

CREATIVITY AND INNOVATION

DESIGNING BETTER PUBLIC SERVICES



notosh



NoTosh Design Thinking + Stra

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Creativity and Innovation to Improve Public Services

Learn the tips and habits to become even more creative in your work, your life and everything you do.

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Introduction

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CREATIVITY

AND

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OUR SPRINT TIMELINE

BEING MORE CREATIVE. GAINING BETTER DIRECTION. STRETCHING THOSE AROUND YOU.

SESSION #1 KICKOFF
BE MORE CREATIVE

SESSION #3 FOCUS
CREATIVE DIRECTION

SESSION #5 SIMPLIFY
WORDS MATTER



SESSION #2 FIRST MOVES
OPEN TO POSSIBILITY

SESSION #4 PROTOTYPE
TESTING IDEAS

SESSION #6 CELEBRATE
BEYOND A WORKSHOP

#2 OPEN TO POSSIBILITY

THINKING TO DESIGN BETTER PUBLIC SERVICES



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***“RESEARCH SUGGESTS A PARADOXICAL TRUTH
ABOUT INNOVATION:
“GOOD IDEAS ARE MORE LIKELY TO EMERGE IN AN
ENVIRONMENT THAT CONTAINS
A CERTAIN AMOUNT OF NOISE AND ERROR.”***

STEVEN JOHNSON - WHERE GOOD IDEAS COME FROM



TAKE A MINUTE
AND WRITE DOWN

ONE THING YOU DON'T LIKE
(AND AREN'T REALLY PREPARED TO TRY)



TAKE ANOTHER MINUTE
AND WRITE DOWN

**WHY YOU THINK YOU ARE
'CLOSED' TO THAT THING**

A woman with blonde hair is lying on her back on a bed with white linens, smiling and holding a young child with long red hair up in the air. The child is wearing a pink tank top, white shorts, and white socks with pink paw prints. The scene is brightly lit by a large window in the background, showing a blurred view of a residential neighborhood. The overall mood is joyful and affectionate.

**NOW TAKE A MINUTE
TO WRITE DOWN**

**ONE THING YOU ENJOY
(AND CAN'T GET ENOUGH OF)**



**NOW TAKE ANOTHER MINUTE
TO WRITE DOWN**

**WHY DO YOU
ENJOY DOING THAT SO MUCH?**

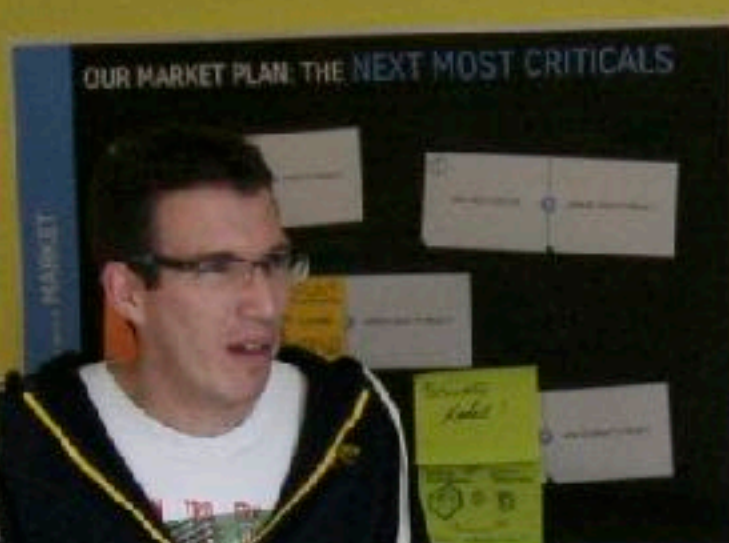
THE WORK BEFORE THURSDAY'S SESSION:

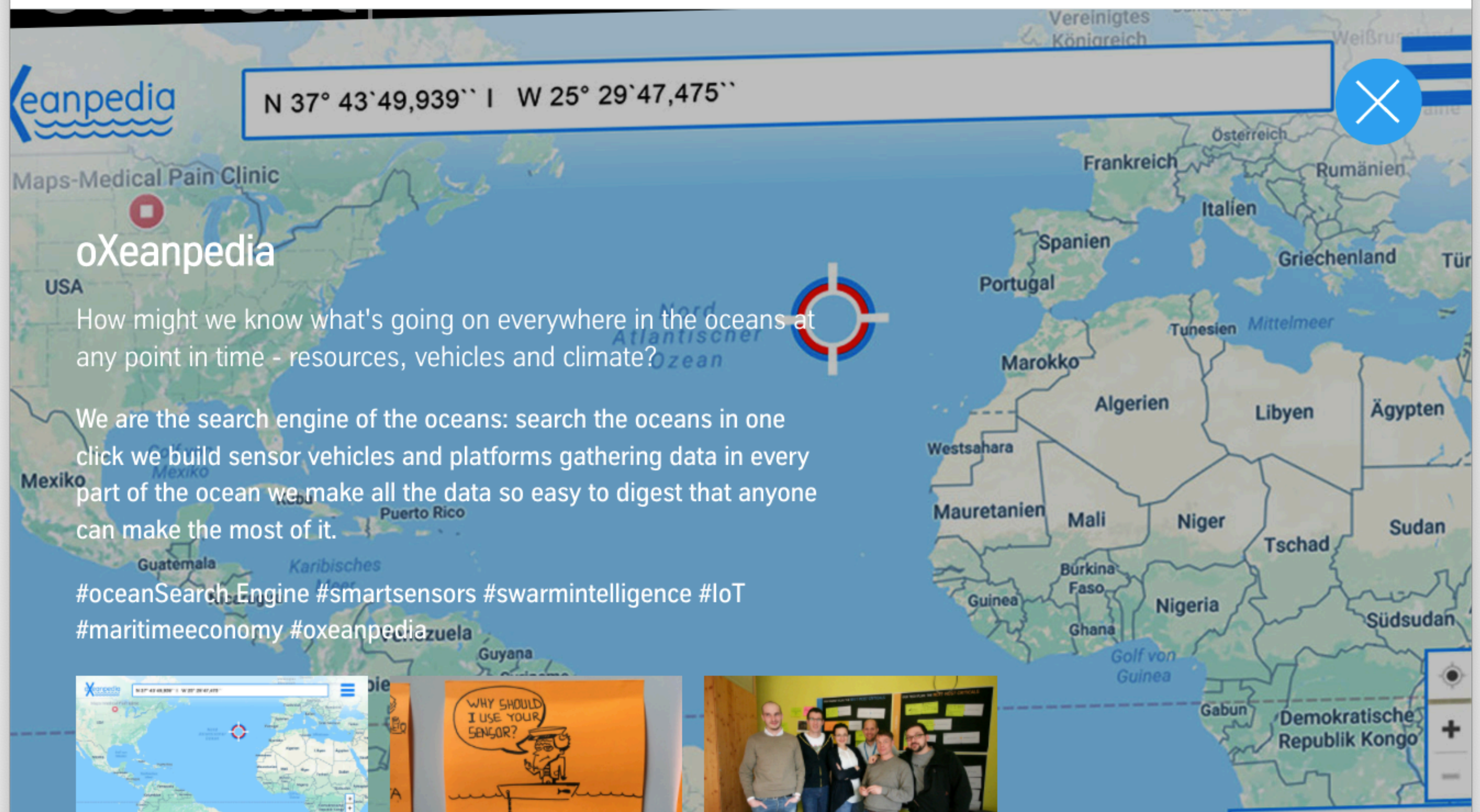
GET LOST (30')

1. WEDNESDAY OR THURSDAY MORNING, BEFORE YOU 'START WORK', CARVE OUT 30'.
2. CHOOSE SOMETHING YOU KNOW NOTHING ABOUT.
3. GO AND FIND OUT WHAT YOU CAN ABOUT IT IN JUST 20 MINUTES **WITHOUT USING THE INTERNET.**
4. SPEND 10 MINUTES WORKING OUT WHAT YOU CAN STEAL TO ...
5. THEN APPLY IT TO A CHALLENGE YOU'RE WORKING ON TODAY.

**WHO DIDN'T
GET LOST?**







N 37° 43' 49,939" I W 25° 29' 47,475"



Maps-Medical Pain Clinic

oXeanpedia

How might we know what's going on everywhere in the oceans at any point in time - resources, vehicles and climate?

We are the search engine of the oceans: search the oceans in one click we build sensor vehicles and platforms gathering data in every part of the ocean we make all the data so easy to digest that anyone can make the most of it.

#oceanSearchEngine #smartsensors #swarmintelligence #IoT
#maritimeeconomy #oxeanpedia







MOST CRIT

①
BEST BEST CRITICAL

TO PROVE IT

how safe is
consider air done
for our long distance
driving water?

HOW W

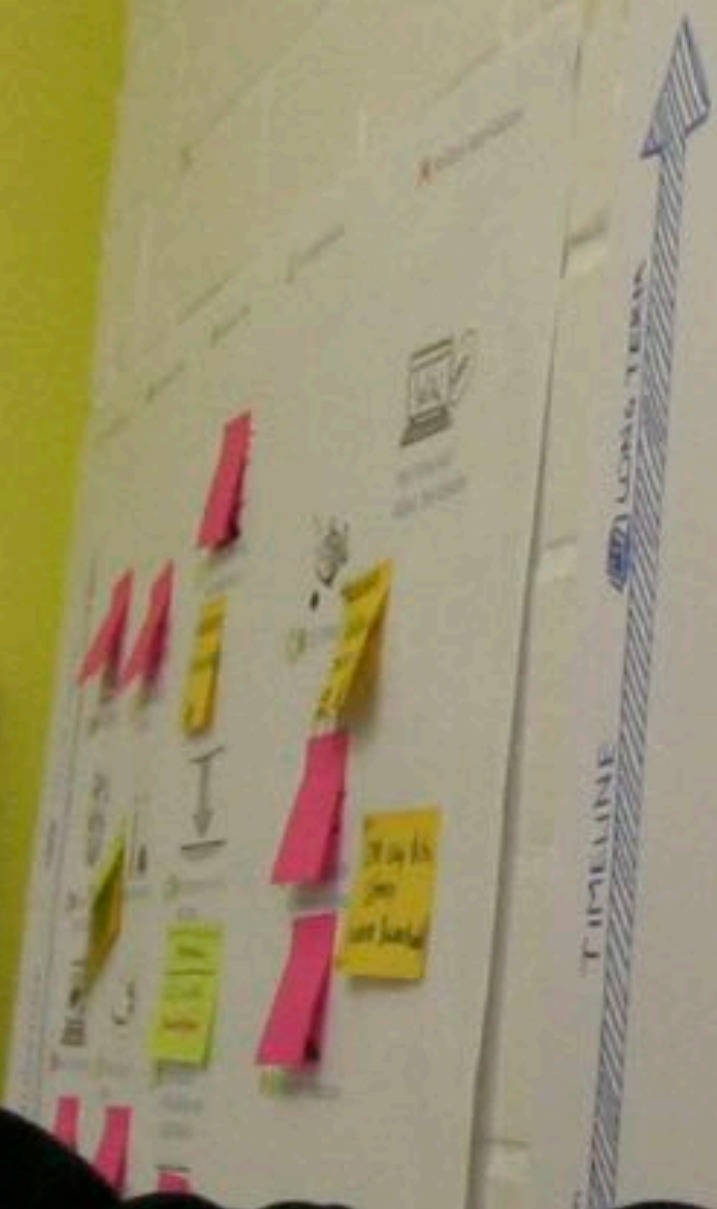
HOW W

HOW W

HOW W

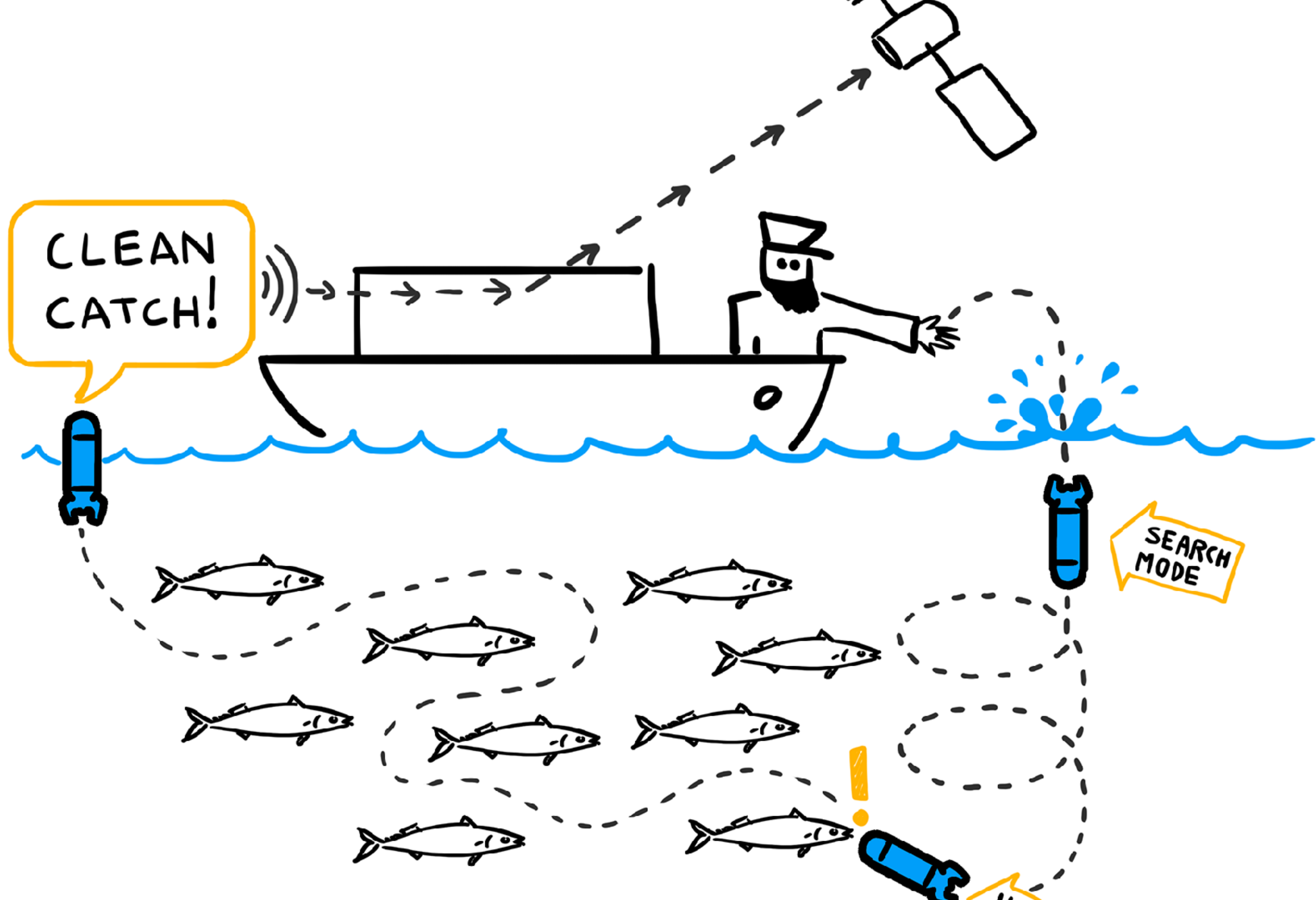
HOW W

HOW W



Oil
&
Gas
Exploration

INCREASING PAIN









**TK: OXEANSEEKER:
SEEING THE OCEAN THROUGH NEW EYES**

**WHO DID
GET LOST?**



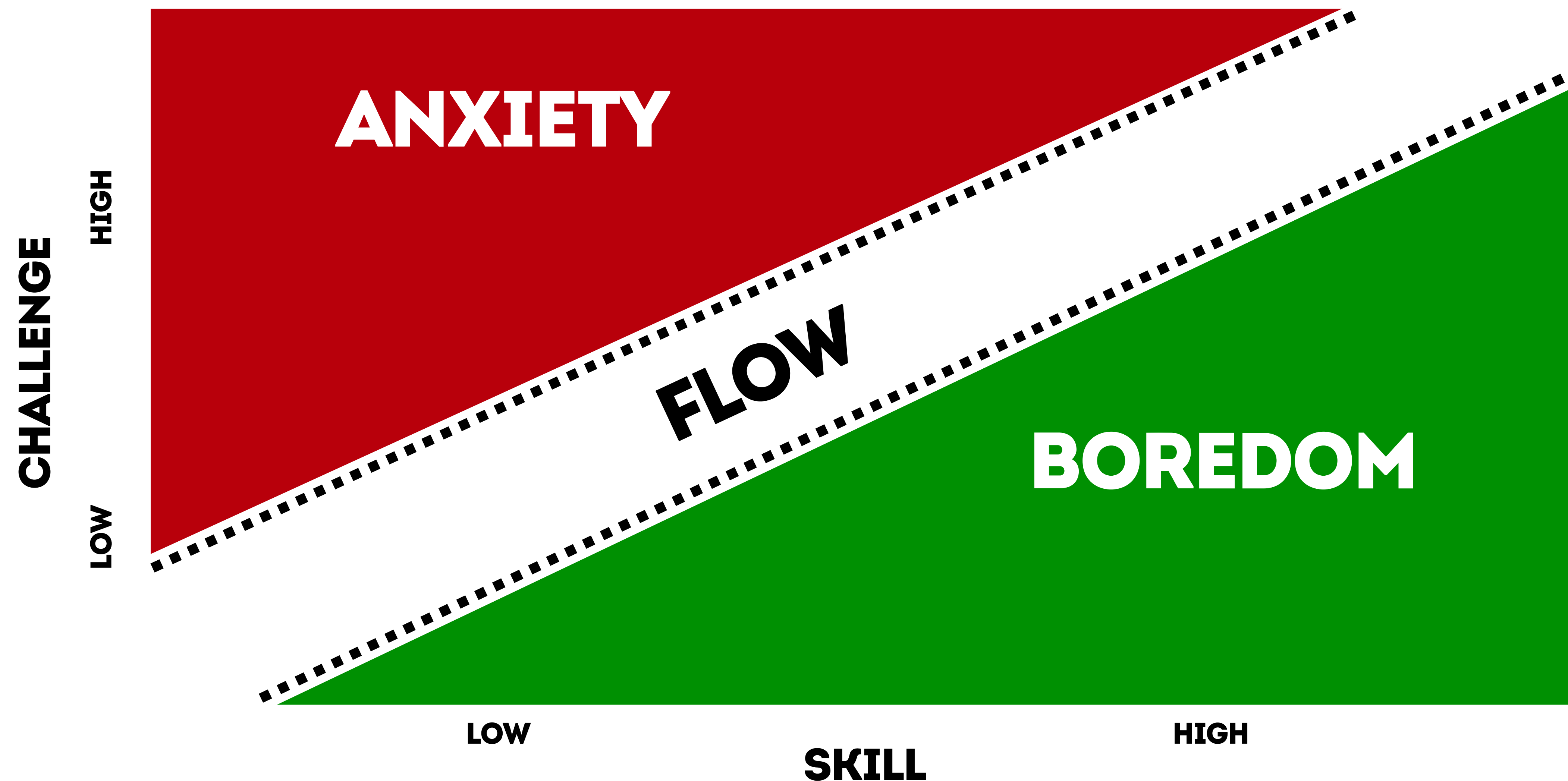
QUADRANT MODEL OF FLOW STATE

ELAINE HOUSTON (2021)



THE MODEL OF FLOW STATE

ELAINE HOUSTON (2021)





QUADRANT MODEL OF FLOW STATE

ELAINE HOUSTON (2021)



#2 OPEN TO POSSIBILITY

THINKING TO DESIGN BETTER PUBLIC SERVICES



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#3 FIND FOCUS

**LISTENING AND USING CREATIVE CONFLICT TO
DEVELOP EVEN BETTER IDEAS**



**BEFORE NEXT SESSION:
WHAT'S THE PROJECT THAT'S LEAST
CLEAR TO YOU AT THE MOMENT?**

**CAN YOU USE THE FIVE WHYS TO
REFRAME IT AS A BETTER, CLEARER
(SMALLER) PROBLEM?**