



Applied Imagination, *Designing* Innovative Knowledge Transfer Approaches

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The application of creative thinking research to the creation (design) of new KT activities and processes.

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A creative research lab at
Lancaster University

=3rd UK RAE Art and Design

Alison Mather

Head of Knowledge Exchange IEED

Worked with owner 1000
SMEs, leader of
innovation in engagement
in the NW. World ranked
Management School



Innovation Design Entrepreneurship and Science

“We want to see a culture that enables, celebrates and rewards talent and innovation. IDEAS shows how this can be done.”

Ian Grey, Chief Executive TSB

October 2008



The logo for iDEAS features three blue circles of varying sizes to the left of the word "iDEAS" in a bold, blue, sans-serif font.The logo for Imagination Lancaster features a green starburst icon above the word "imagination" in a lowercase, green, sans-serif font, with "LANCASTER" in a smaller, green, uppercase font below it.The logo for Lancaster University Management School features a stylized blue and green icon above the text "Lancaster University" in a bold, black, sans-serif font, with "MANAGEMENT SCHOOL" in a smaller, black, uppercase font below it.The logo for the University of Liverpool features a shield-shaped crest with a lion and a unicorn above the text "UNIVERSITY OF" in a small, black, uppercase font, with "LIVERPOOL" in a larger, black, uppercase font below it.The logo for The University of Manchester Manchester Business School features a purple rectangular box containing the word "MANCHESTER" in a white, uppercase font, with "1824" in a smaller, white, uppercase font below it. Below the box, the text "The University of Manchester" and "Manchester Business School" is written in a black, sans-serif font.

IDEAS membership

Imagination Lancaster

IEED (Lancaster University
Management School)

University of Liverpool
Management School (ULMS)

Manchester Business School
(Manchester Institute of
Innovation Research (MloIR)).

IDEAS Key Aims

Enhance the performance of firms and organisations

Apply research centered on innovation, competitive performance and economic development *in 'real time'*

Practically

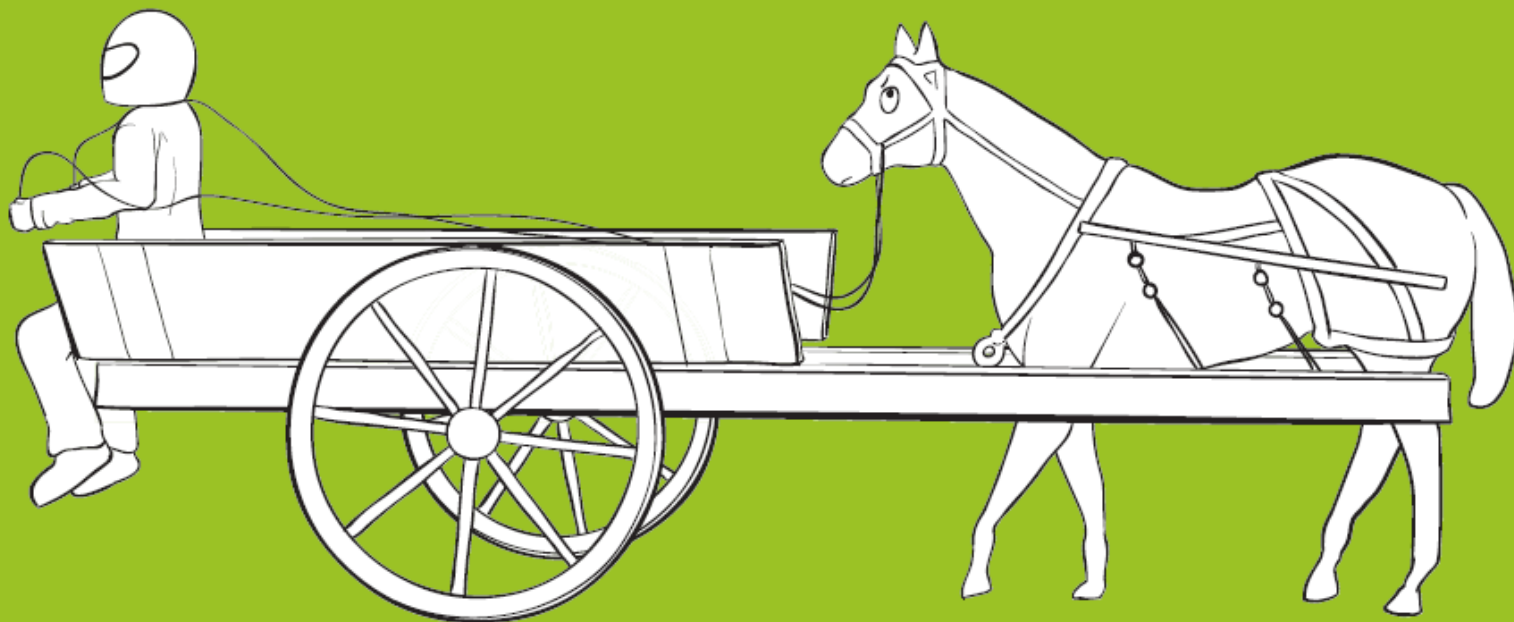
- develop new models;
- develop new approaches;
- new skills and worker profiles; and,
- new metrics, mapping and evaluation techniques.



Design Thinking

- empathy
- integrative thinking
- optimism
- experimentation
- collaboration
- visualisation
- CPS, TRIZ, Prince2, IDEO, Bono
- Mycoted 400

BAD IDEAS





Design in KE

- Kelly / Brown (IDEO)
- *Designing Demand*
- *Innovate for Universities*

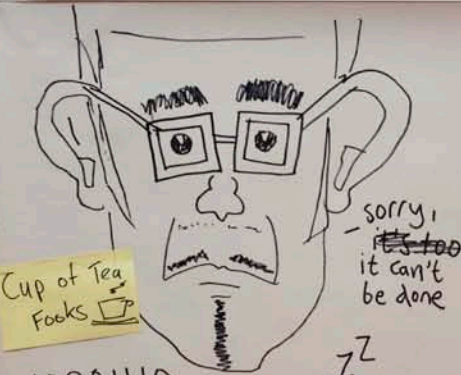
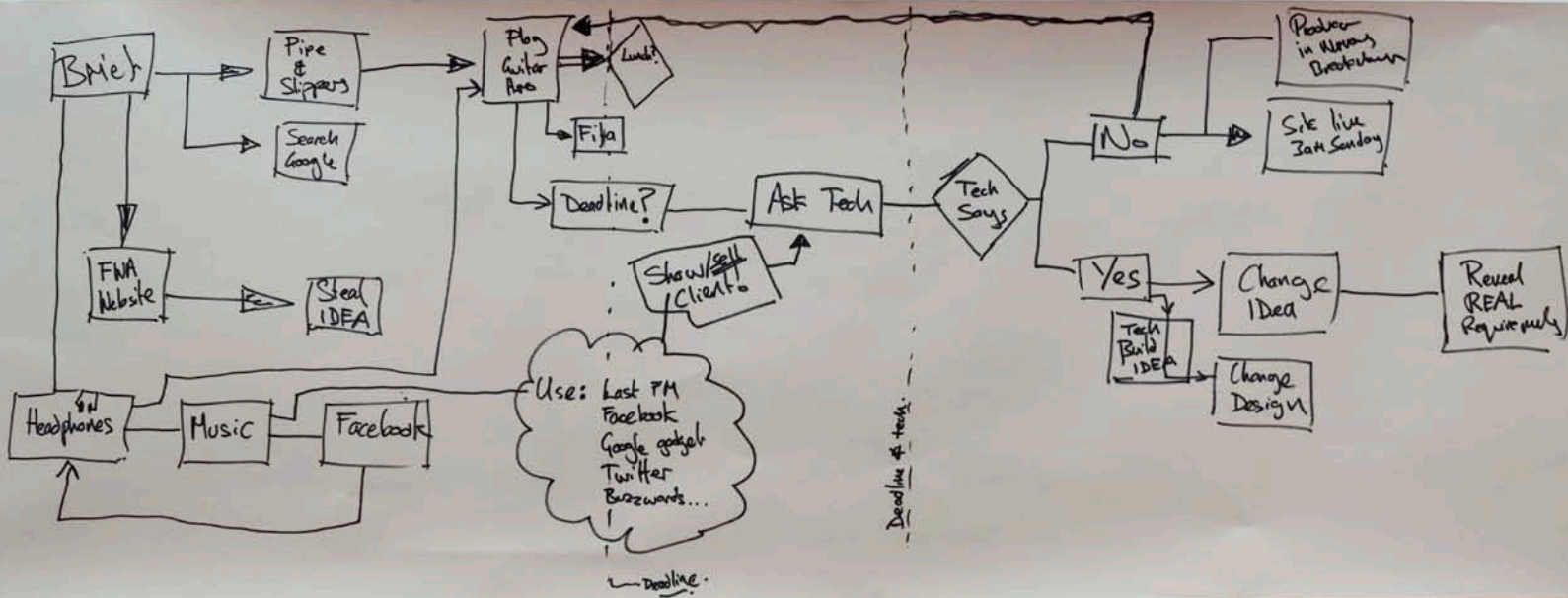
We are interested in

Designing KE



Dare Digital

- Aim Refresh internal innovation processes
- Duration 3 hours in the evening, with beer
- Participants Creative and technical designers and programmers
- Outcomes understanding of the interaction between creativity and technology

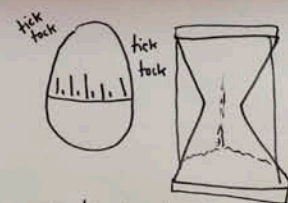


10001110
01101110
1011000

ZZ
ZZ Never knowing who your working with heart

Producers not understanding!

Spelling to mistakes **LIFE!**



LESS IS MORE

Frustrated

UNDER APPRECIATED

"Make ideas happen."

Involvement in the process tends to be once the idea has passed. THIS IS BAD.

you can open photoshop!

YOU CAN SAVE A JPG

NEVEN SEND IT BACK TO US

Stay within 3 months (time budget)

- Energy in a different direction

UNCONFORMING IDEA NAZIS

can tell you if something is possible or not

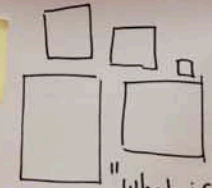
NO TIME FOR TESTING!

CONTROL

Live!

Involved in process too late.

DISAPPEARING INTO 'TECH WORLD' NEVER 2 BE SEEN AGAIN.



"What is a pixel???"

Foreign language

"if it's fixed... then Break it..."



Mott McDonald

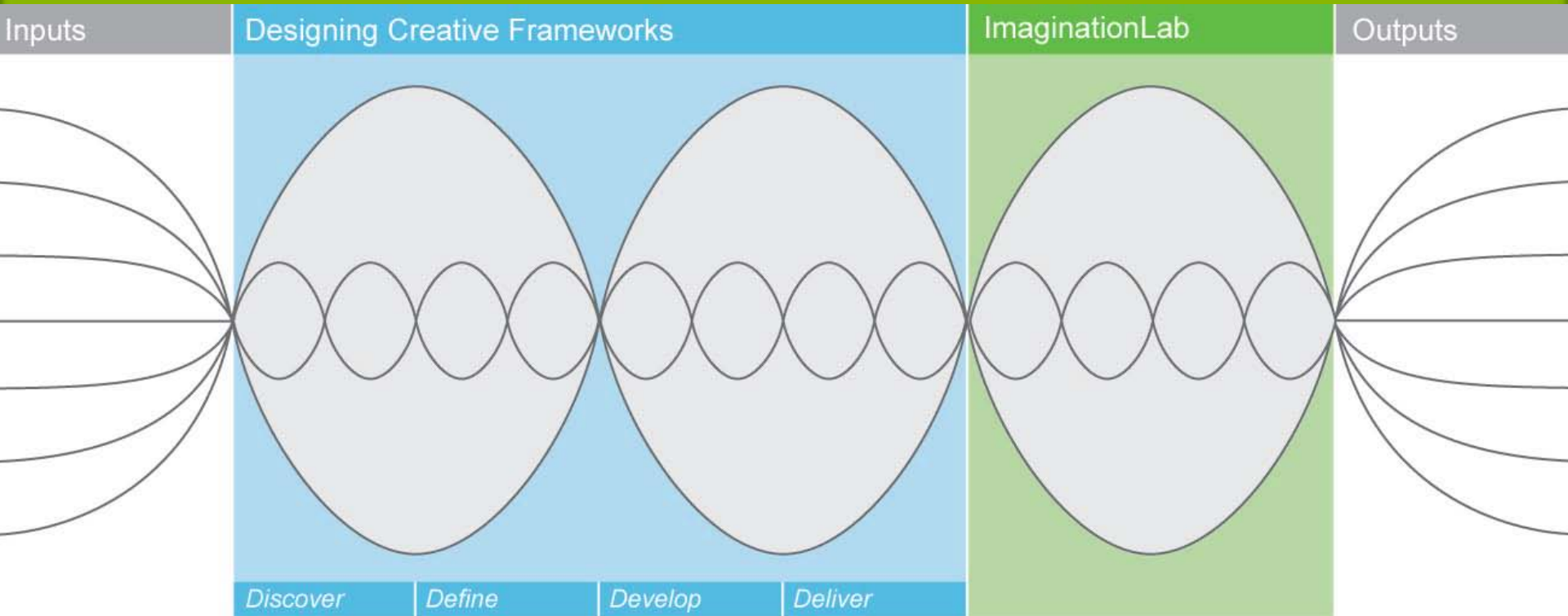
- Aim Understanding future of preventative healthcare
- Duration One Day
- Participants, Technology experts students, MM Clients, MM developers
- Outcomes, personas and approaches to feed into a larger process at MM



Daresbury SIC

- Aim Company ‘personality’ and marketing
- Duration 3 hours
- Participants High Tech SMEs
- Outcomes a self generated ‘water cooler’ poster for discussion in the companies with action plan woven into this.

All share the same concept model



Concept model

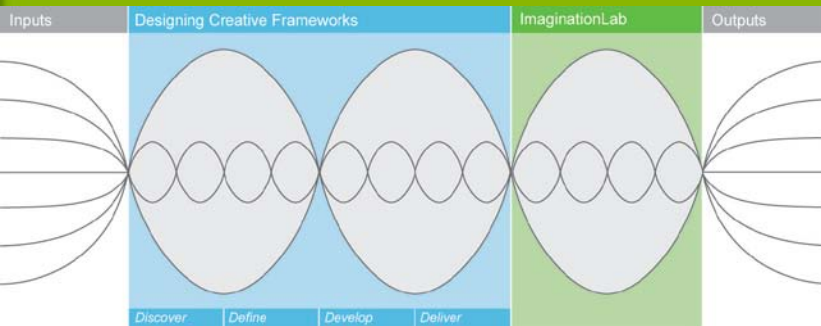
Discover: A divergent process where multiple options are considered and evaluated against the practicalities and resource implications

Define: Establish critical parameters and confirm with commissioning organization.

Develop: Here we enter into an iterative loop where KT approaches are refined through prototyping and testing.

Deliver: Materials (prompts, exemplars, proformas, examples, etc) are created and finalized for use in the ImaginationLab

Designing Creative Frameworks



Future



HighWire Doctoral Training Center

- 4 year PhD program
- 50 EPSRC funded places
- Cross disciplinary business engagement

Creative IDEAS

- 2 year HEIF project
- Design of KE between Corporate and SMEs



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