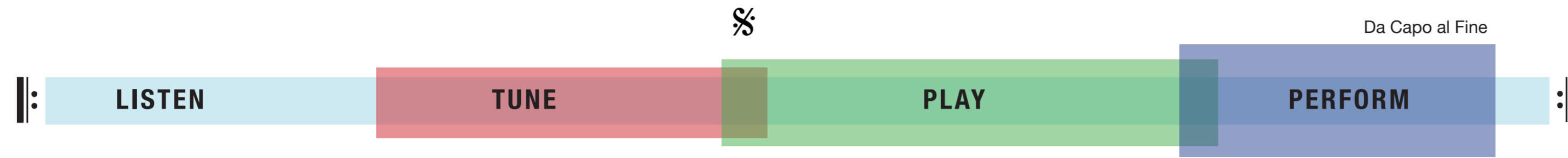


MUSIC THINKING FRAMEWORK

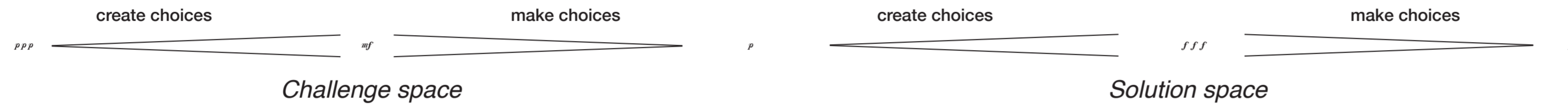
FOR ITERATION, INNOVATION AND TRANSFORMATION

version 1.0

STEPS

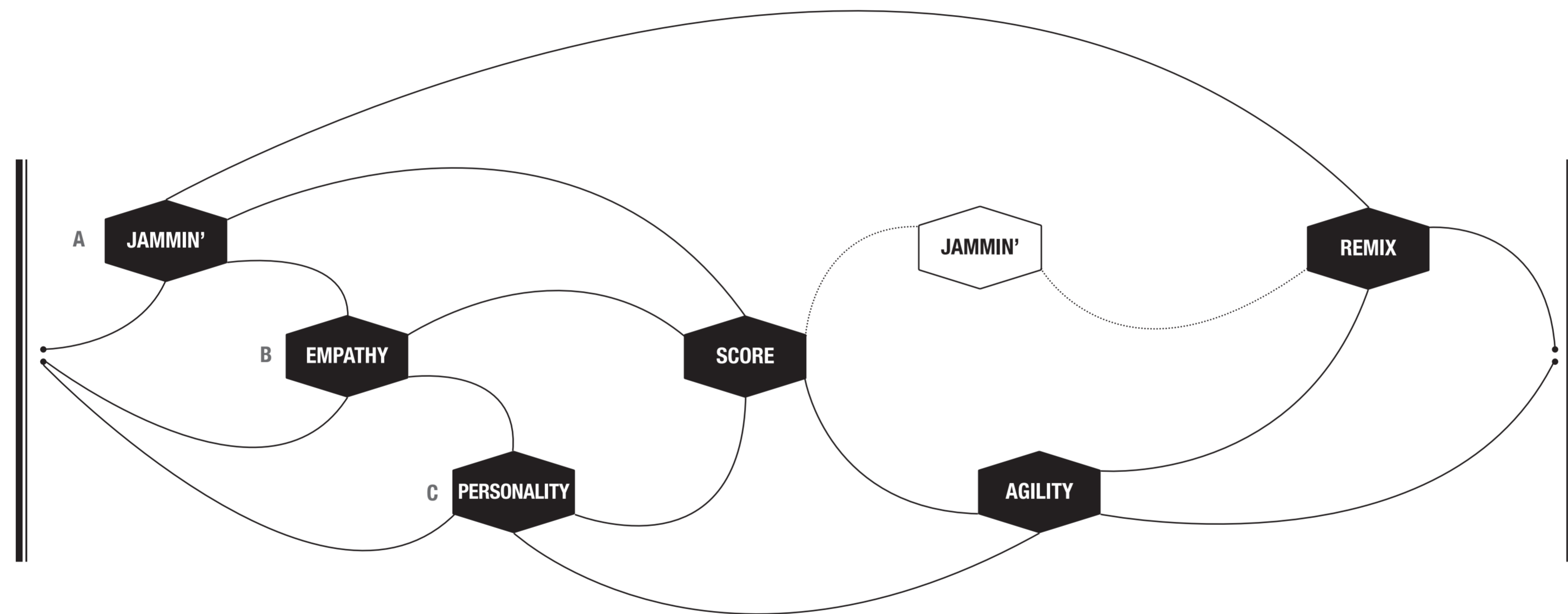


DYNAMICS

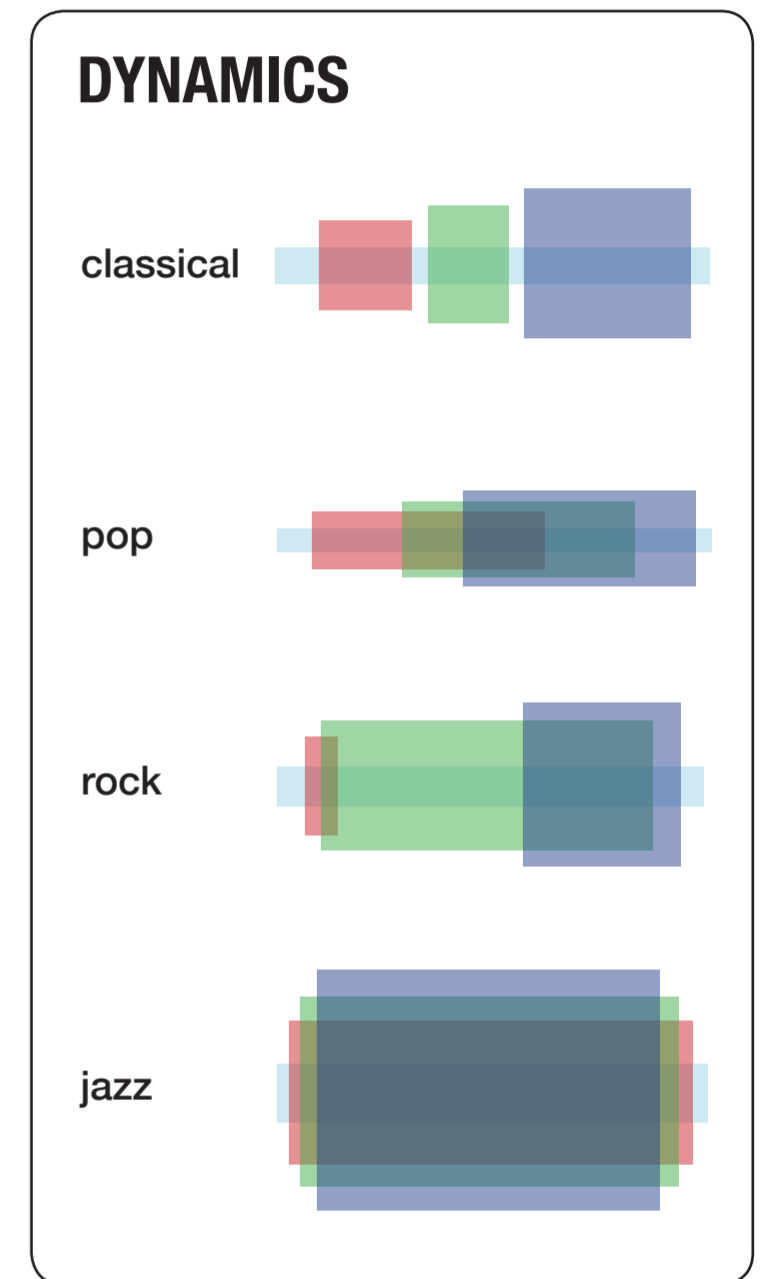


CUES *

THREE INTRO POINTS:
A CREATIVITY
B SERVICE DESIGN
C ORGANISATION



DYNAMICS



INSTRUMENTS



Unlearning
 Idea brainwriting
 Free Improvisation
 Lateral Thinking
 Brainstorming
 Innovation jam



Data Analytics
 Design Research
 Stakeholder Mapping
 Value Network Mapping
 Customer Journey
 Persona Design



Why, How, What
 Brand Values
 Brand Guiding Principles
 Leadership & Followership
 Holding Spaces
 Storytelling
 Presencing



Service Blueprint
 Experience Design
 Conceptual models
 The Company Real Score
 Business Model
 Roadmapping
 Brand Book



Team Grouping
 Squad formation
 Guided Improvisation
 Experience Demonstrator
 Prototyping (low / high)
 Service Scenario
 Scrum, Agile



Action Learning
 Realisation platforms
 Multidisciplinary Teams
 Quest for the ultimate remix
 Living the Paradox
 Feedback Loops
 Live testing

* The positions are relative to the dynamics.
 ** Most of the instruments can be used to 'create choices' (diverge) and to 'make choices' (converge).
 *** This is a selection of typical instruments, but there are many more.