

## **Keywords**

Design Thinking for Strategic Innovation

Intro, Scene 1, Scene 2

**Dromology**—pursuit of science and logic of speed. As the speed of being in the world continues to increase, old traditions upon which cultures, economies, big business and politics have been organized are upended.

The result of that speed is disruption and perhaps the single most influential source of that disruption is technological innovation.

**Management**—Traditionally, this meant a means of ensuring that repetitive tasks were completed, on time and meeting a particular quota. Today management means how does a business/corporation/industry cope with crises/disruption.

**Butterfly Effect**— sensitive dependence on initial conditions

Currently, we only rely on the present and past to predict the future and are averse to chaos or uncontrolled/unforeseen external forces. We are overly linear in our thinking, not taking into account the effects from areas outside our own specialized areas of work or concentration. Design Thinking seeks to look at the interconnectedness of a wider range of people, places, objects, events, etc. Shapes business decisions on future opportunities as a result, not on the effectiveness of past events.

**Innovation Management**— imagining, mobilizing, organizing, competing. It is powered/driven by design thinking

**Critical Thinking**— an analytical process of *breaking down* ideas

**Design Centric Thinking**— An analytic process of *building up* ideas

**Design**— transforming existing conditions into preferred ones