



WHAT IS MUSIC THINKING?



||:music thinking:||

INTRODUCTION TO MUSIC THINKING

BY CHRISTOF ZÜRN - DECEMBER 2020

WHAT IS MUSIC?

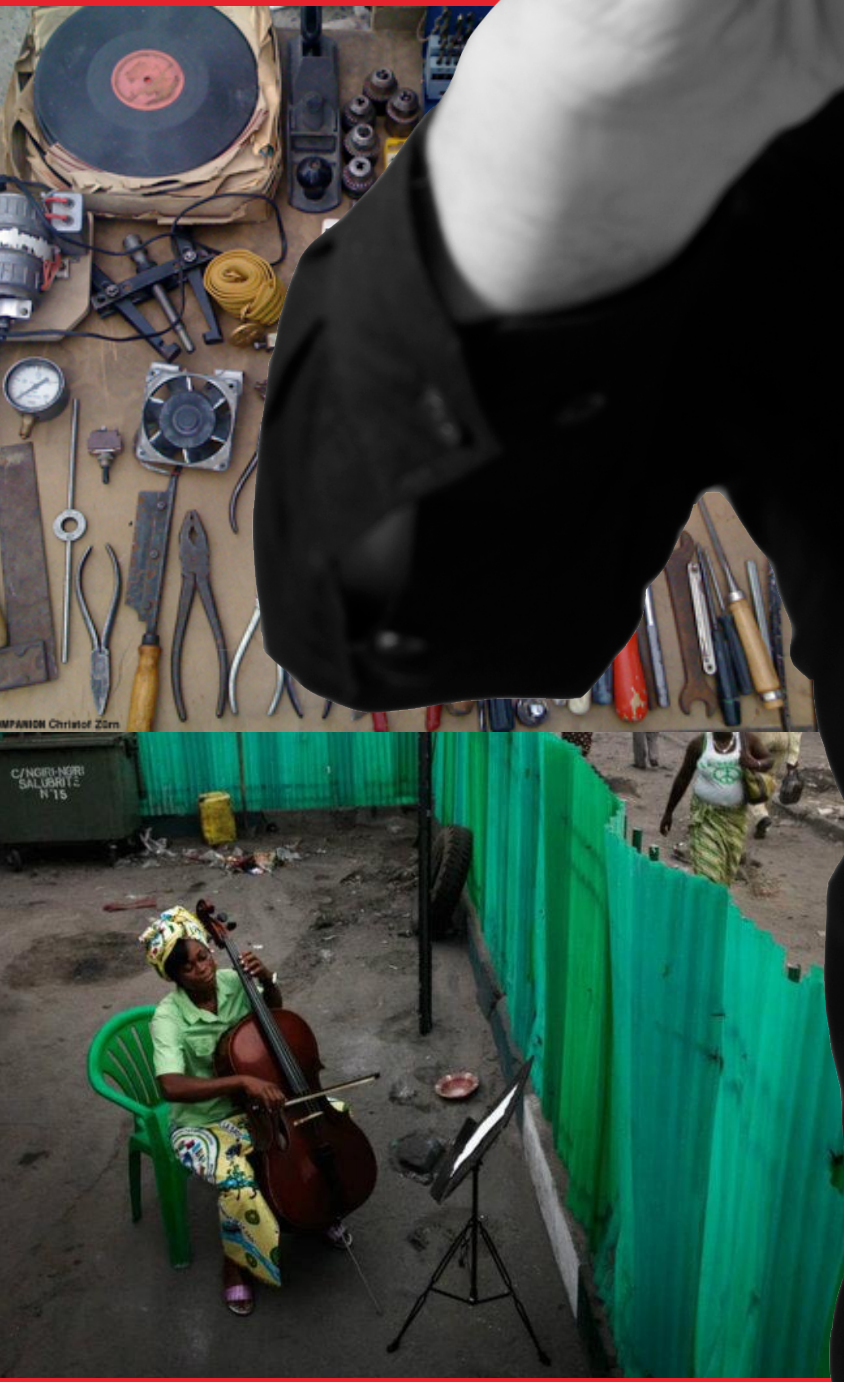
TOOL

CULTURE

UNIVERSAL

INTERNATIONAL

EMOTION



ESCAPE

BUSINESS

EXPERIENCE

GROUP ACTIVITY

DIVERSE

AND MUCH MORE ...

WHAT IS MUSIC THINKING?

**A CREATIVE INVITATION TO THINK
FROM DIVERSE PERSPECTIVES AT THE
SAME TIME AND TO GET INSPIRED TO
WORK IN MEANINGFUL
COLLABORATIONS ABOVE SILOS.**

**IT SUPPORTS YOU TO INTEGRATE AGILE
METHODOLOGIES, DESIGN THINKING
AND SERVICE DESIGN WITH BRANDING
AND ORGANISATIONAL CHANGE.**

||:music thinking:||

||:music thinking:||



LISTEN&
TUNE&
PLAY&
PERFORM

HOW DOES IT WORK?

AS A MUSICIAN, YOU

LISTEN

TUNE

PLAY

PERFORM

INTERACT WITH CUES AND INSTRUMENTS.

HOW DOES IT WORK?

THAT'S WHY THE MUSIC THINKING
FRAMEWORK HAS FOUR PHASES:

LISTEN, **TUNE**, **PLAY**, **PERFORM**

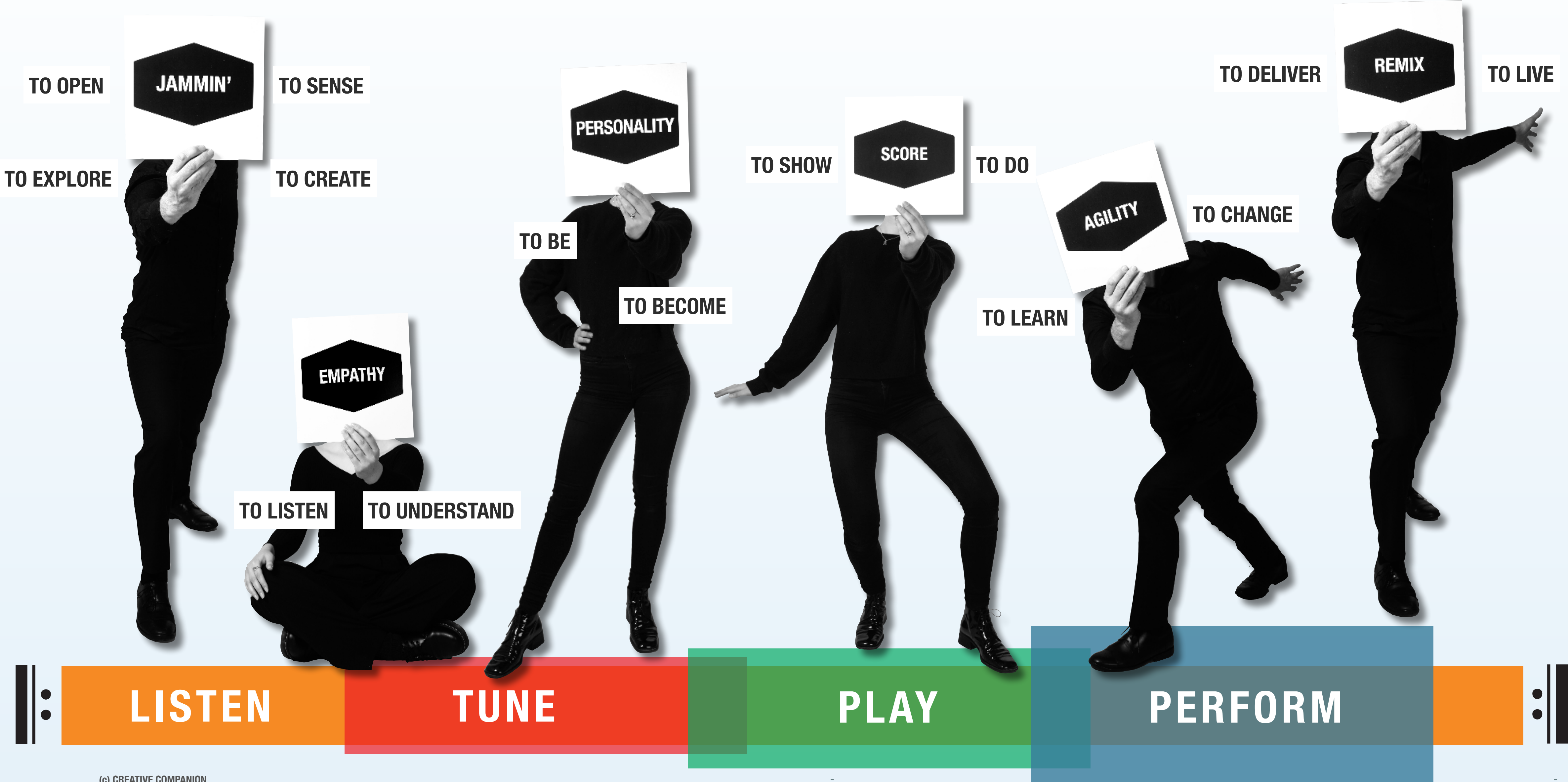
AND **LISTEN** GOES THROUGH ALL
THE OTHER PHASES.

LISTEN&
TUNE&
PLAY&
PERFORM

Watch the
repeat signs!



INSIDE THESE PHASES THERE ARE SIX INTERCONNECTED CUES.



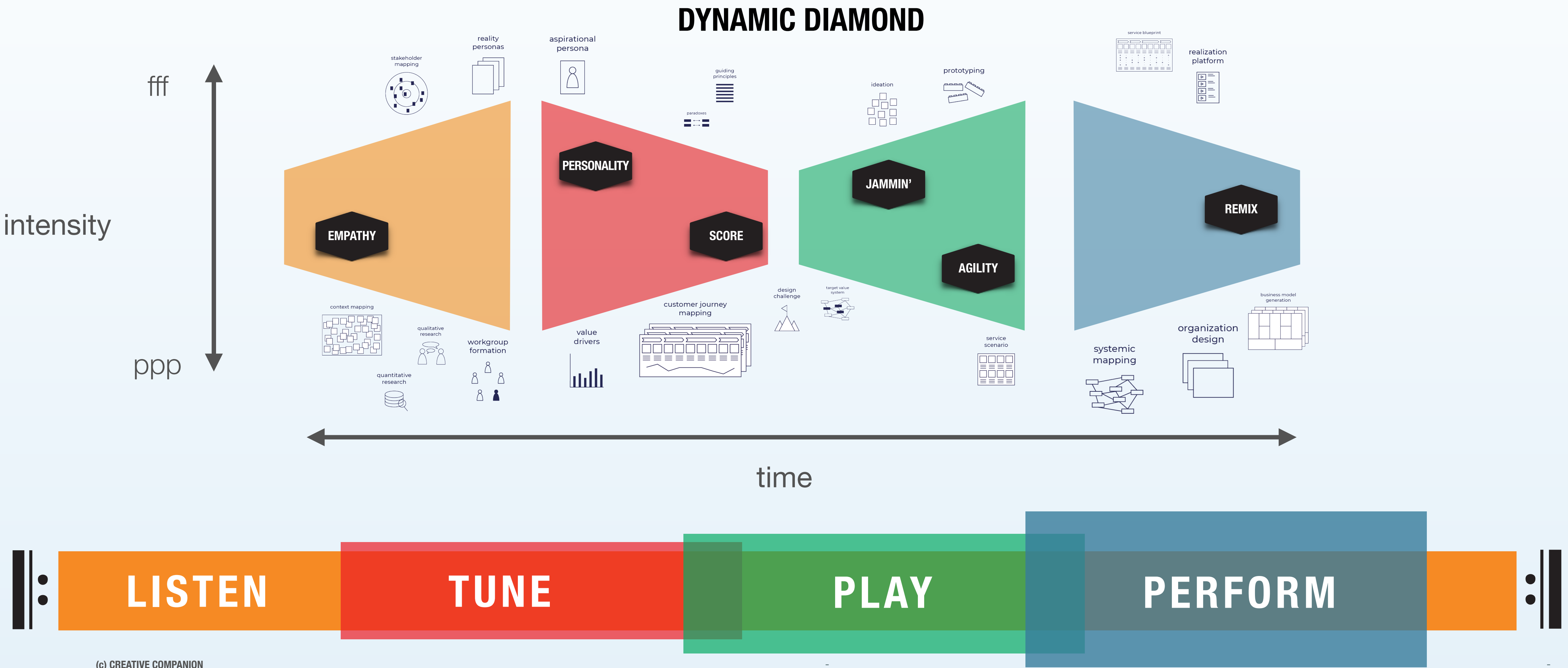
THE CUES PLAY INSTRUMENTS AND INTERACT WITH EACH OTHER,



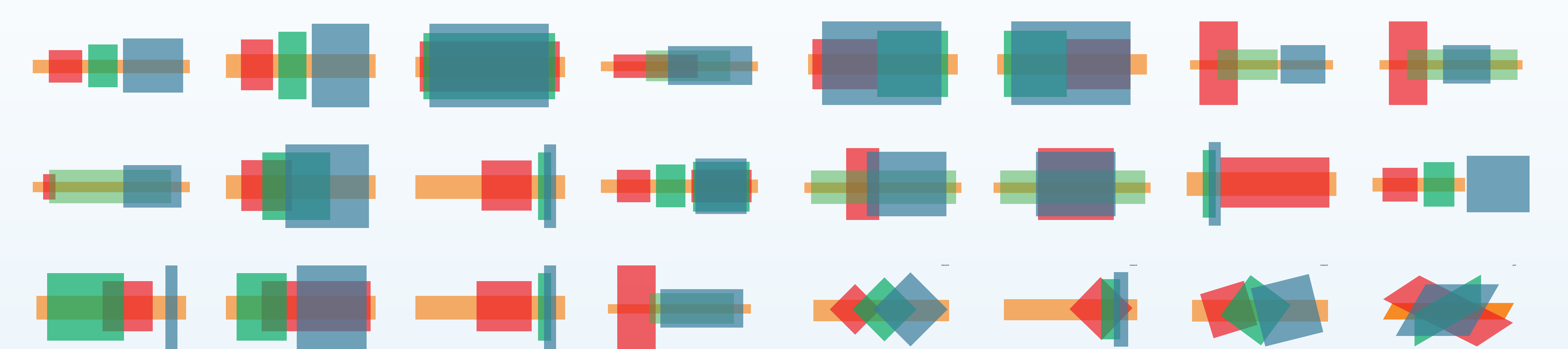
AND THEY CONNECT INSTRUMENTS FROM BRANDING, SERVICE DESIGN, AGILE, SYSTEMIC DESIGN, ...



DEPENDING ON TIME, INTENSITY AND THE USE OF THE INSTRUMENTS WE GET DIFFERENT DYNAMICS.



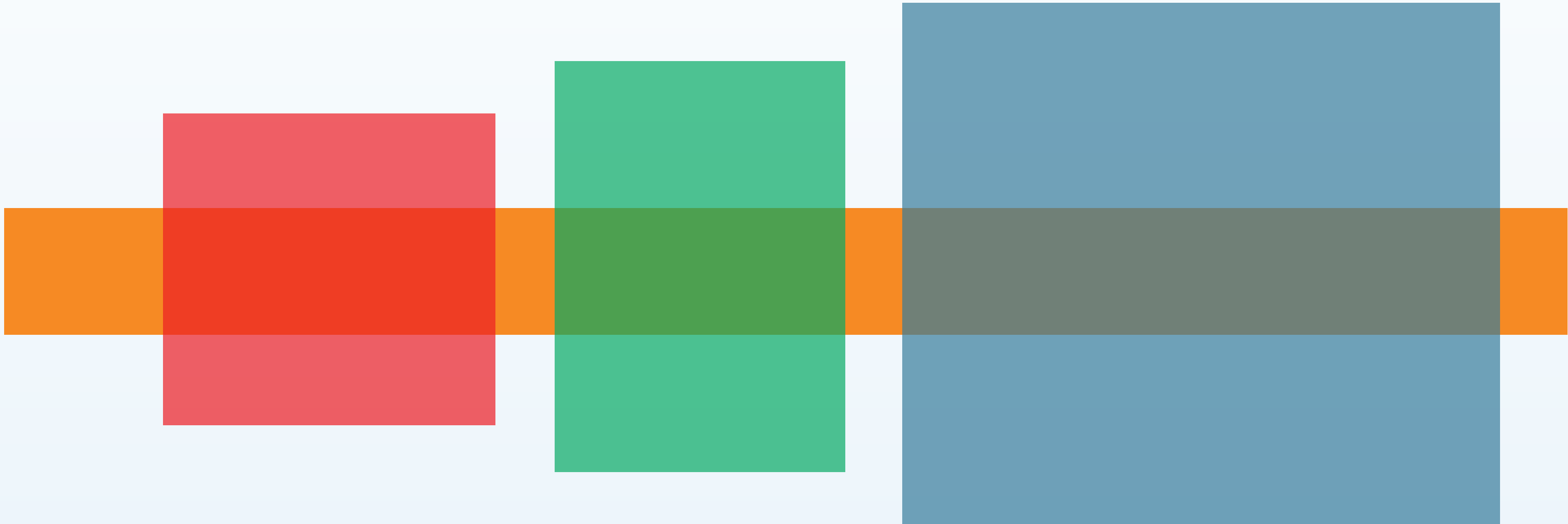
REALLY, A LOT OF DIFFERENT DYNAMICS!



FOR EXAMPLE

CLASSICAL

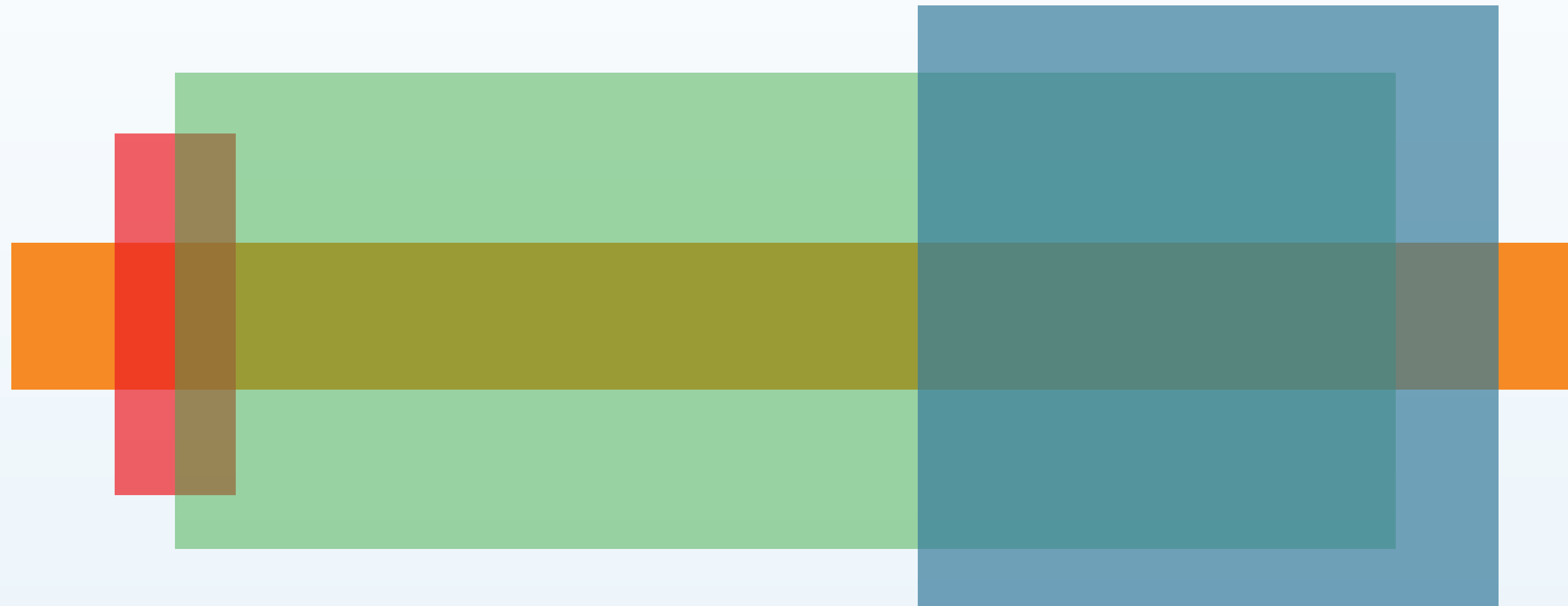
This is like a waterfall; compose, rehearse, and perform. Highly specialised, focus on right execution.



OR

ROCK

Short decision with a long try-out phase overlapping the performance. Evolving until ideal is found.



OR THIS ONE

FREE JAZZ

Everything is happening at the same time; feels non-linear, open ended, instant composing, high dynamic.



MUSIC THINKING FRAMEWORK

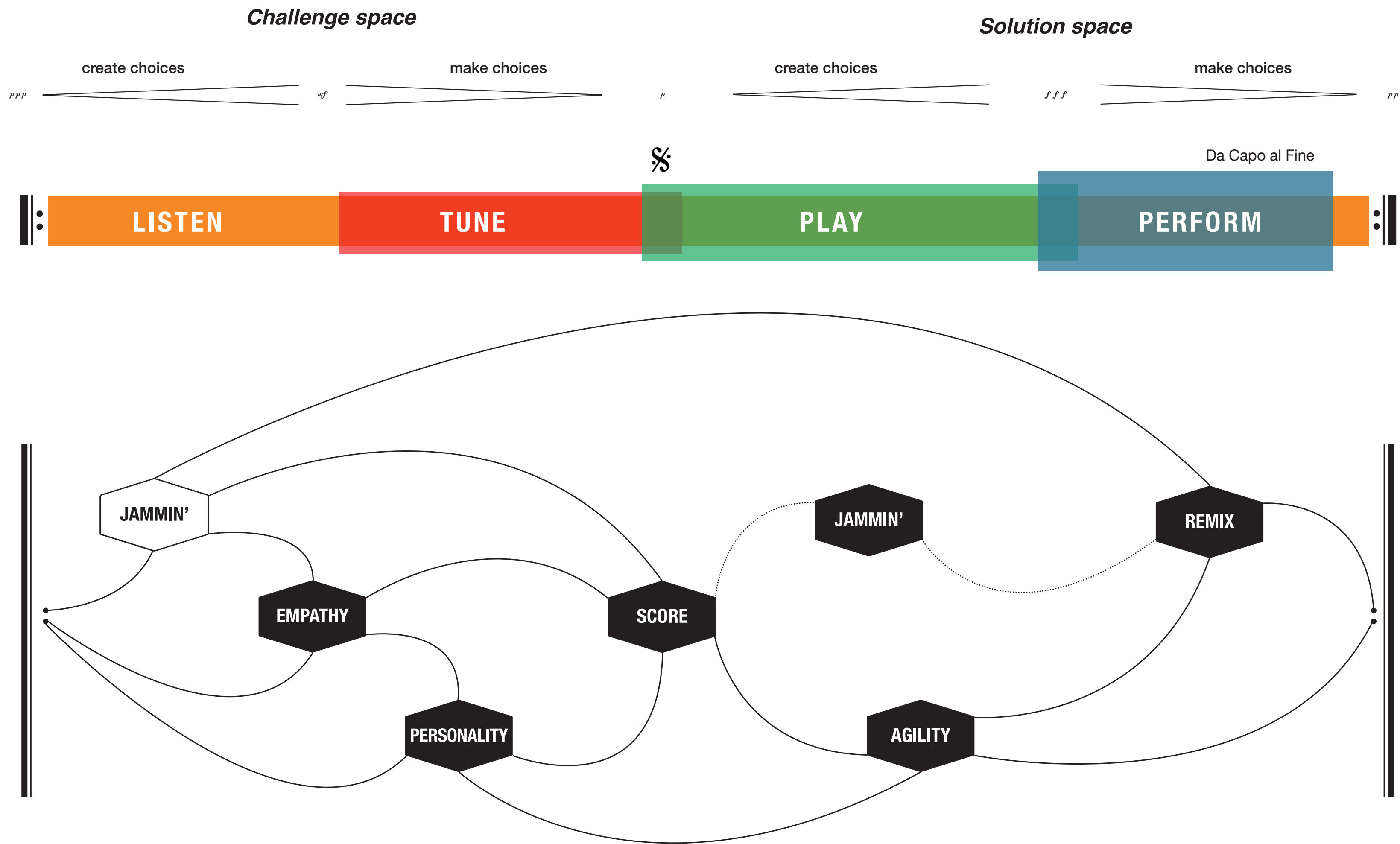
V. 1.8

DYNAMICS

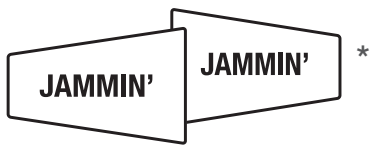
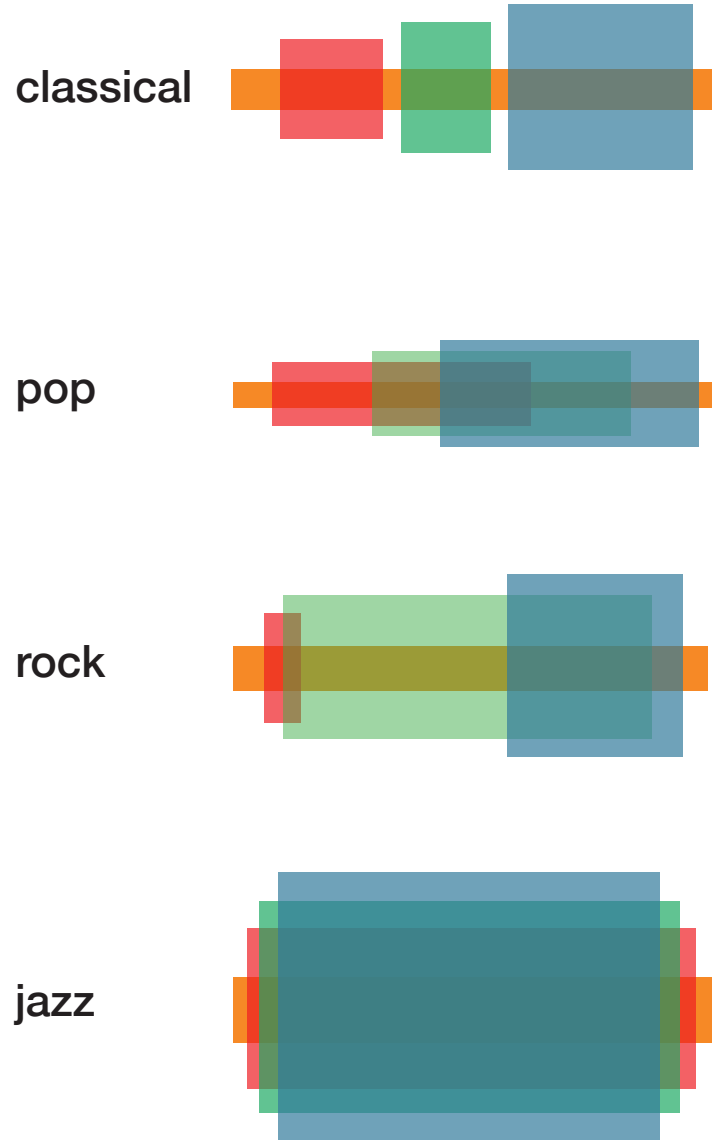
PHASES

CUES *

INSTRUMENTS



DYNAMICS



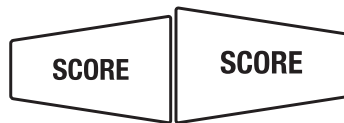
- Unlearning
- Serious Play
- Serendipity Lab
- Idea Brainwriting
- Free Improvisation
- Lego & Playmobil Pro
- Question Storming



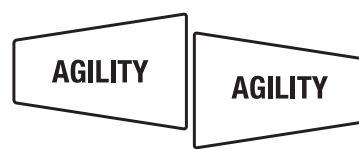
- Data Analytics
- Deep Listening
- Design Research
- Stakeholder Mapping
- Value Network Mapping
- Persona Development
- Journey Mapping



- Why, Purpose
- Brand Values
- Guiding Principles
- Leadership & Followership
- Holding Spaces
- Storytelling
- Presencing



- What
- Lead Sheet
- Service Blueprint
- Experience Design
- Business Model Generation
- Journey Operations
- Conceptual Models



- How
- Team Forming
- Action Learning
- Squad Formation
- Guided Improvisation
- Experience Demonstrator
- Service Scenario
- Scrum, Agile

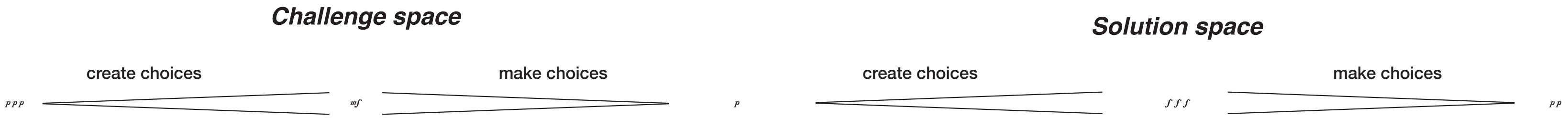


- Realisation Platforms
- Multidisciplinary Teams
- High-Low Fidelity Prototyping
- Quest for the Ultimate Remix
- Living the Paradox
- Feedback Loops
- Live Testing

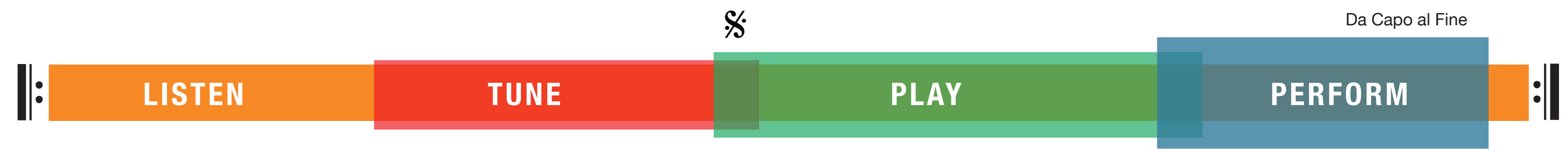
MUSIC THINKING FRAMEWORK

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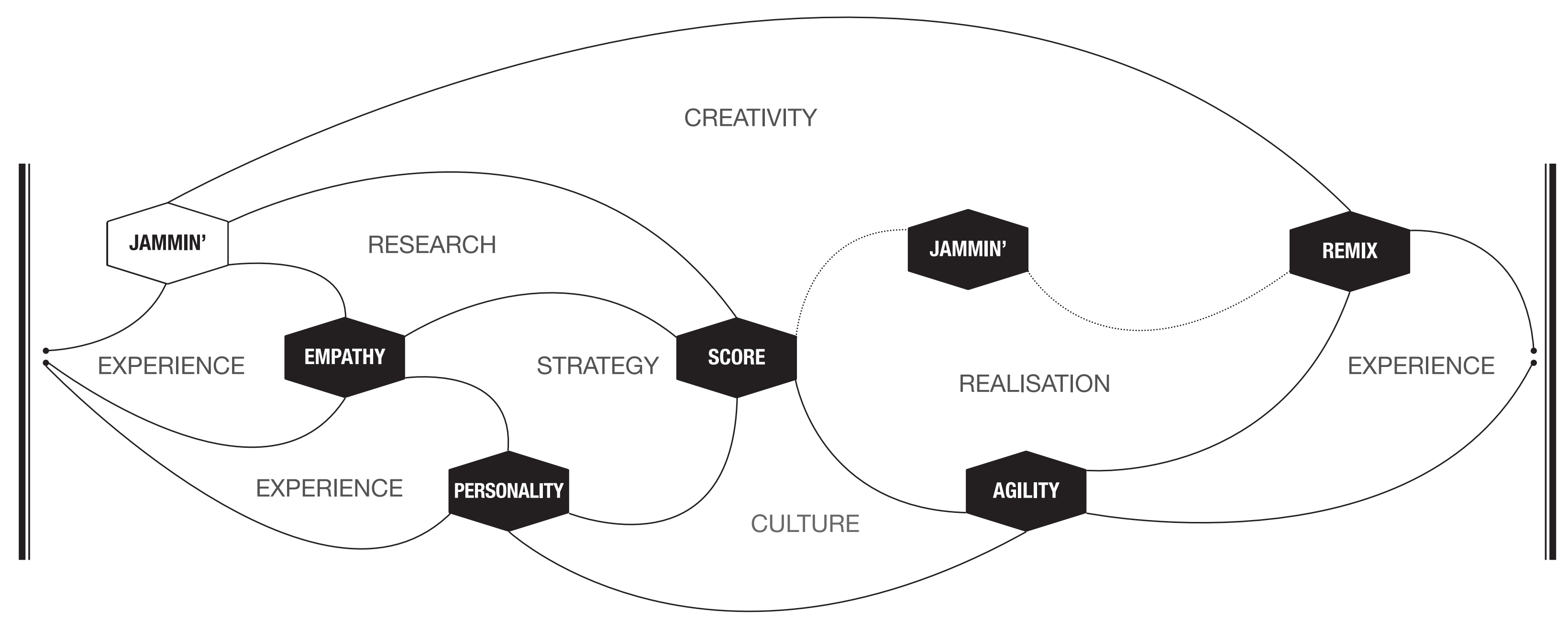
DYNAMICS



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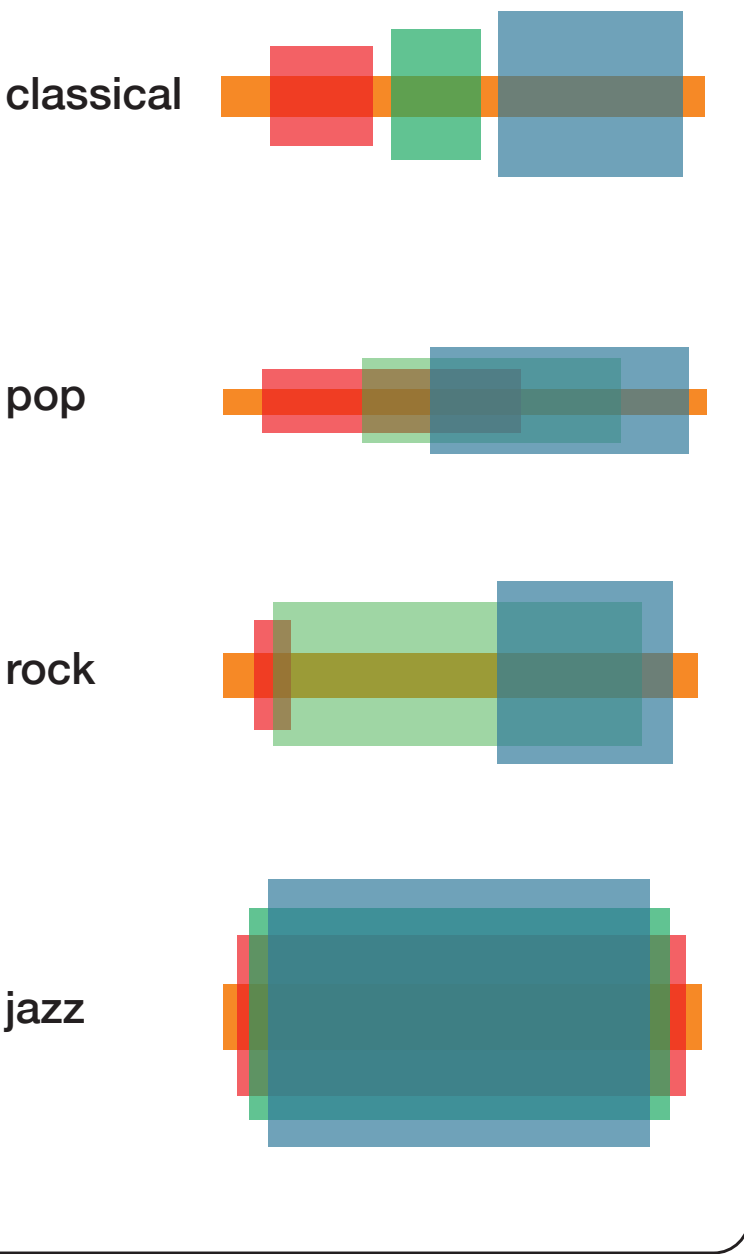


CUES *



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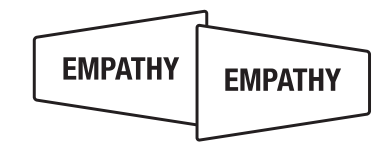
DYNAMICS



INSTRUMENTS



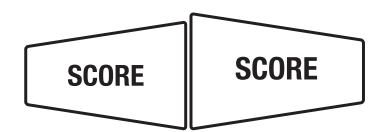
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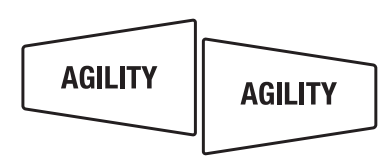
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COMPANIES WORKING WITH MUSIC THINKING



Change and sustainable innovation

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Training, Workshop, Programmes.

Concepting, Service Design, Business innovation.

www.creative-companion.com

FÆBRIC

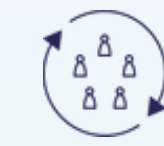
Collaborative transformation



Strategy development



Proposition Development



Organizational change



Intelligence

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MUSIC THINKING IS A SYSTEMIC APPROACH TO CHANGE BASED ON PATTERNS AND PRINCIPLES IN MUSIC.

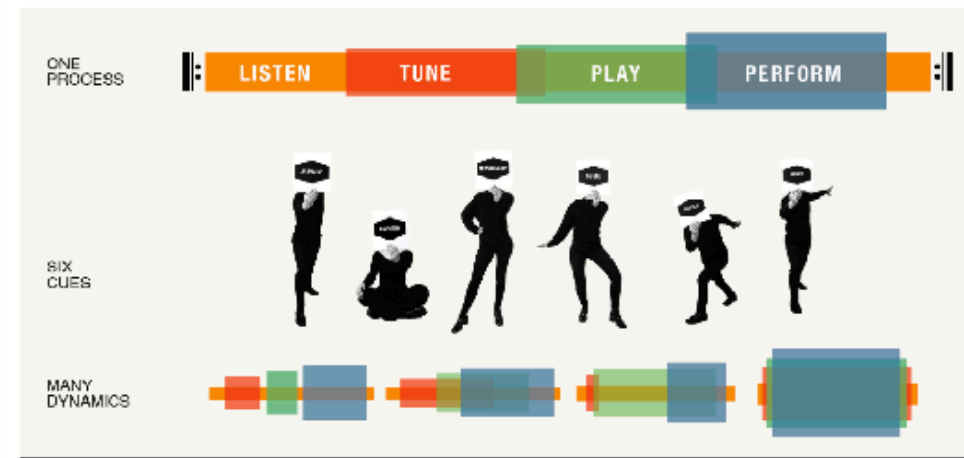
WHAT PROBLEM CAN IT SOLVE? SUSTAINABLE INNOVATION AND BUSINESS IMPACT IN COMPLEX AND CHANGING ENVIRONMENTS.

WHAT ARE THE BENEFITS? UNLOCKING THE CO-CREATIVE POTENTIAL OF AGILE TEAMS & ORGANISATIONS.

Music Thinking

... is an innovative approach to transforming business, society and self.

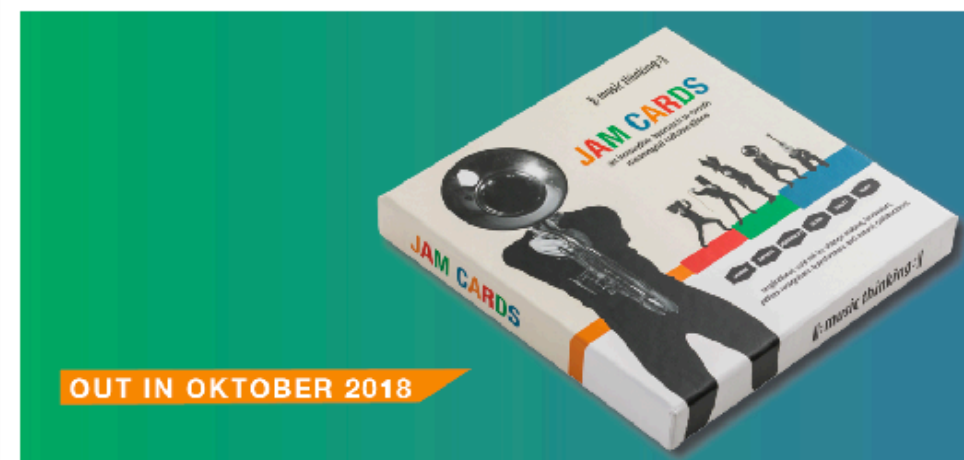
[read more](#)



Jam Cards

An inspirational card set for change makers, pattern recognisers, innovators, transformers and natural collaborators. Get inspired and trigger your ideation session, co-create your purpose, define your design challenge or lay the foundation of your company culture or brand story.

[more info](#)



Workshops

From EMPATHY to REMIX in one day
Experience Music Thinking in a one-day workshop and discover how to find patterns in your work and co-create, for example, your company purpose, define your design challenge or make a first step with your brand story.

[more workshops and programmes](#)



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JAM CARDS

an innovative approach to create meaningful collaborations



JAMMIN' EMPATHY PERSONALITY SCORE AGILITY REMIX

Inspirational card set for change makers, innovators, pattern recognisers, transformers, and natural collaborators.

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