Design Thinking Workshop
Innovate or die!

WHERE COMPLACENT BRANDS GO

R.I.P. STUCK IN THE STATUS QUO
DIDN'T TAKE CHALLENGERS SERIOUSLY
FOLLOWED THE SAME STRATEGY YEAR AFTER YEAR
DISMISSED ANYTHING NEW AS A FAD

HUMANS

1937  715
61
AVERAGE OF U.S. MEN & WOMEN

COMPANIES

1937  75
75
S&P 500 COMPANIES

15

Source: Jay Cross
Technology does evolve.

Evolution of Memory Storage

THAT'S RIGHT, DEAR, OUR ANCESTORS HAD TAILS.
but not everyone is happy about evolving technology!
So, lets innovate then!
Dangerous Ideas
Innovation hurts!
Organisational inertia

“Innovate? No—we already tried that once. It didn't work out”
Caught in the moment....

“Tell him we haven’t got time for any of his bright ideas – we’ve got a battle on our hands”
Evolution can take you to strange places.

sometimes, evolution sucks
Innovate! But not too fast!!!!!

... then he yelled "evolution!"
and simply jumped out ...
Don’t guess!
SIGN IN WHEN YOU USE
THE MAKERY
(IT HELPS US UNDERSTAND AND GET YOU BETTER RESOURCES)
TAG A POST-IT (LIKE THIS...)
AND PILE IT ON!

LOW-RES
Huddle Room 2

Reservable by d.school staff

Available for d.school-related use when not reserved or occupied
Know the context
Know the people
The emotional side of eczema?
COMVITA SKIN HEALTH SYSTEM

MEDIHONEY SOAP FREE WASH
MEDIHONEY BODY LOTION
- Everyday use to maintain a healthy skin barrier

MEDIHONEY SKIN TREATMENT CREAM
- Intensive moisturizer for extremely dry skin
- Support skin barrier against drying winds

MEDIHONEY Eczema Cream
- Antimicrobial cream for prevention and treatment of itching

MEDIHONEY WOUND GEL
- Provides healing of broken skin and infected areas

COMVITA HEALTHY SKIN INSIDE AND OUT

SKIN OUTSIDE
- EPO AND BORAGE
- HYALURONIC ACID
- VITAMIN C

SKIN INSIDE
- PROTECT AND NOURISH
- OLIVE LEAF EXTRACT

COMVITA MEDIHONEY
- Eczema
- Dermatitis
- Dry Skin

COMVITA MEDIHONEY SKIN TREATMENT CREAM
- Suitable for skin prone to:
  - Eczema
  - Dermatitis
  - Dry Skin

COMVITA MEDIHONEY SOAP FREE WASH
- Suitable for:
  - Eczema
  - Dermatitis
  - Dry Skin

COMVITA MEDIHONEY BODY LOTION
- Suitable for:
  - Eczema
  - Dermatitis
  - Dry Skin

Contact details

Comvita
Dr. Ralf Schlothauer
Ralf.Schlothauer@comvita.com

NZBIO
Dr. Will Barker
ceo@nzbio.org.nz