



Reimagining Design

Unlocking Strategic Innovation

Kevin G. Bethune

foreword by Dr. John Maeda



DESIGN, TECHNOLOGY, BUSINESS, LIFE

- ambitions for the book



- ambitions for the book
- multidisciplinary leaps



- ambitions for the book
- multidisciplinary leaps
- unlocking strategic innovation

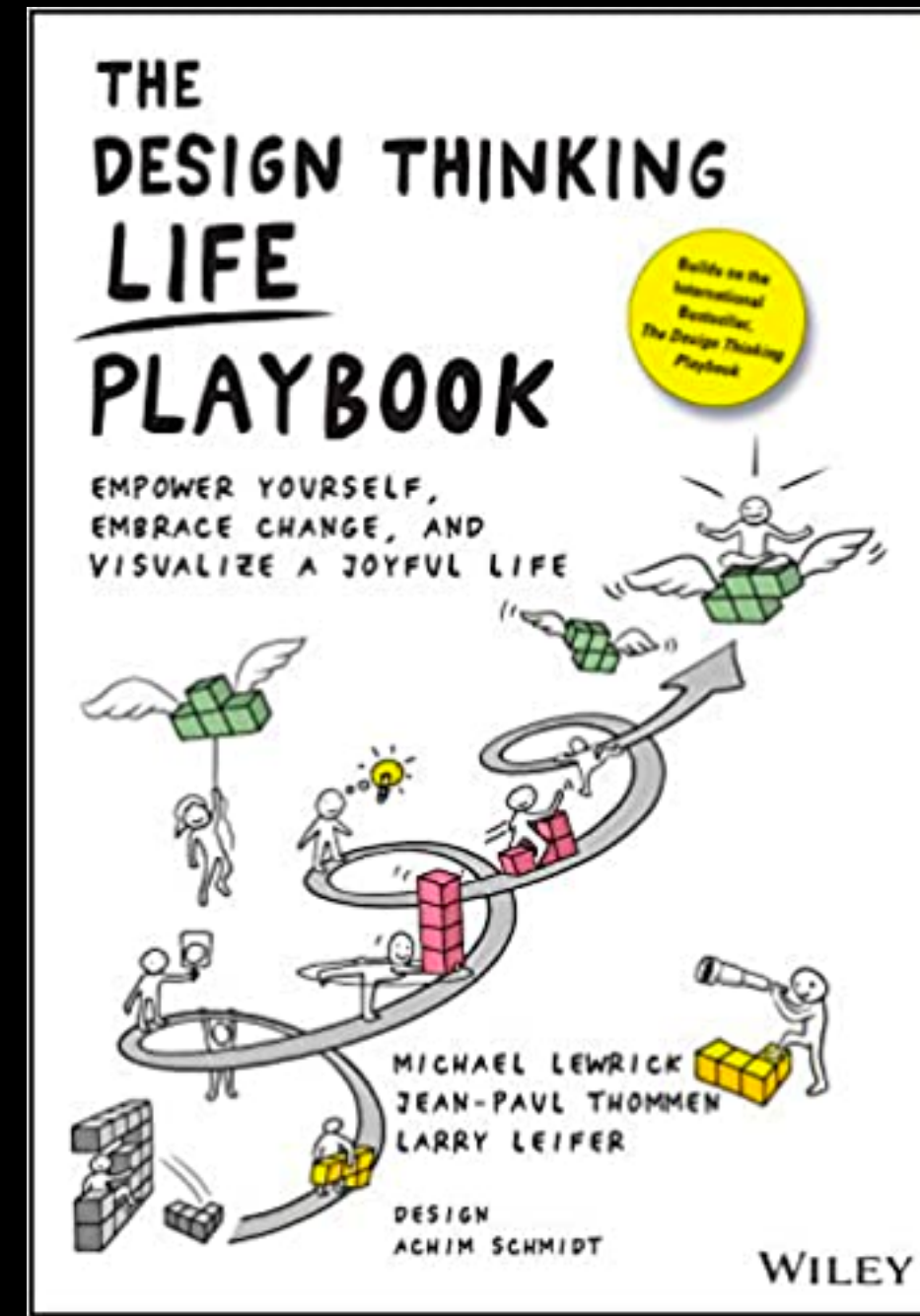
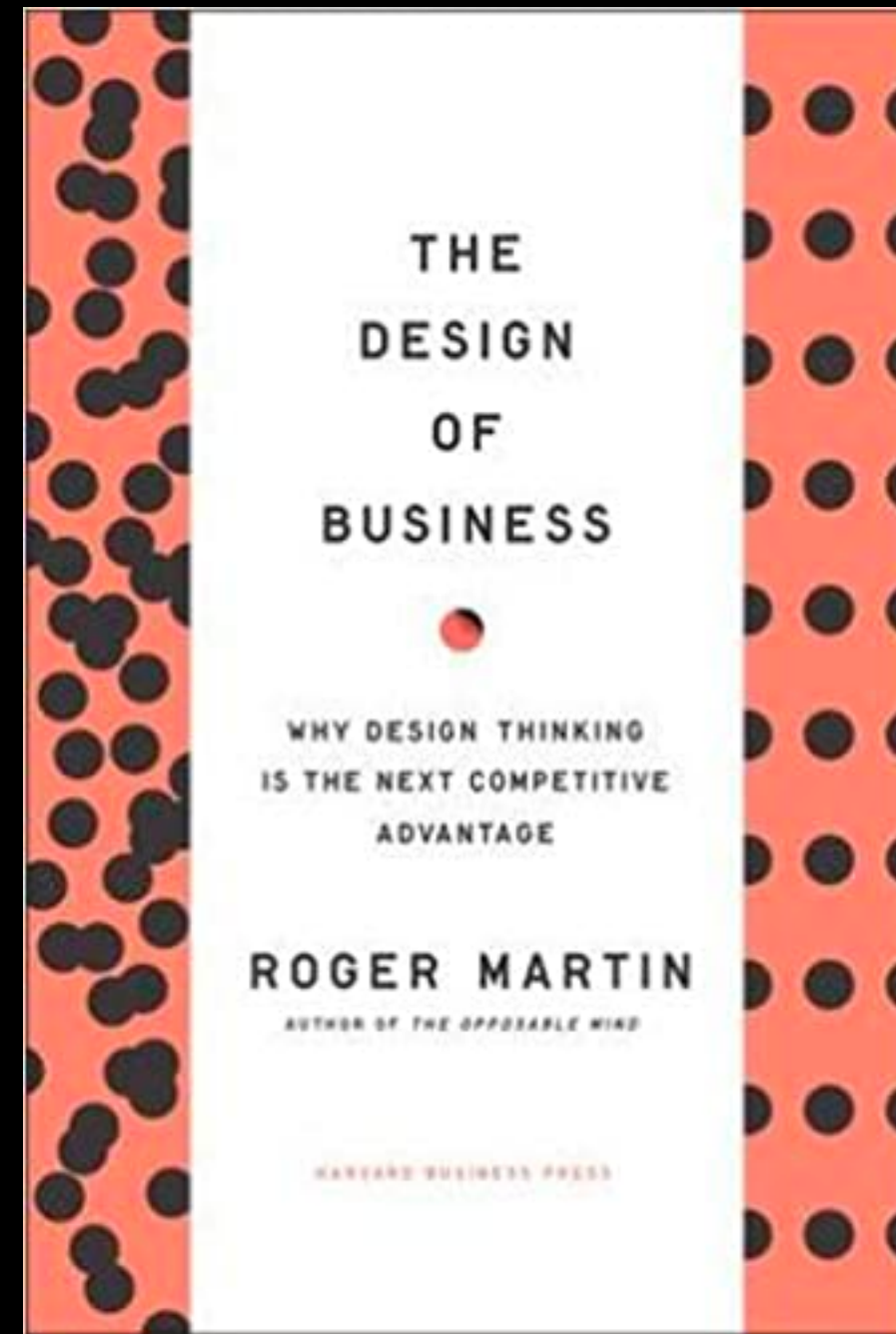


- ambitions for the book
- multidisciplinary leaps
- unlocking strategic innovation
- diversity & servant leadership



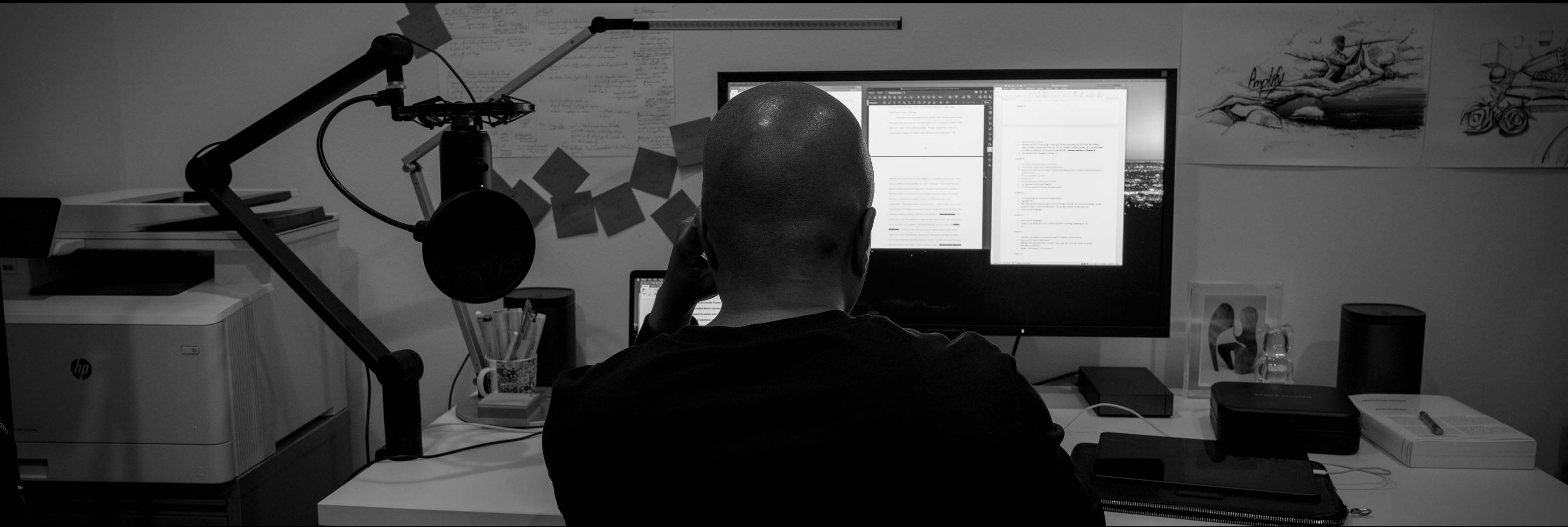
ambitions





+ ?





lived experiences



design thinking
vs.
design's positioning



everything is by design



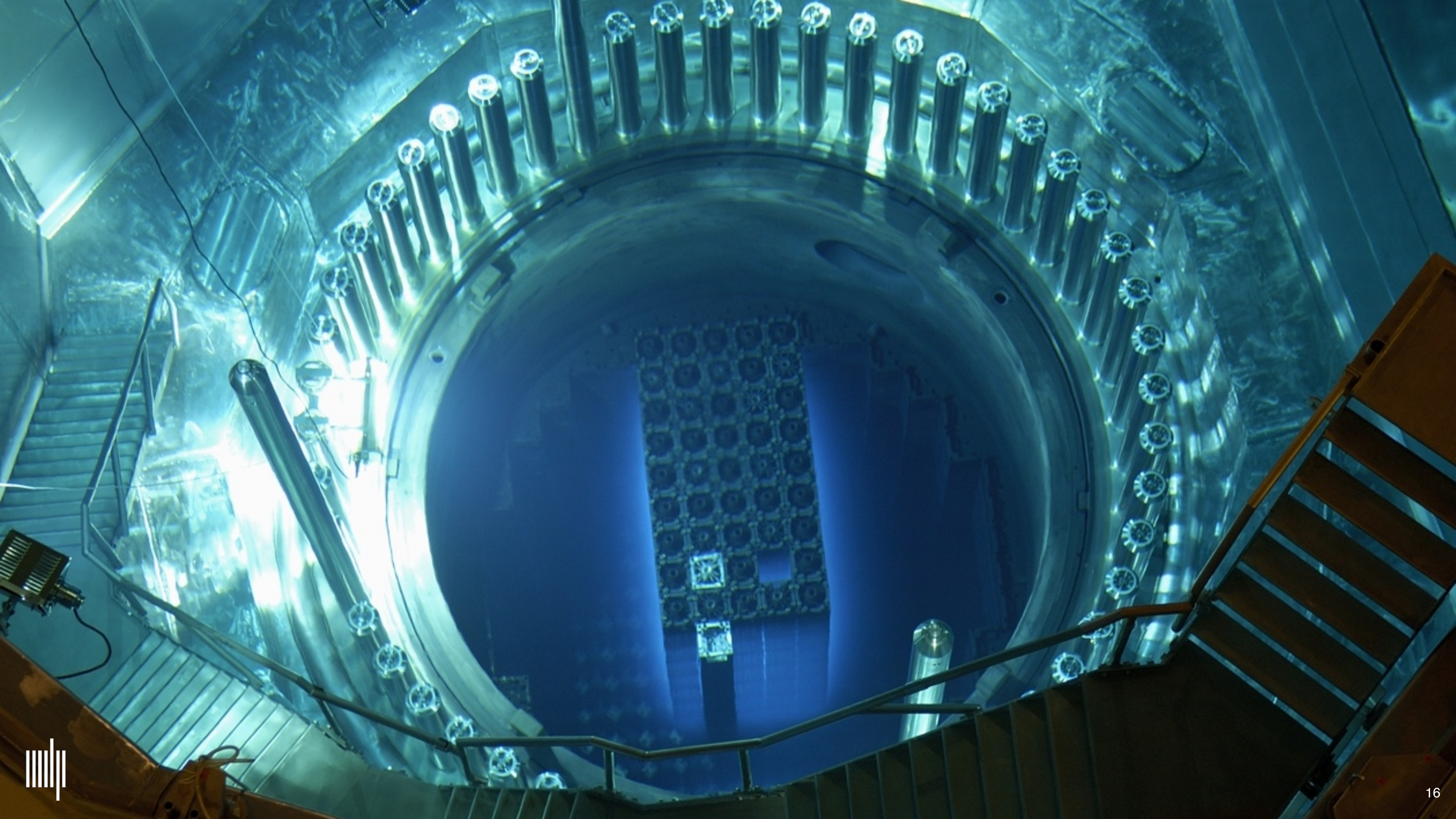
multidisciplinary leaps

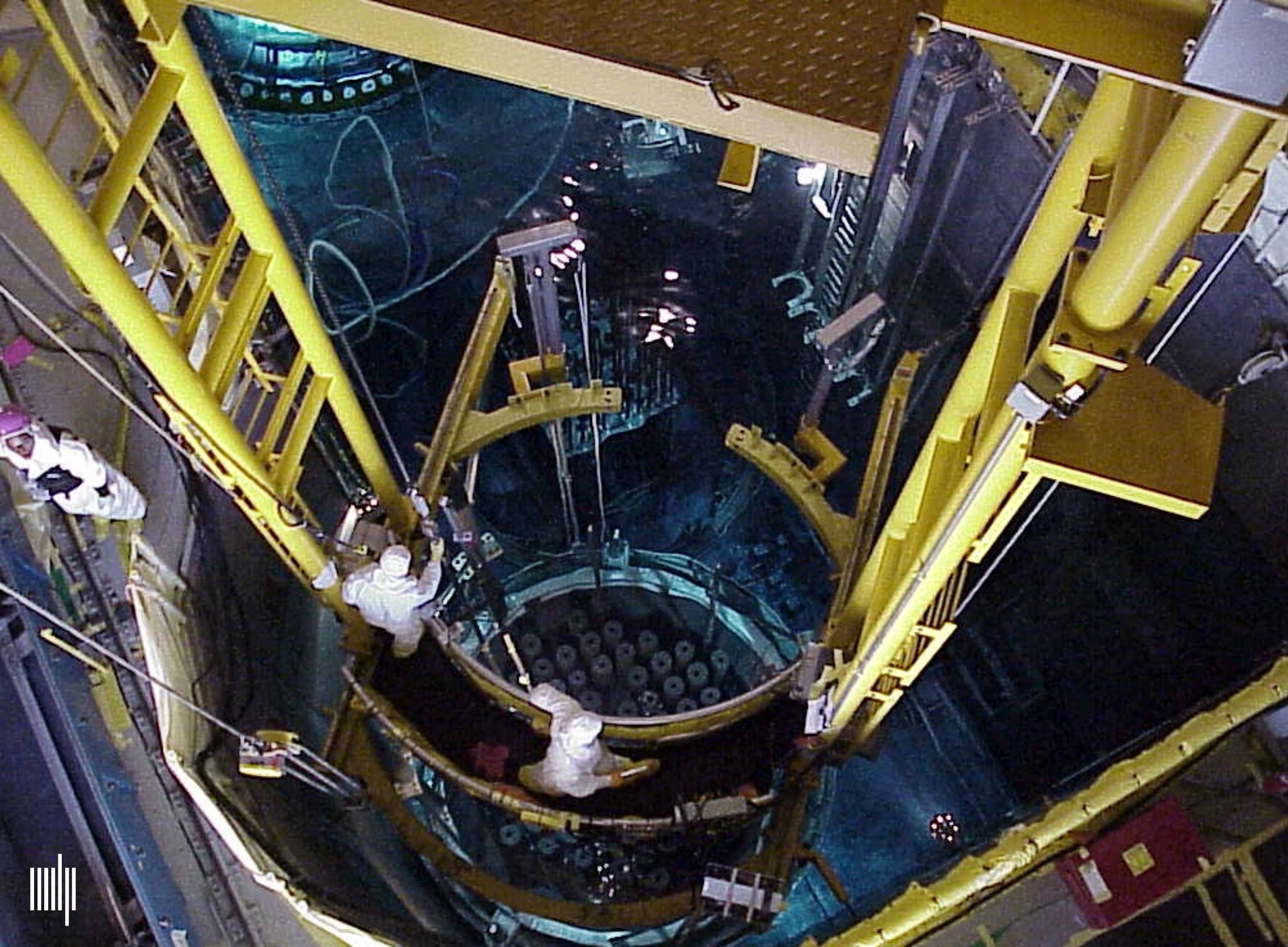


























COUP

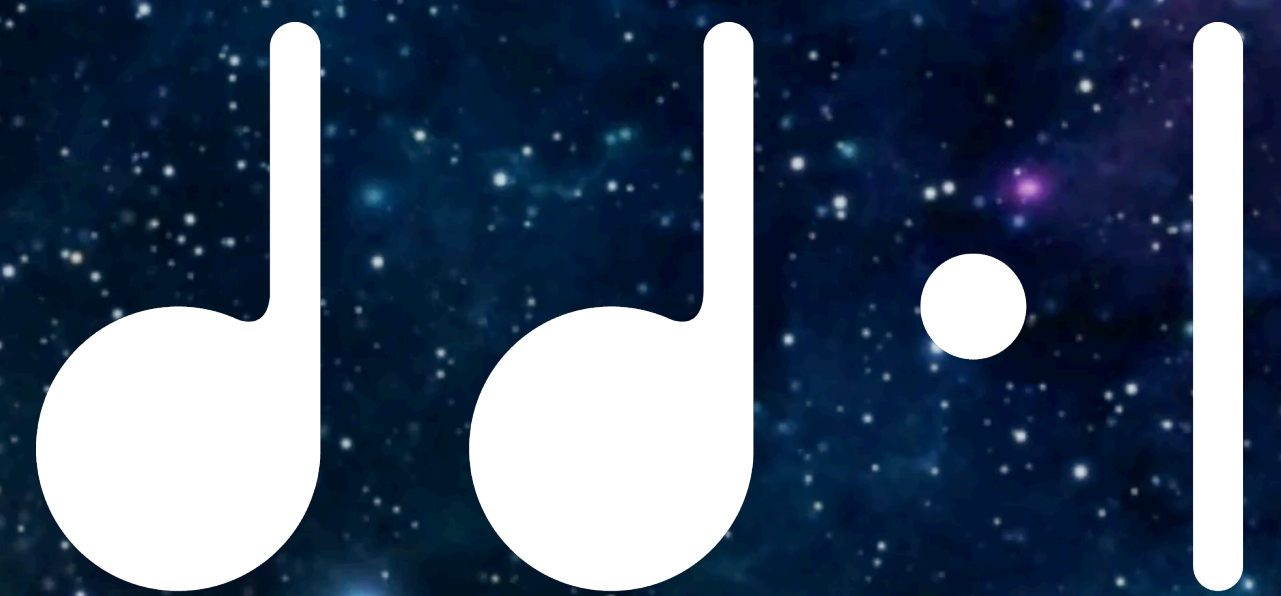
How it works ↗ Berlin

STAY AHEAD

JOIN NOW →



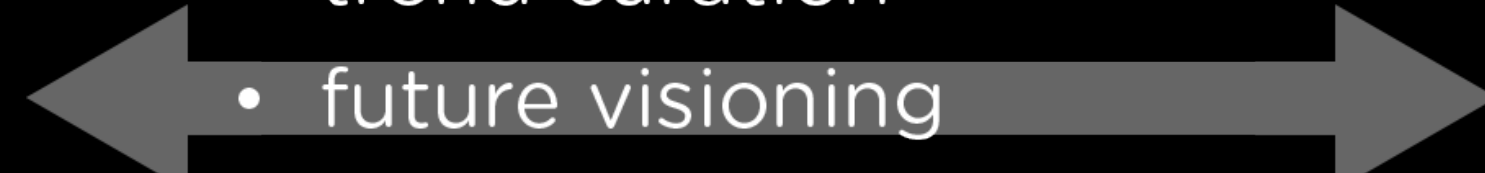




dreams · design + life



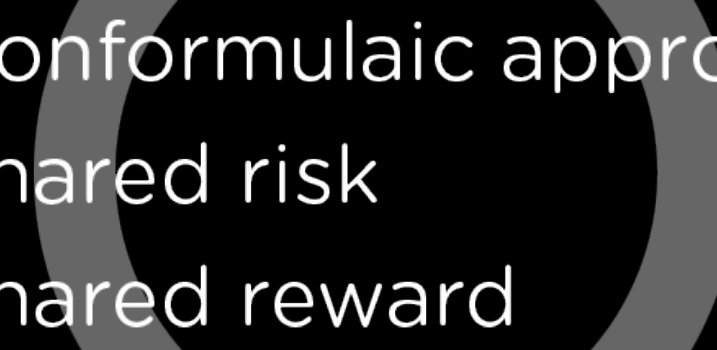
breadth

- 
- trend curation
 - future visioning
 - human-centered design

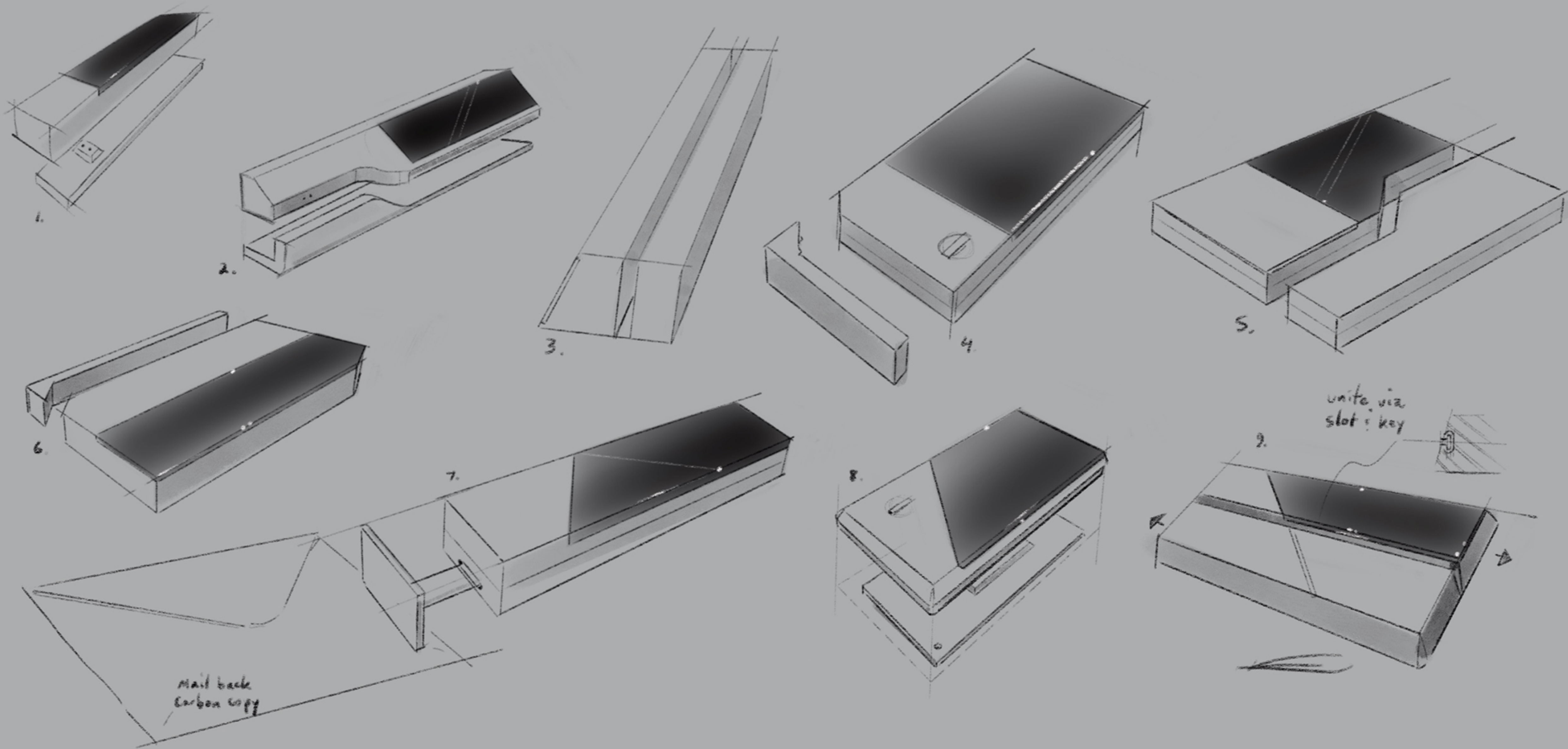
depth

- 
- ethnographic research
 - product design
 - product development

fluidity

- 
- nonformulaic approach
 - shared risk
 - shared reward



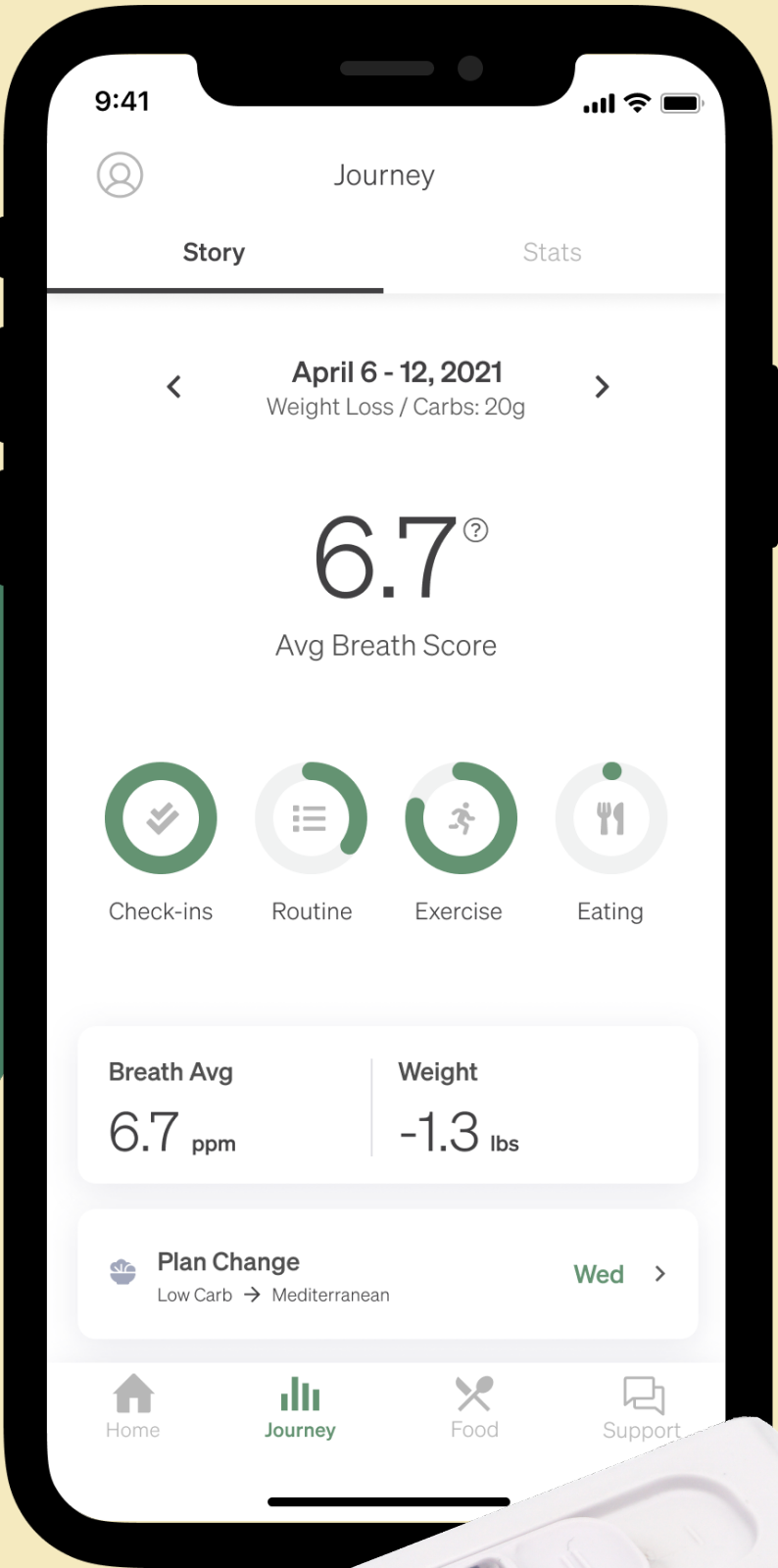
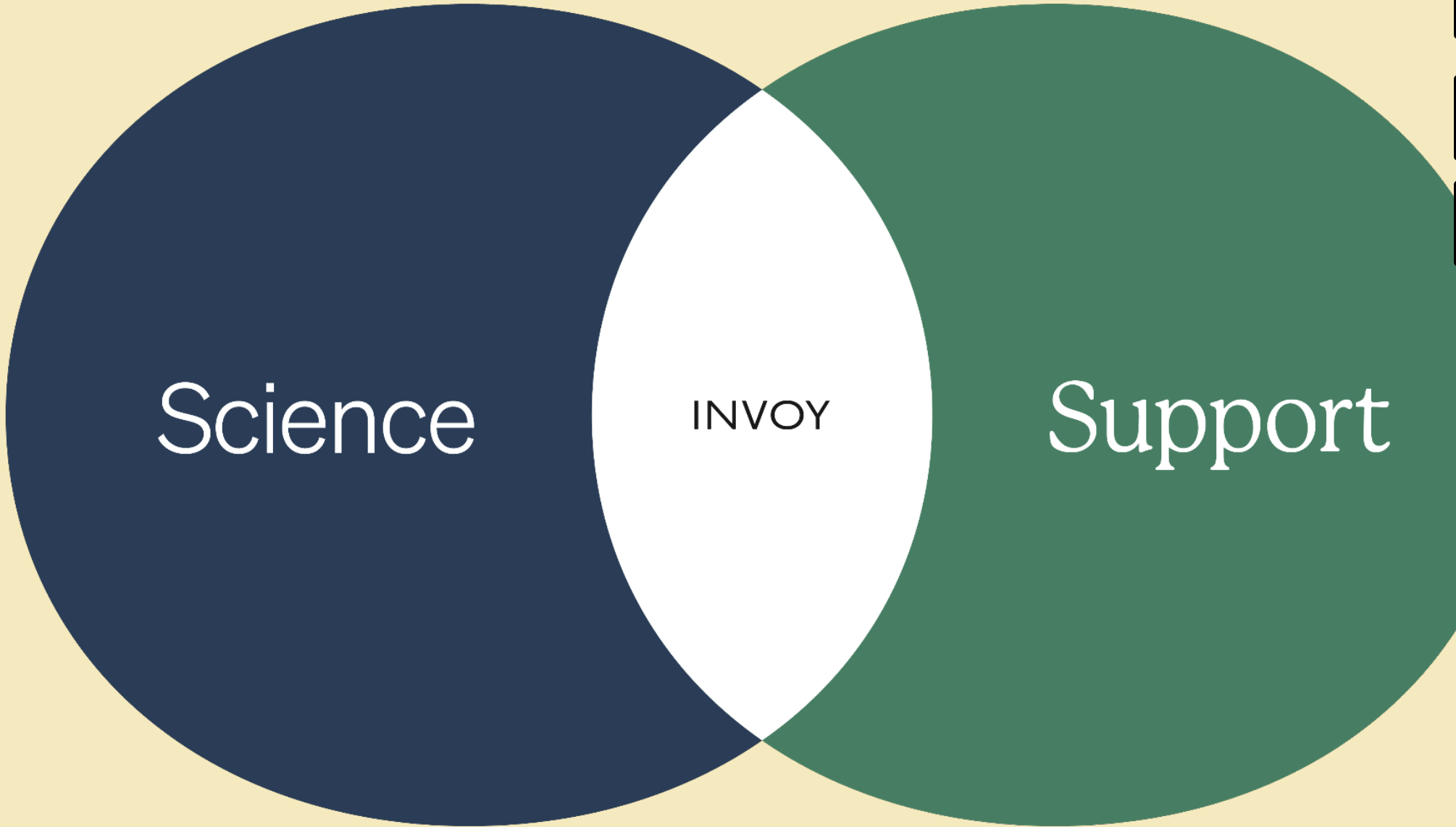


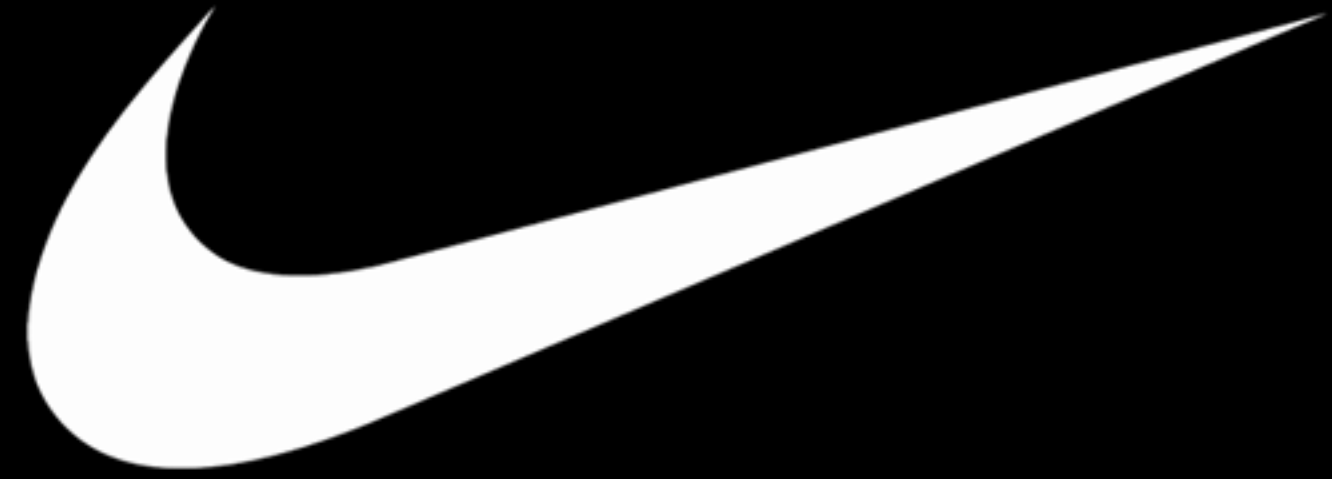






INVOY.

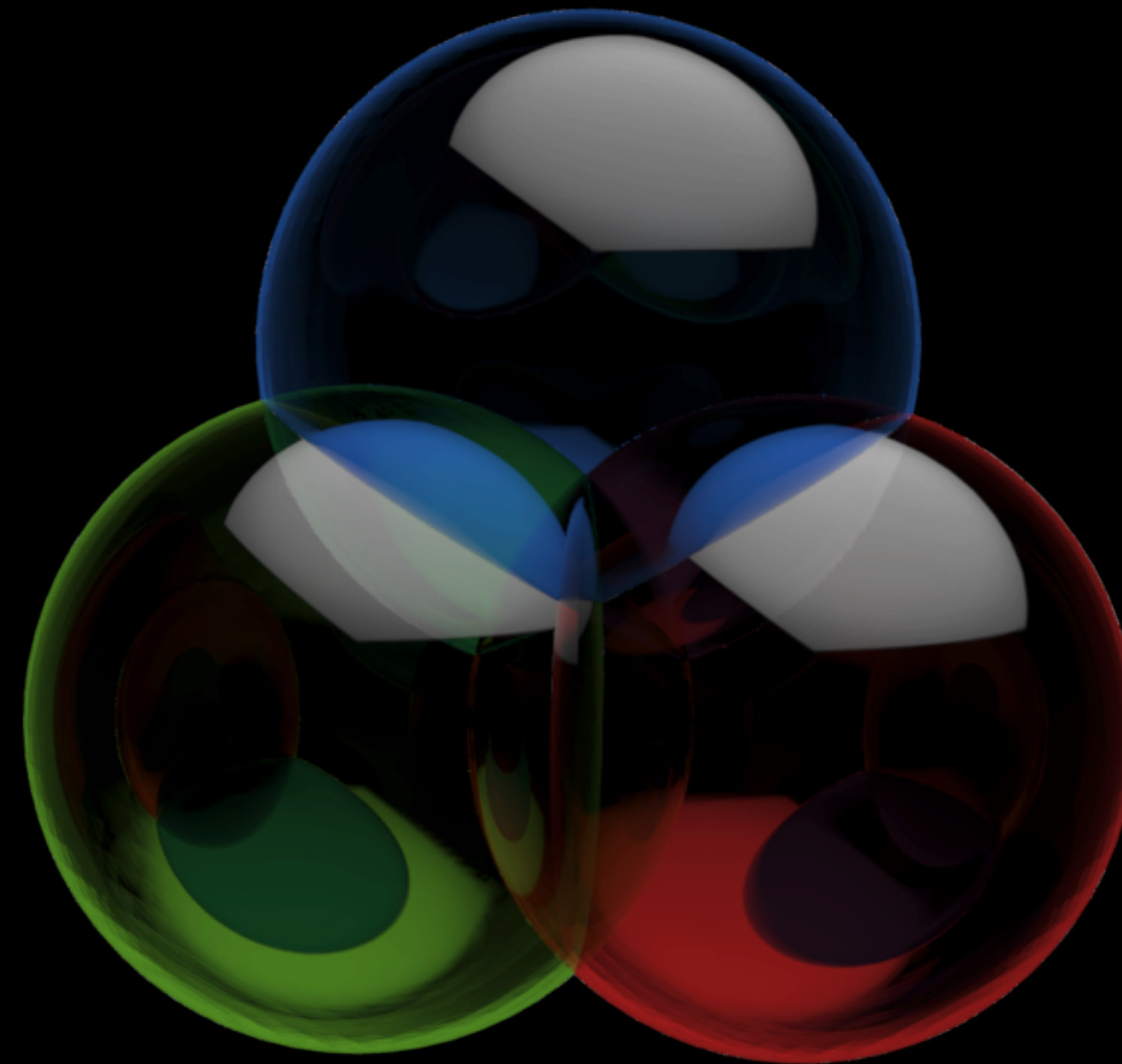




unlocking strategic innovation



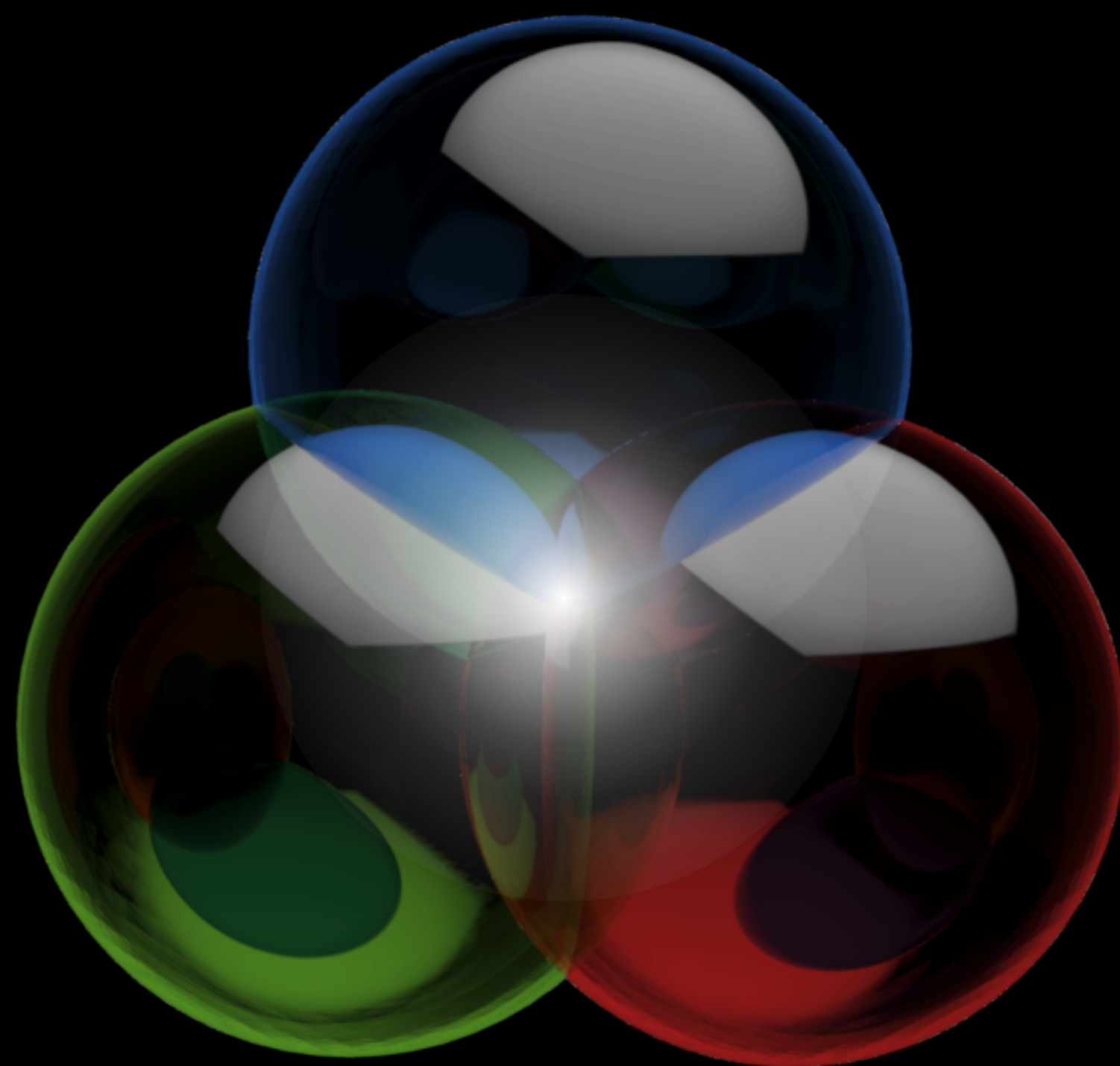
business

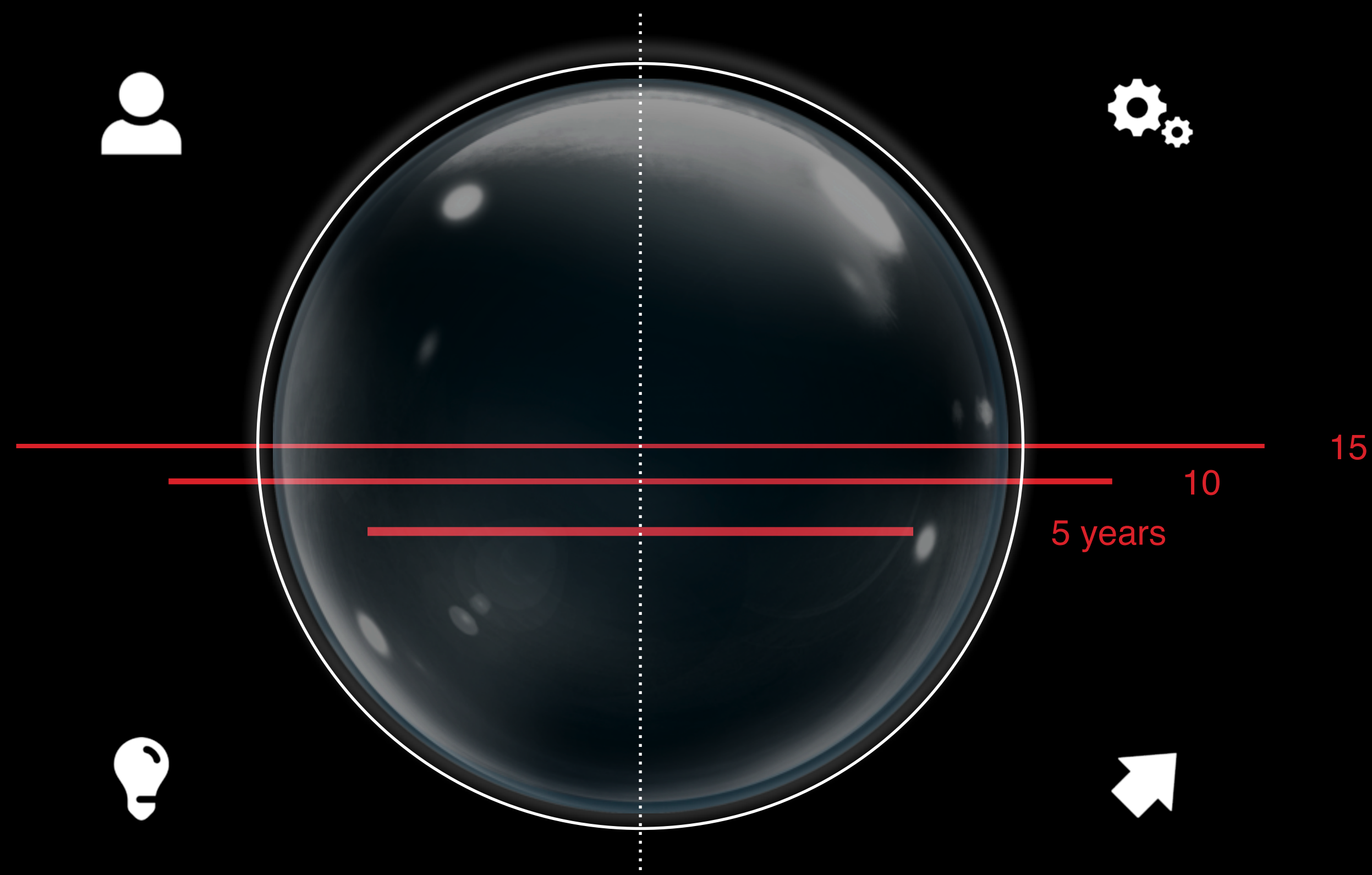
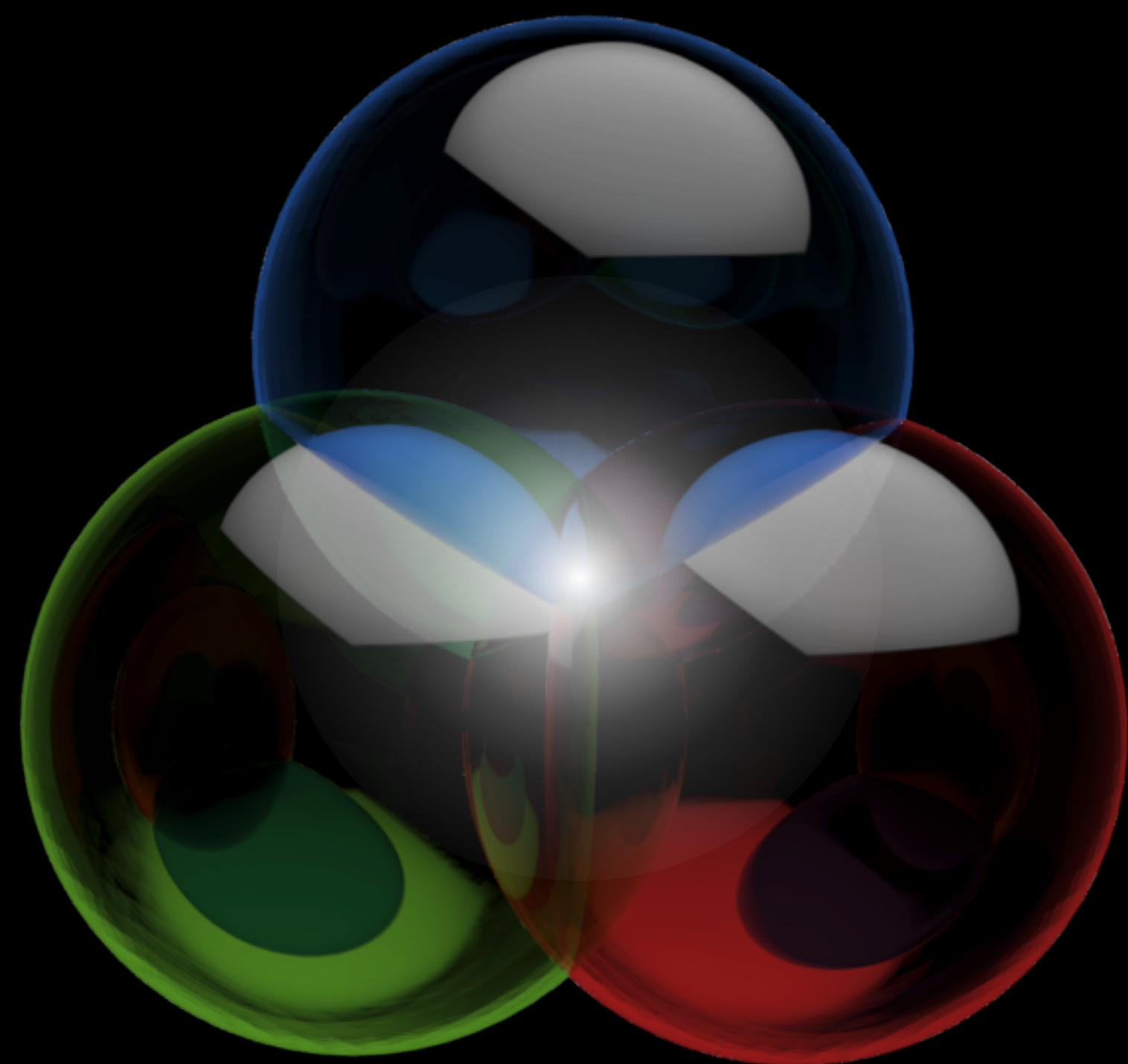


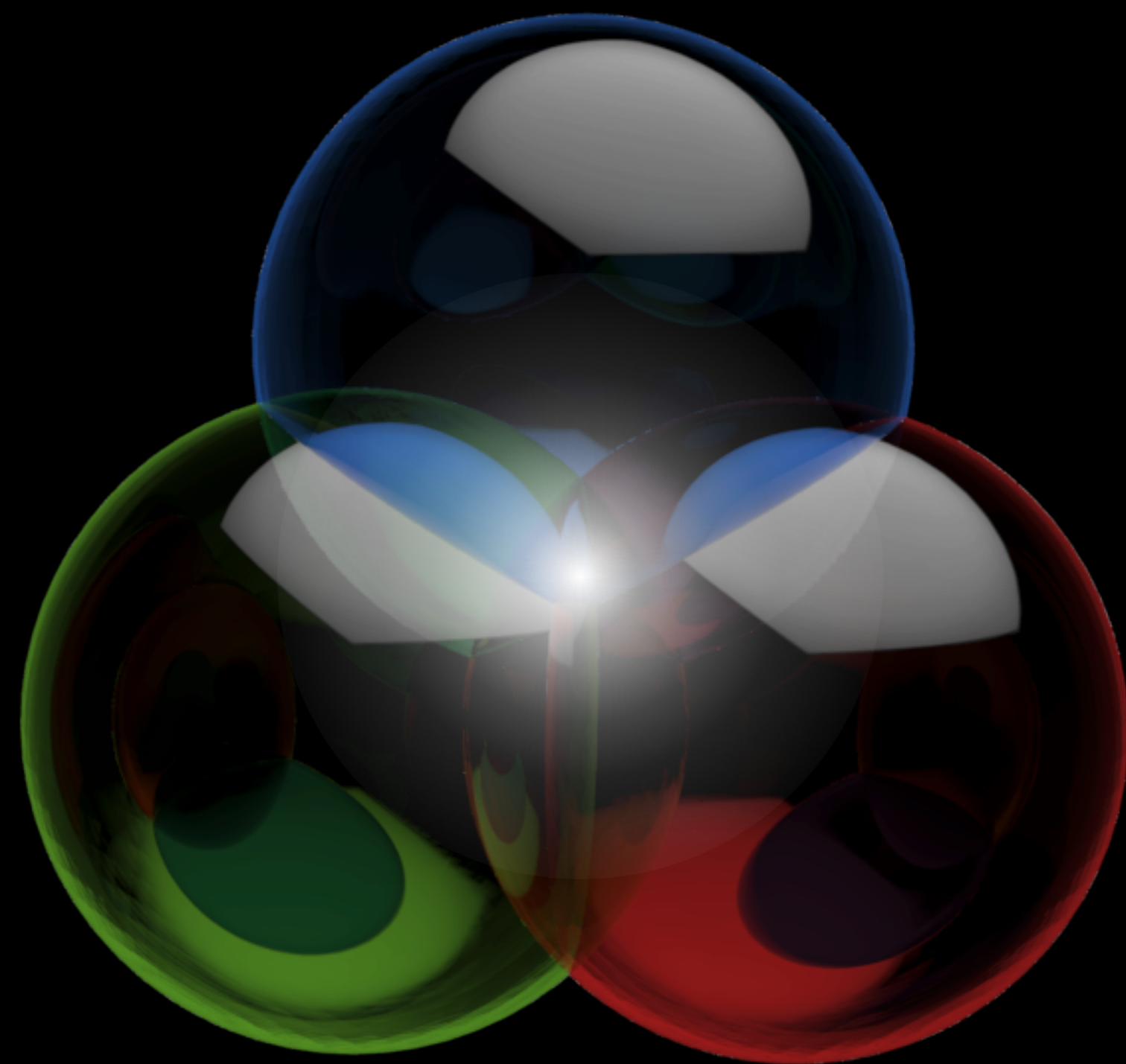
design

technology









people



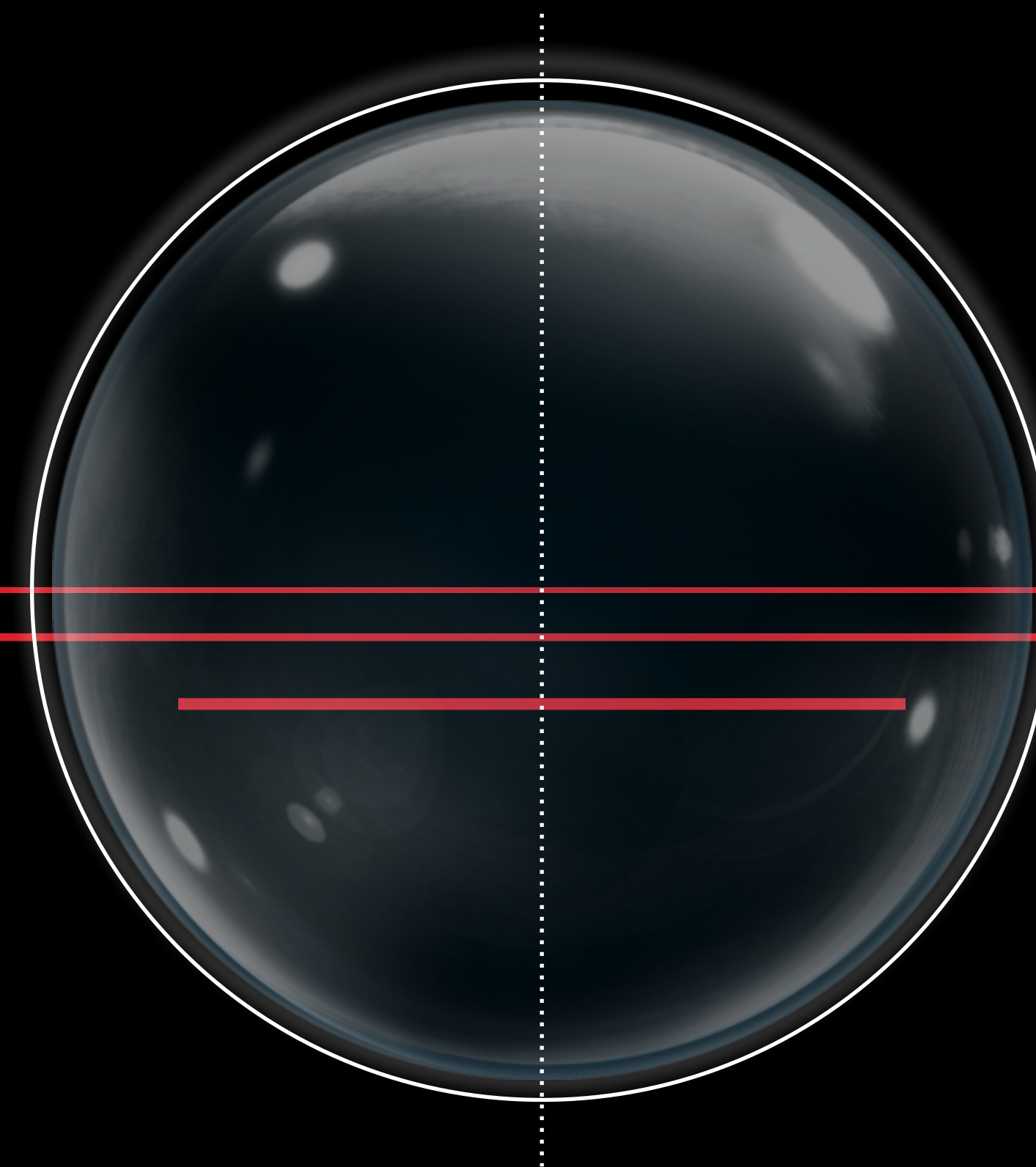
industry

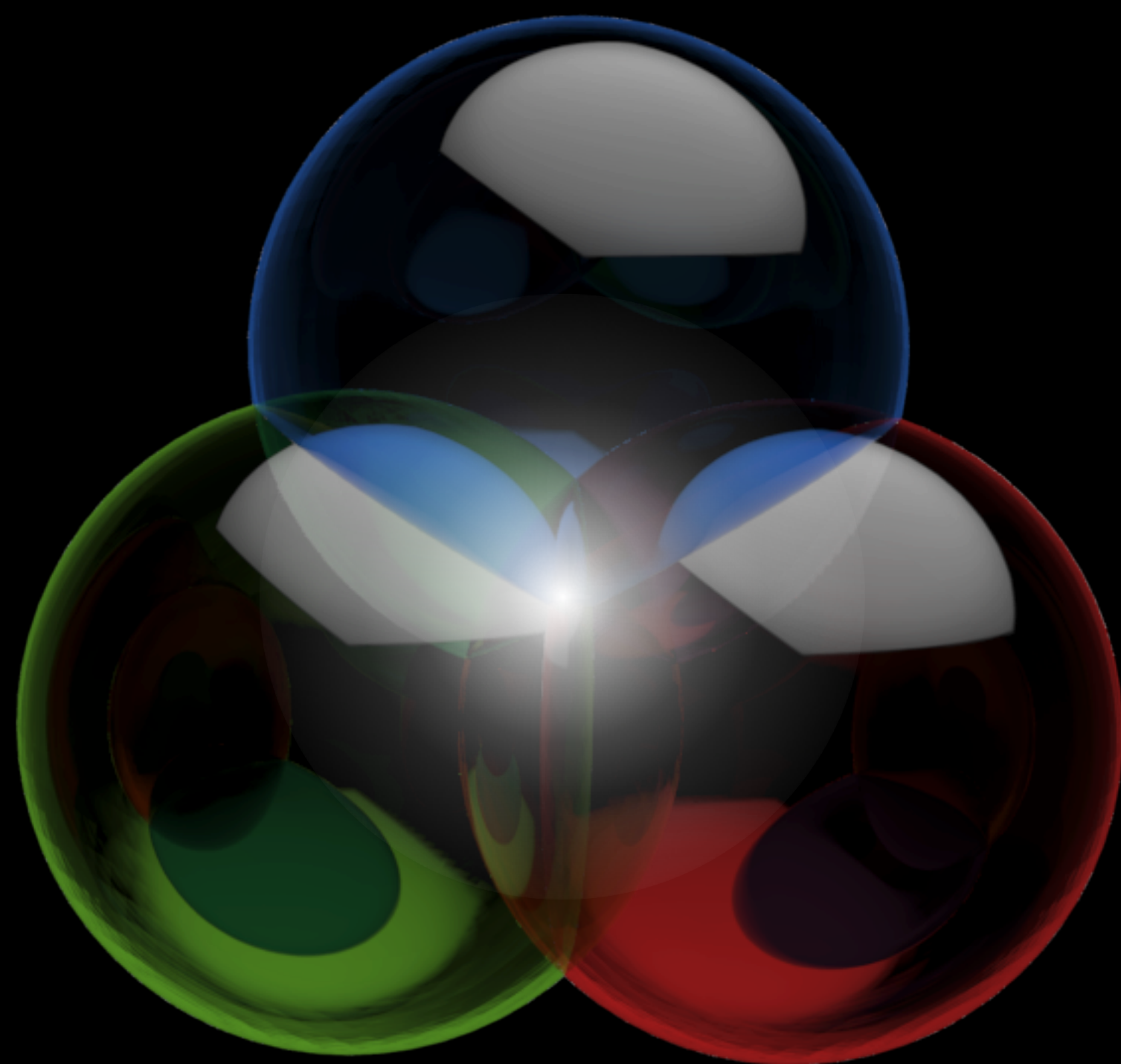


exemplars

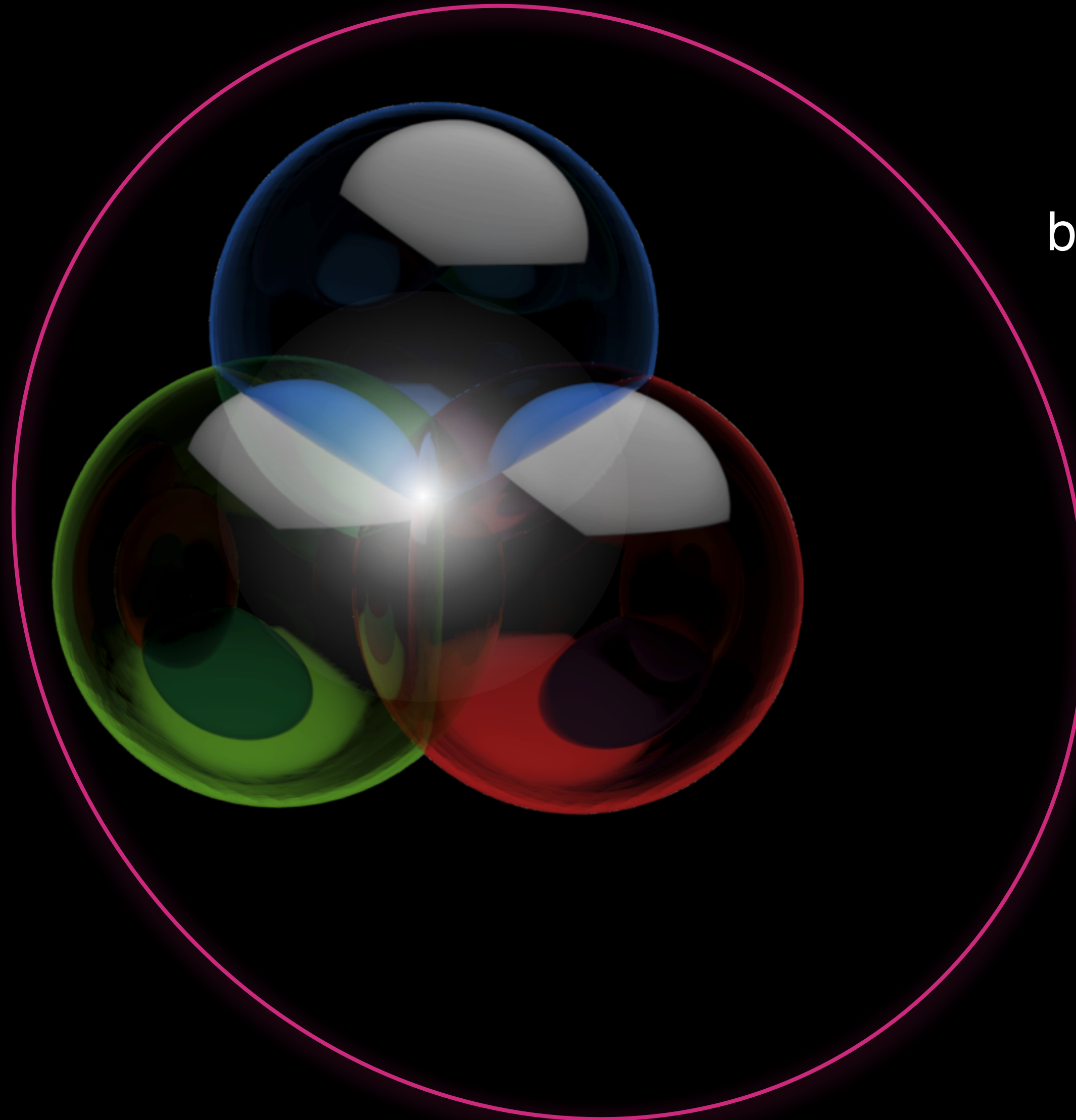


trends



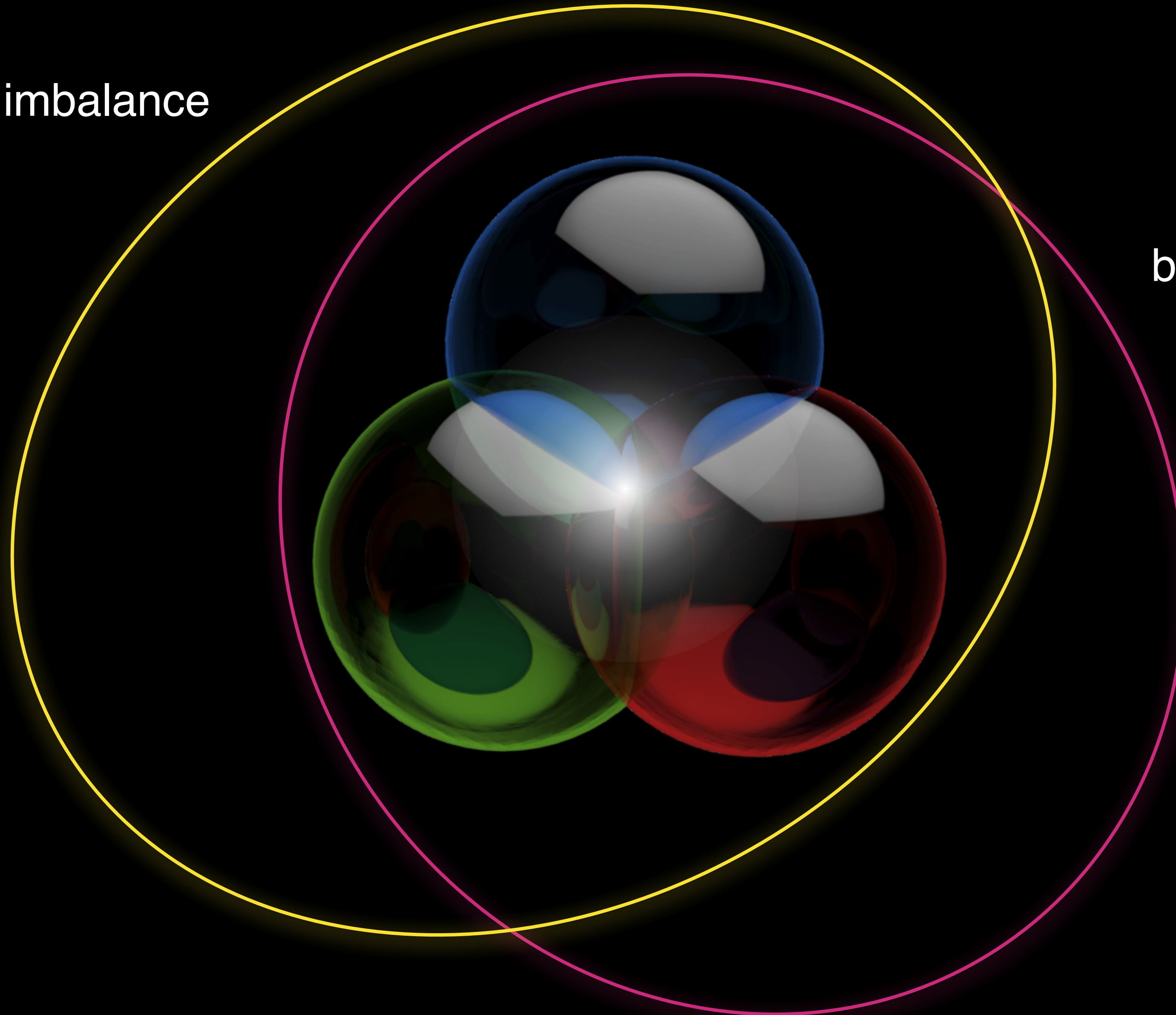


broader ecologies



societal imbalance

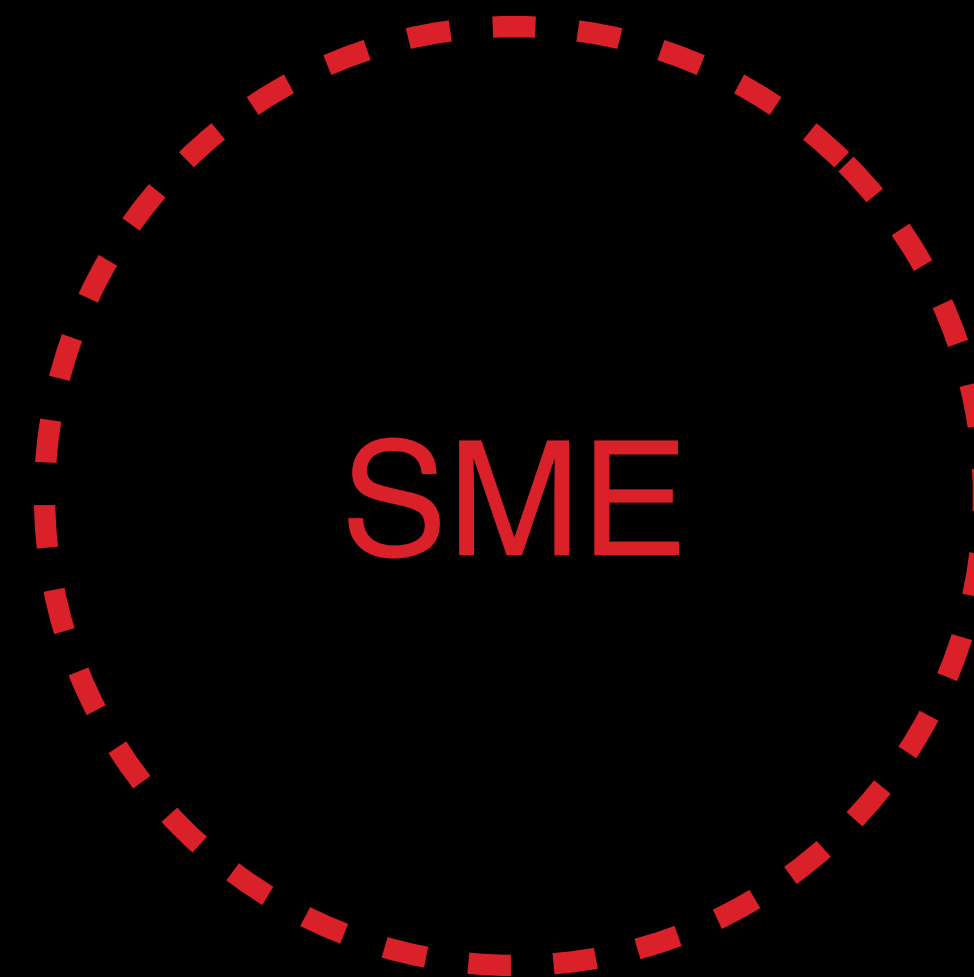
broader ecologies





diversity









hope



Thank You

kevinbethune-reimaginingdesign.com



DESIGN, TECHNOLOGY, BUSINESS, LIFE

