And think about where we are today. The expectations have totally changed. What we really start to think about is, thinking about how we can bring design to these kinds of situations. How can we bring design more broadly to the kinds of context that you deal with everyday.

You don’t just stick with your first idea, you really try things. You get feedback. You change them and you get more feedback. So that’s another really important tenet. Finally, it’s prototype driven…I have some things over here, you’re going to create posters by the end of the session to illustrate the ideas for the things you are creating. And its collaborative. So, we have several people, different kinds of backgrounds I’m sure, at each table. You’re going to be working together to craft this solution and I think that what we’re really seeing is that there’s a transformation, not just in your world, but in many of the worlds we interact with at Accenture where we have, no longer a situation where requirements drive what we’re doing but we make these pilots and prototypes to drive what the requirements are. So it’s really all about that kind of experimentation and I think you’ll see that it moves from feeling like work to feeling like very serious play.

Video Transcript

Shelly Evenson, Managing Director, Fjord Evolution

Try and Try Again—Together