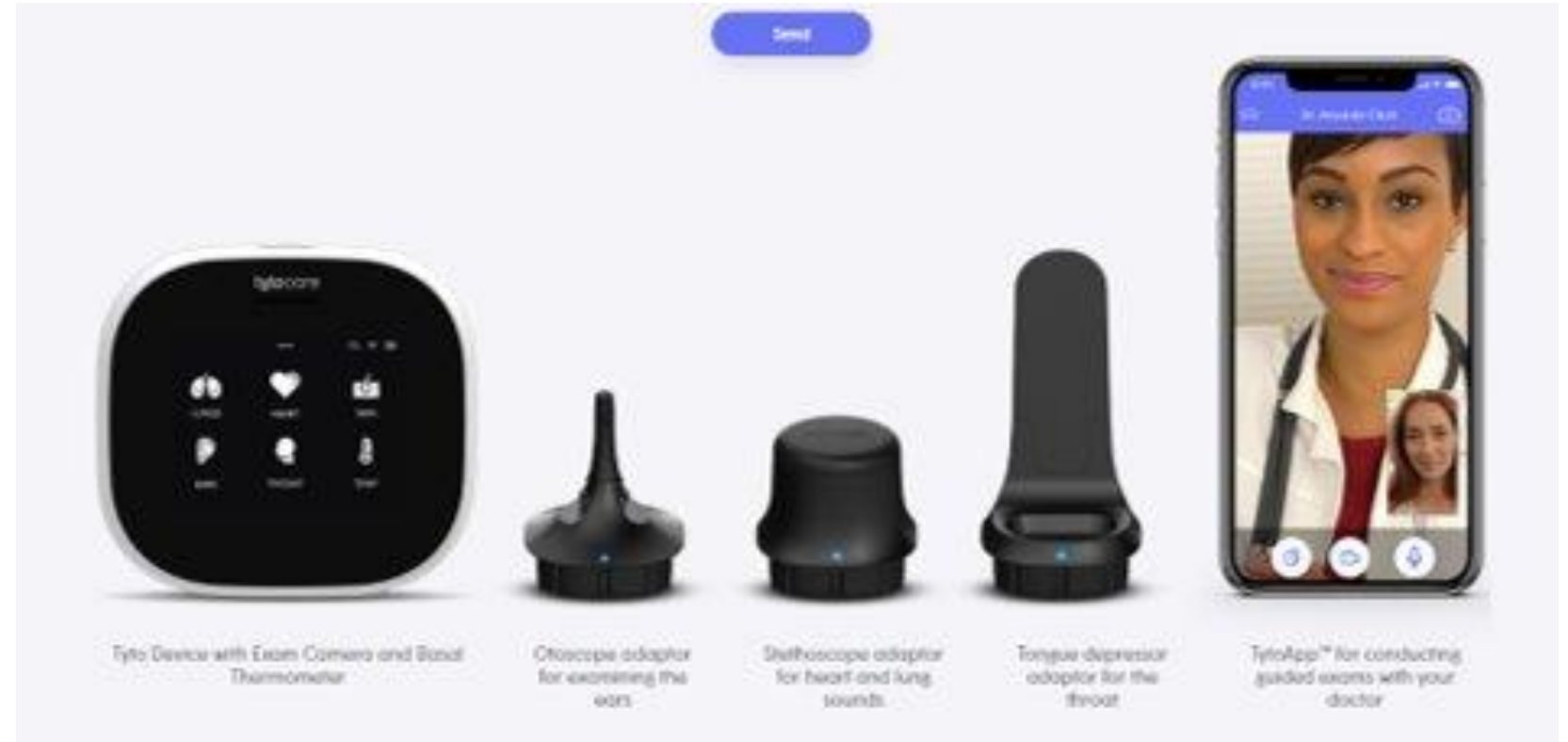
SIT
RESULT



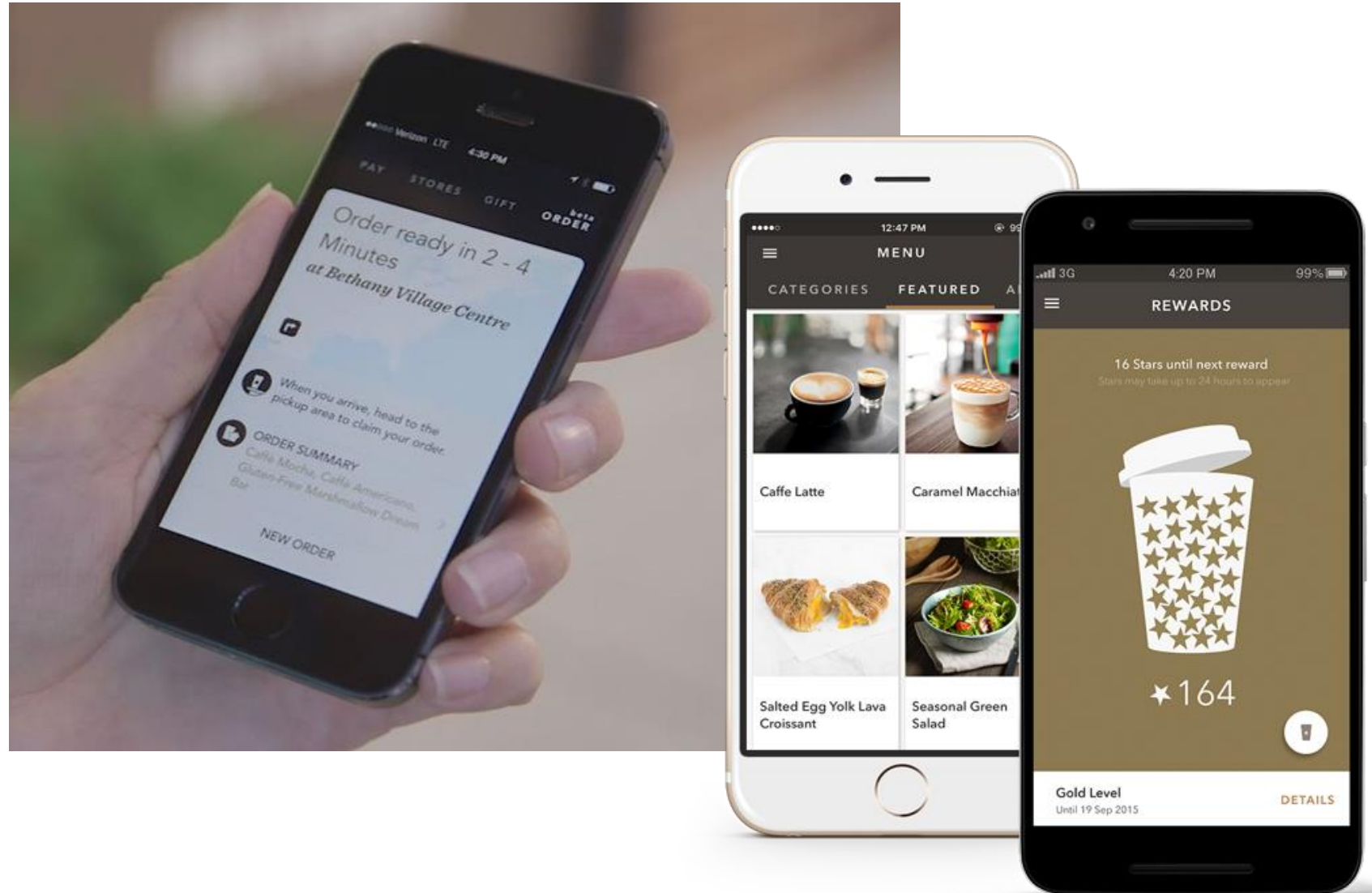
Oversubscribing Antibiotics



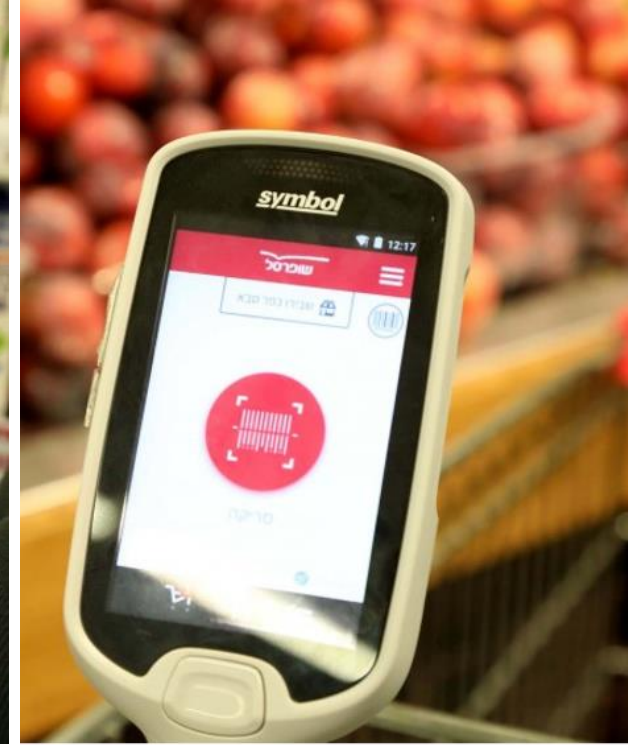
**Take your
doctor home
with you**

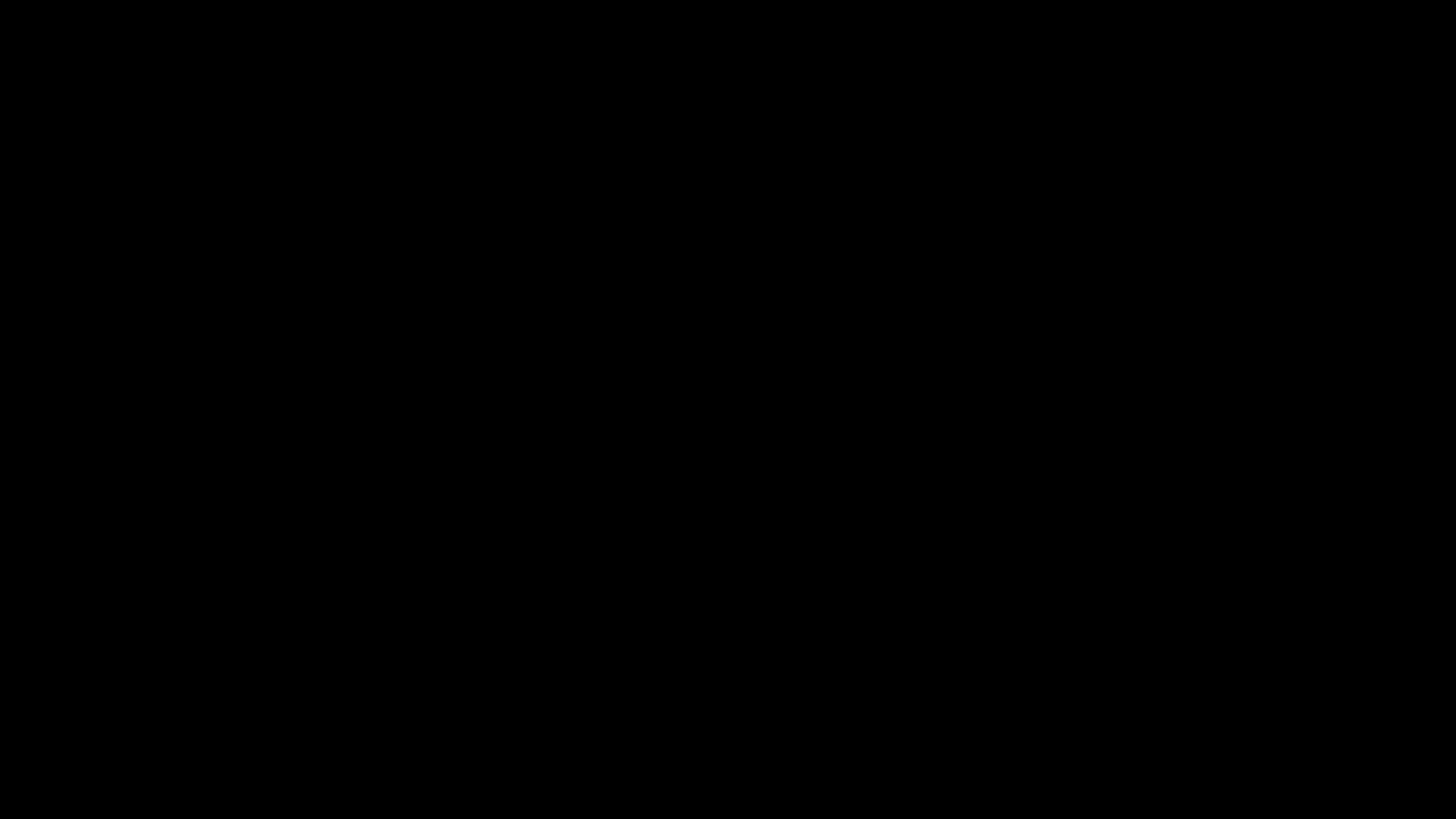


Starbucks' Mobile Order & Pay allows customers to place orders in advance



**Supermarkets
offer clients to
scan and pay**



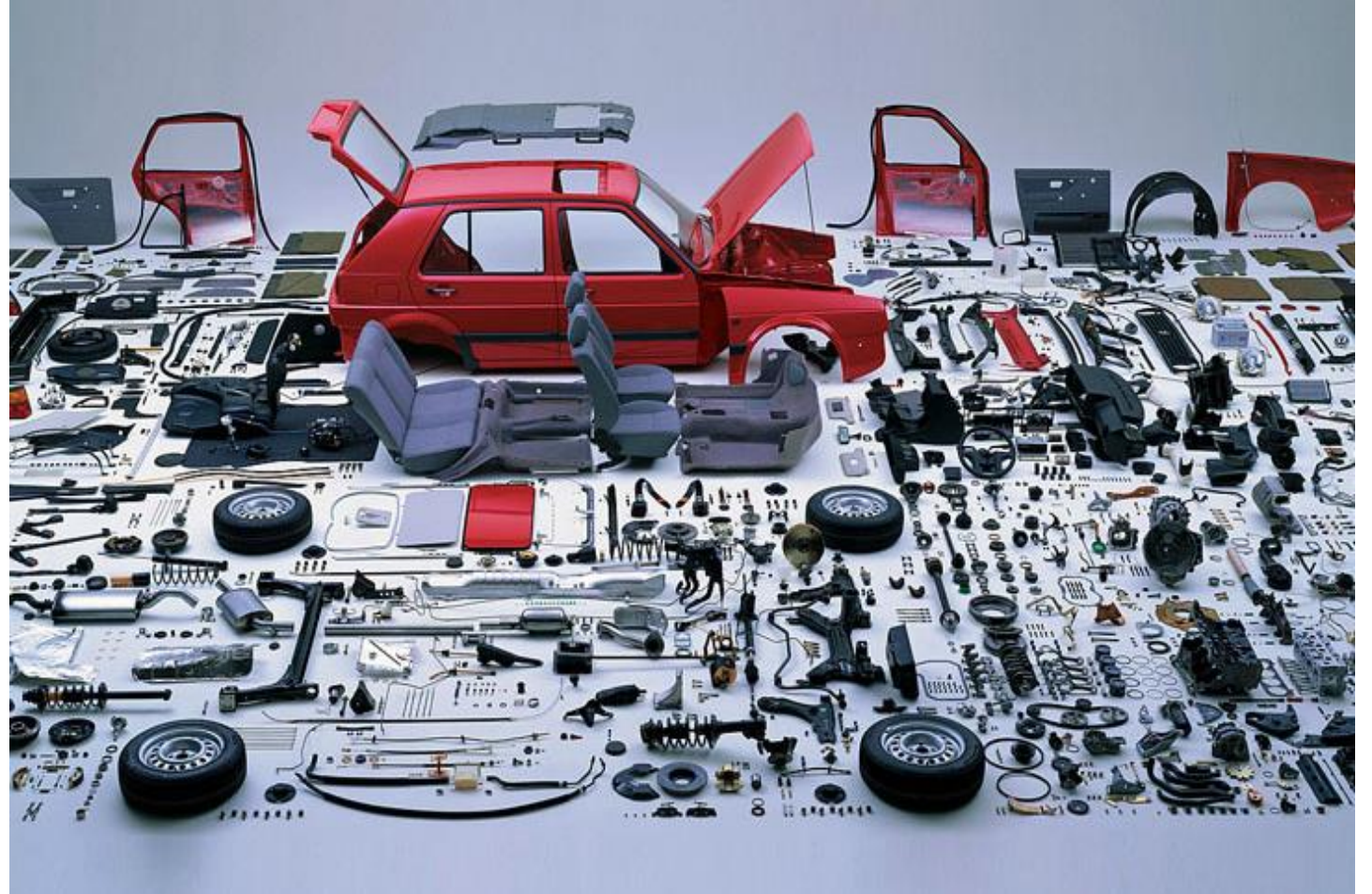


HOW CAN WE APPLY DIVISION



HOW TO APPLY DIVISION

1| List the product's components /
processes' steps.



HOW TO APPLY DIVISION

- 1| List** the product's components / processes' steps.
 - 2| Randomly** - choose a step, move it to a new location.
- >> Rearrange it (in time or place).



HOW TO APPLY DIVISION

- 1|** List the product's components / processes' steps.
- 2|** Randomly - choose a step, move it to a new location.
>> Rearrange it (in time or place).
- 3|** Visualize the resulting virtual process.



HOW TO APPLY DIVISION

- 1| List** the product's components / processes' steps.
- 2| Randomly** - choose a step, move it to a new location.
- 3| Visualize** the resulting virtual process.
- 4|** Identify potential **benefits**, markets and advantages – should we do this?



Always look on the
BRIGHT side of life

**Force our brain to
consider opportunities
and benefits in
something “broken”**



BENEFITS BEFORE CHALLENGES



HOW TO APPLY DIVISION



- 1| **List** the product's components / processes' steps.
- 2| **Randomly** - choose a step, move it to a new location. >> rearrange it (in time or space)
- 3| **Visualize** the resulting virtual process.
- 4| **Identify potential benefits, markets and advantages** – should we do this?
- 5| **List the challenges and suggest ways to overcome them** – can we do this?
- 6| **Make any necessary adaptations.**
- 7| **Iterate the process with a different step.**

OVERCOMING CHALLENGES

How can we do it?

				
Do we have the necessary resources?	Do we have the required manpower?	Do we have the time to invest?	Do we have the relevant knowledge?	Do we have the necessary support and buy-in?

Recruitment Process



Recruitment Process



Recruitment Process



The background of the slide is a dense, overlapping layer of small, rectangular sticky notes in various colors including yellow, green, pink, orange, blue, and purple. These notes are scattered across the entire frame, creating a vibrant and textured background.

IT'S YOUR TURN NOW

Practice Division in Teams

INSTRUCTIONS

What should you do now?

1. Choose one person from your team to serve as the **Topic Owner** – they will **describe the process from their point of view** (as they know it)
2. List 8-10 steps of **the process** described
3. Make sure you apply **Division** step by step
4. Decide who will be responsible to **document** new ideas, questions and insights

Roles



Moderator



Topic Owner



Scribe

What process can I apply Division on?



HOW TO CHOOSE A TOPIC TO WORK ON?



Simple



Relevant



Ownership

TIP #1

Write each step on one note/piece of paper,
arrange the steps separately on the floor to make it easy to move them around

Step #1

Step #2

Step #3

Step #4

Step #5

Step #6

Step #7

Step #8

Step #9

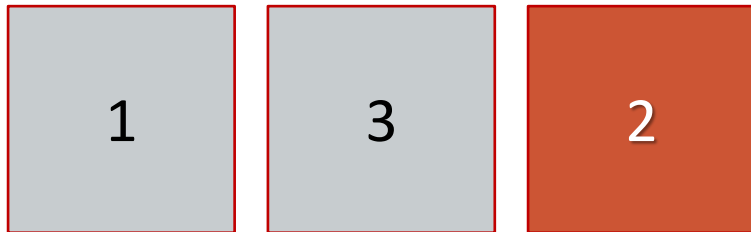
Step #10

TIP #2

How can we rearrange the steps / components?

A

Play with the order (in time or place)

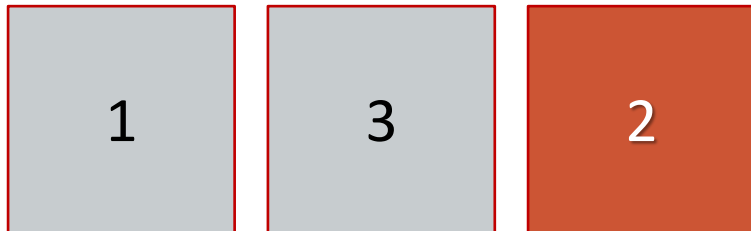


TIP #2

How can we rearrange the steps / components?

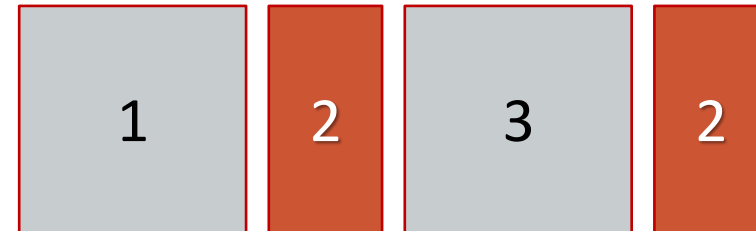
A

Play with the order (in time or place)



B

Split & Rearrange



TIP #3

Verbalize the rearranged process!



TIP #4

Keep iterating! Don't fall in love with the first idea
:)



WHAT DID WE LEARN?

- » Why is it difficult to think differently
- » Where do ideas come from?
- » How to apply Division (hint: randomly)
- » Always look on the bright side of life :)



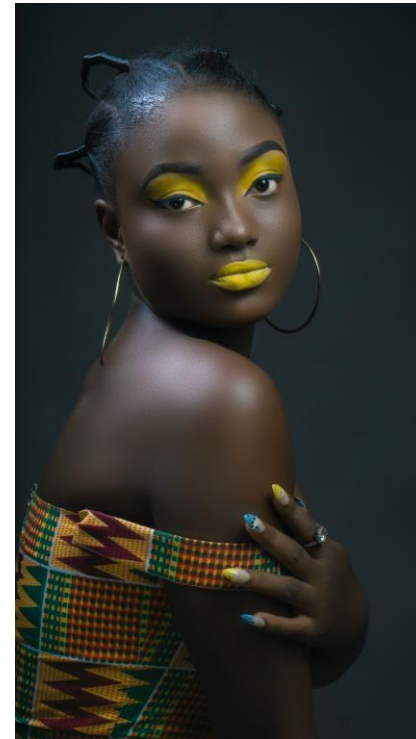
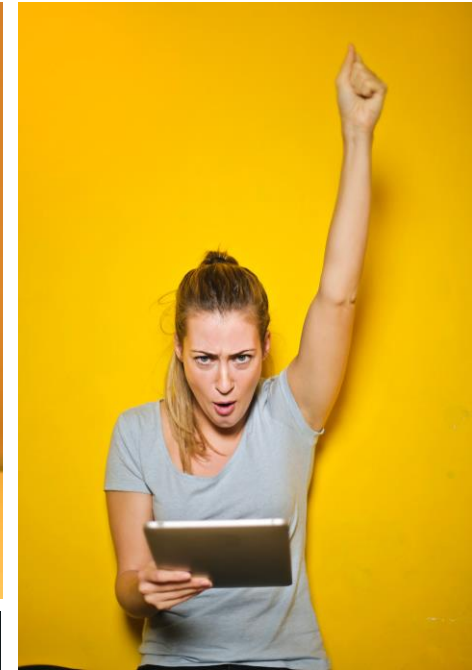
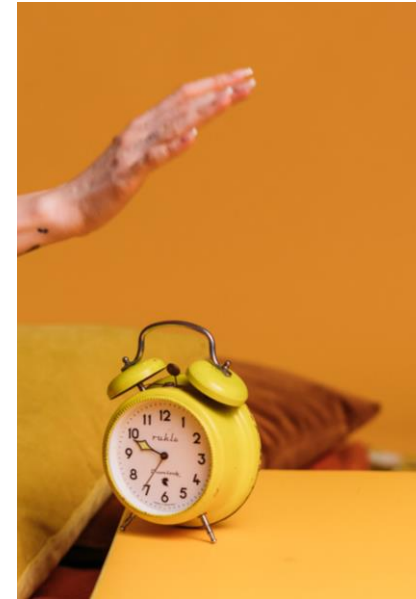
met·a·cog·ni·tion

Noun; PSYCHOLOGY

awareness and understanding of
one's own thought processes.



1. Write down three things you learned today
2. Circulate around the room and share your learnings.
3. If you agree with someone else's learning, sign their piece of paper.
4. The winner is the person that collects the most signatures.



Thank you!

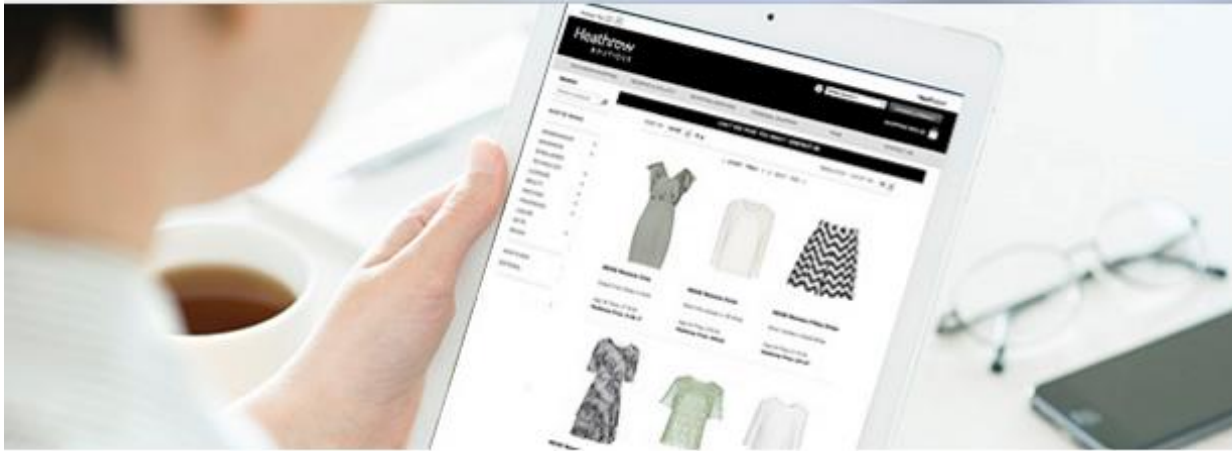
Shiri Yardeni

shiriy@sitsite.com



Duty-Free Pre-Order Shopping

Reserve and Collect your Heathrow shopping



Reserve items to buy when you fly – Heathrow Boutique is fast, free and convenient.

Here's how it works:

1. **Browse** products and brands online
2. **Reserve** your shopping
3. **Confirmation** up to three days before travel
4. **Collect and pay** at Heathrow.

Heathrow
BOUTIQUE