WHAT IS MUSIC THINKING?

‖: music thinking :‖

INTRODUCTION TO MUSIC THINKING

BY CHRISTOF ZÜRN - DECEMBER 2020

WHAT IS MUSIC?

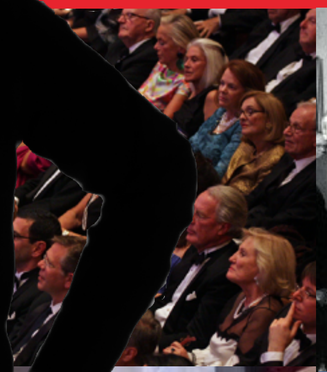
TOOL

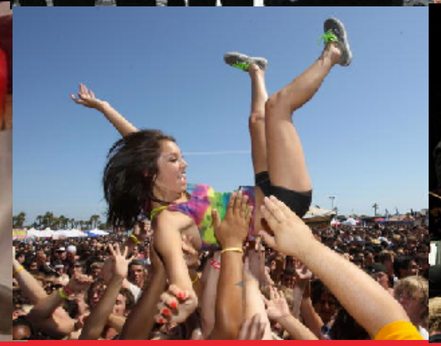
CULTURE

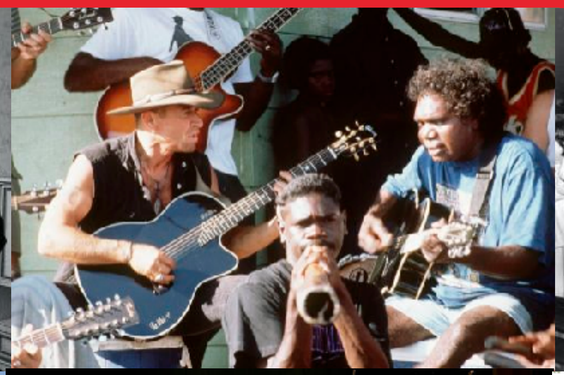
UNIVERSAL

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.

HOW DOES IT WORK?

AS A MUSICIAN, YOU

LISTEN

TUNE

PLAY

PERFORM

INTERACT WITH CUES AND INSTRUMENTS.

(c) CREATIVE COMPANION

HOW DOES IT WORK?

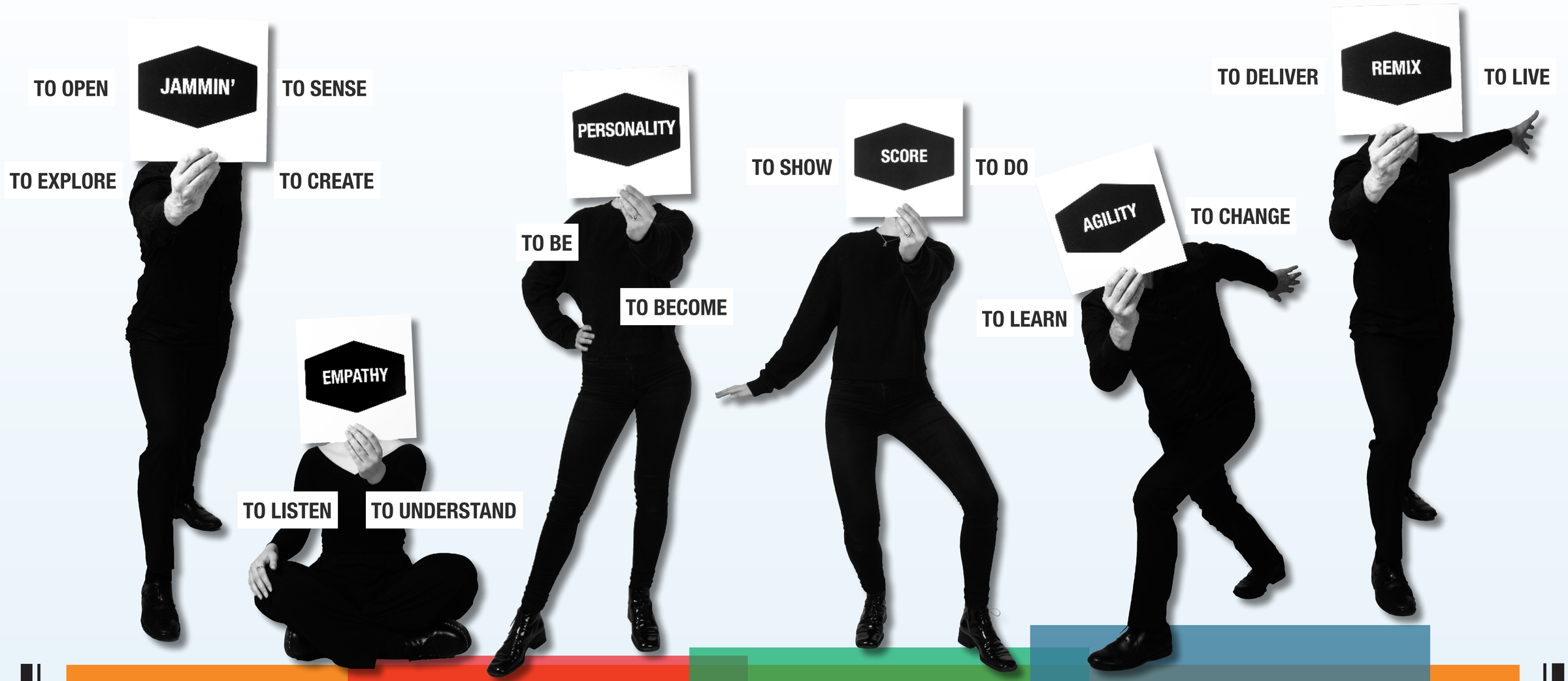
THAT'S WHY THE MUSIC THINKING FRAMEWORK HAS FOUR PHASES: LISTEN, TUNE, PLAY, PERFORM

AND LISTEN GOES THROUGH ALL THE OTHER PHASES.

Watch the repeat signs!

(c) CREATIVE COMPANION

INSIDE THESE PHASES THERE ARE SIX INTERCONNECTED CUES.



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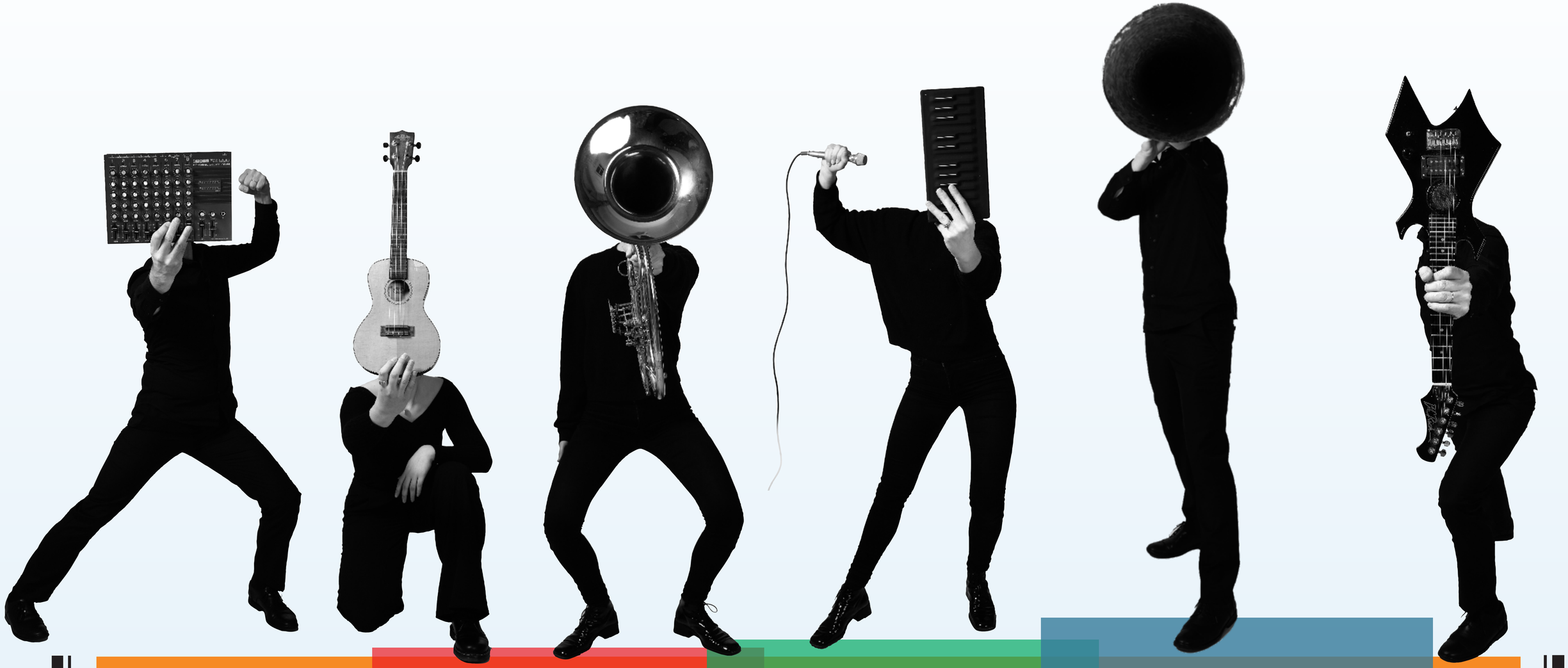
THE CUES PLAY INSTRUMENTS AND INTERACT WITH EACH OTHER,



LISTEN TUNE PLAY PERFORM

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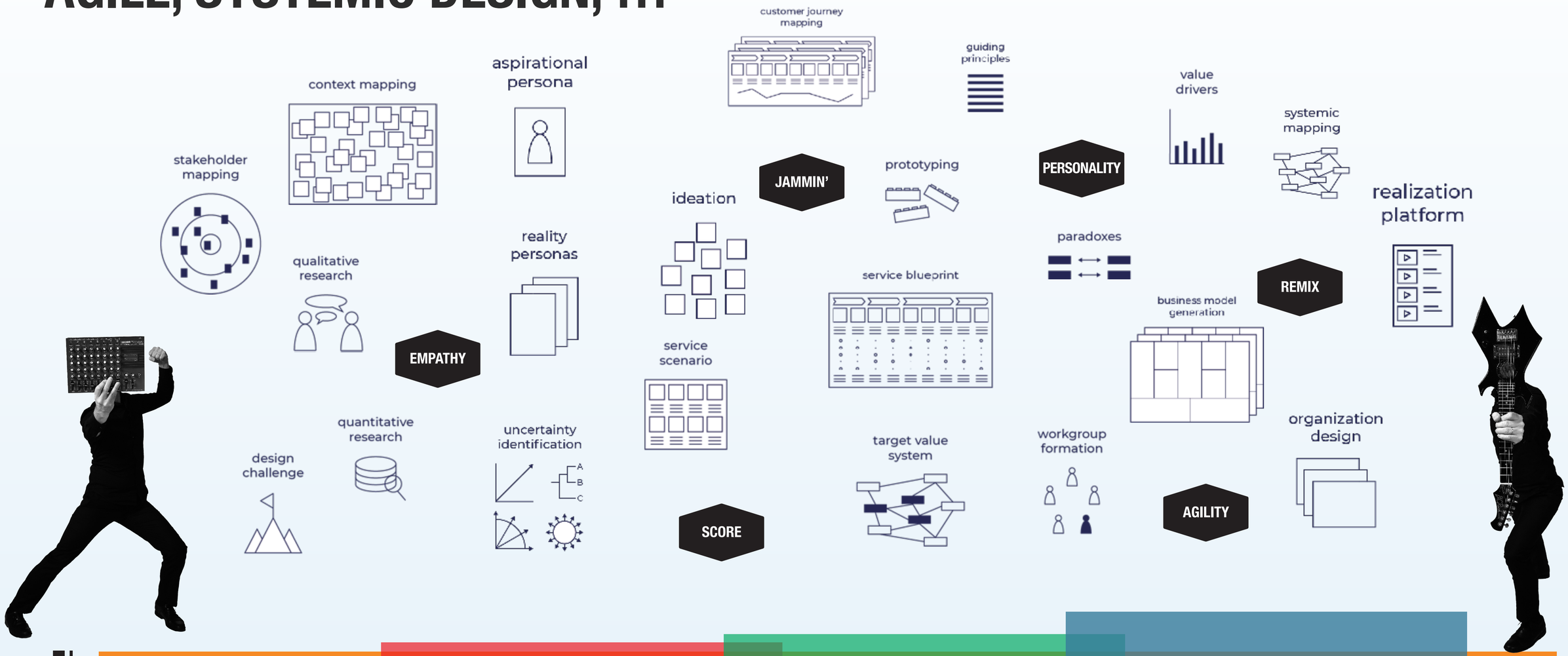
AND THEY CONNECT INSTRUMENTS FROM BRANDING, SERVICE DESIGN, AGILE, SYSTEMIC DESIGN, …



LISTEN TUNE PLAY PERFORM

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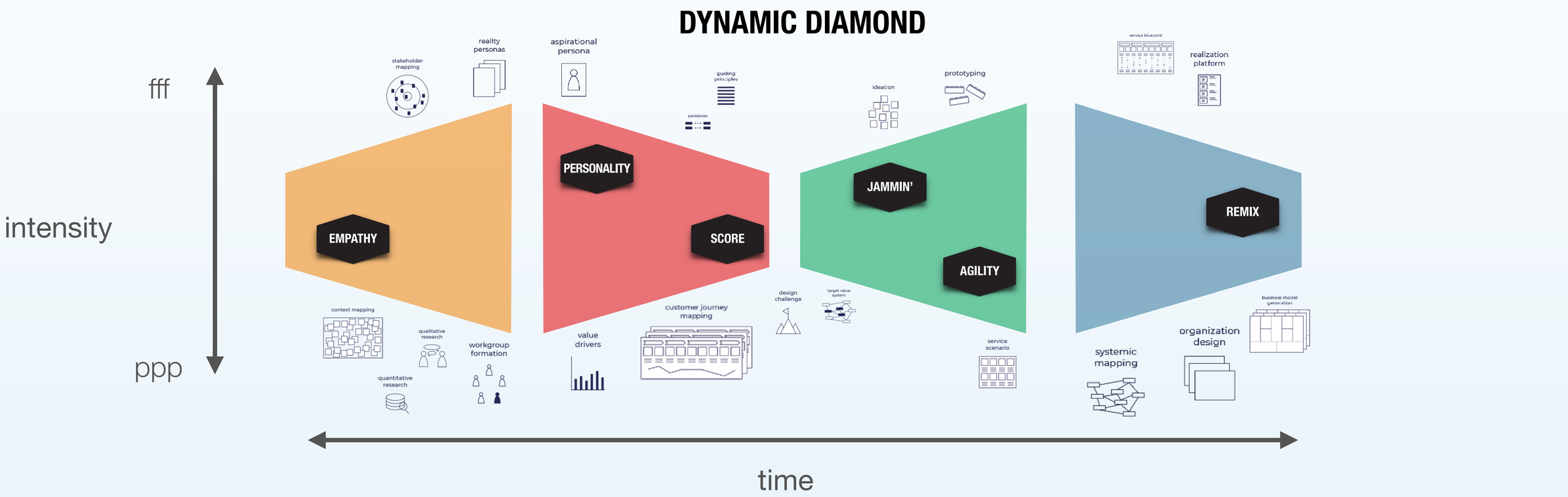
DEPENDING ON TIME, INTENSITY AND THE USE OF THE INSTRUMENTS WE GET DIFFERENT DYNAMICS.



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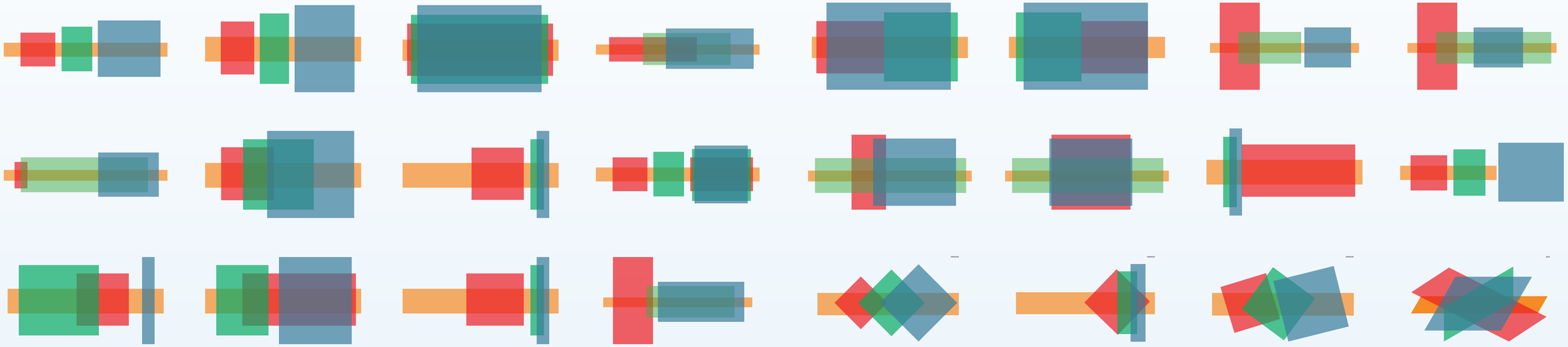
REALLY, A LOT OF DIFFERENT DYNAMICS!



LISTEN TUNE PLAY PERFORM

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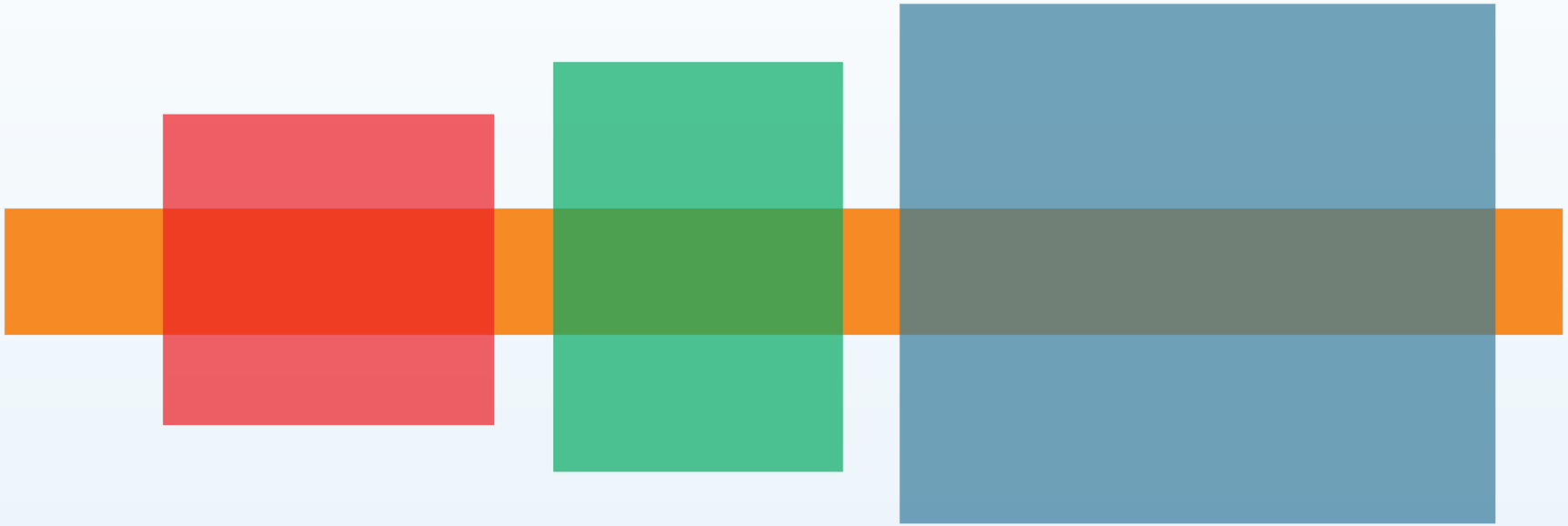
FOR EXAMPLE CLASSICAL

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



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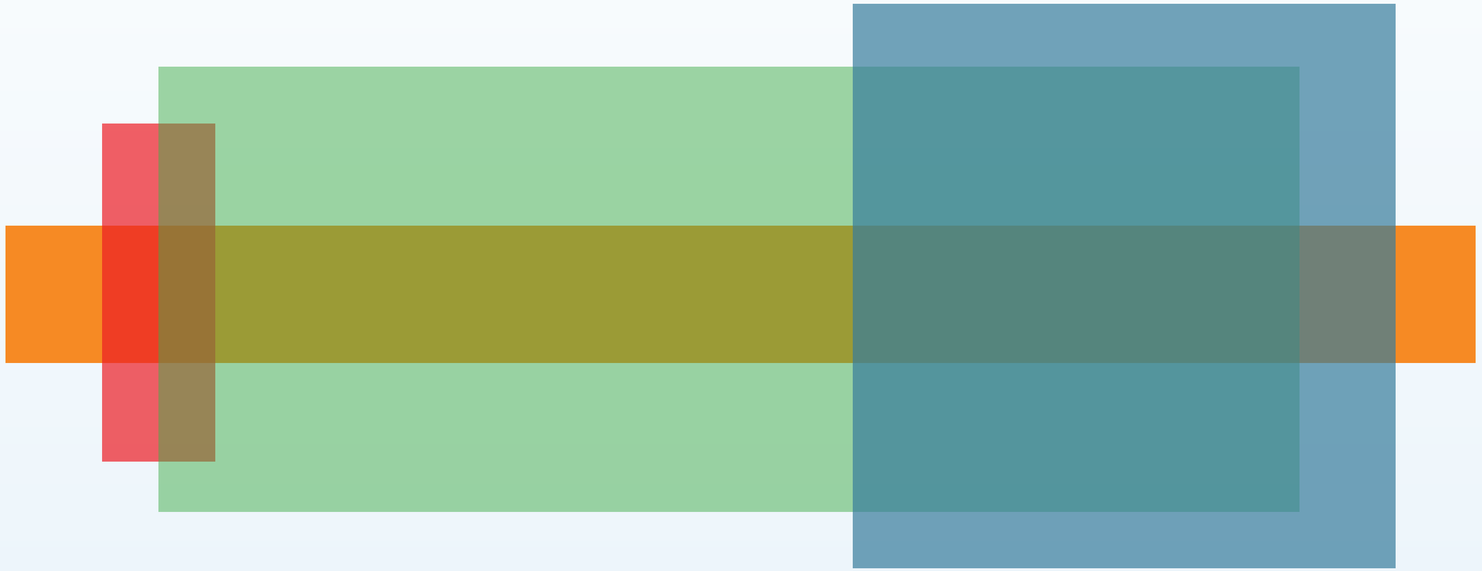
OR

ROCK

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



(c) CREATIVE COMPANION

OR THIS ONE

FREE JAZZ

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

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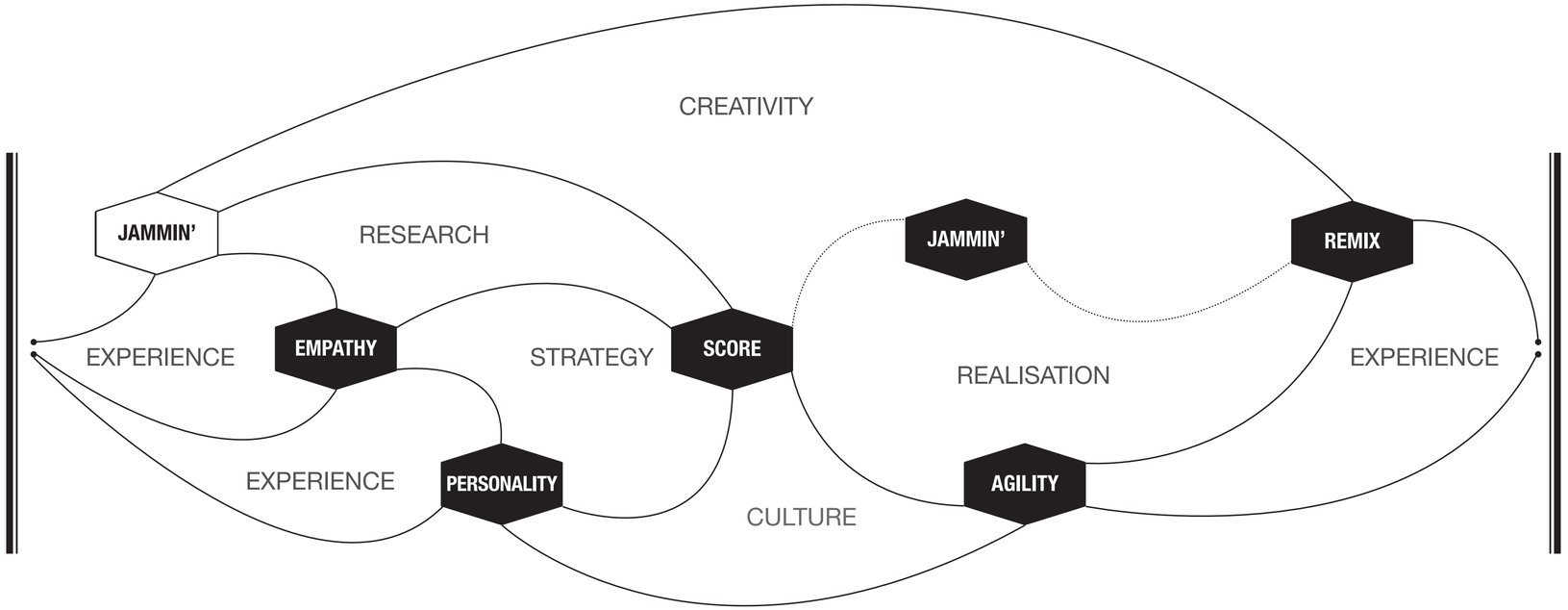
MUSIC THINKING FRAMEWORK

V. 1.8

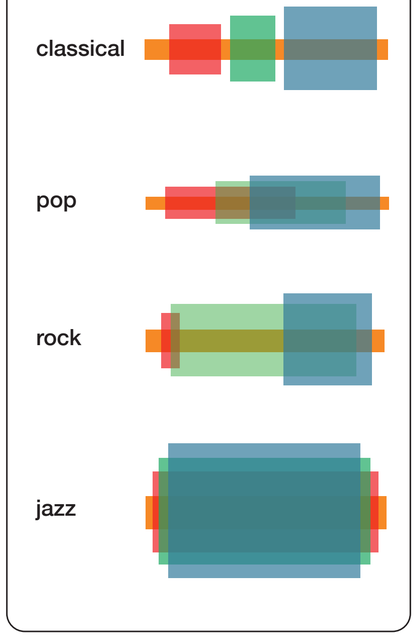
DYNAMICS

PHASES

CUES *



DYNAMICS



INSTRUMENTS

JAMMIN' JAMMIN' *

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

EMPATHY EMPATHY

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

PERSONALITY PERSONALITY

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

SCORE SCORE

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

AGILITY AGILITY

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

REMIX REMIX

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

(c) CREATIVE COMPANION

HOW TO START?

CUES

EMPATHY

PERSONALITY

SCORE

JAMMIN’

AGILITY

REMIX

THEMES

RESEARCH

CREATIVITY

STRATEGY

REALISATION

PRODUCT EXPERIENCE

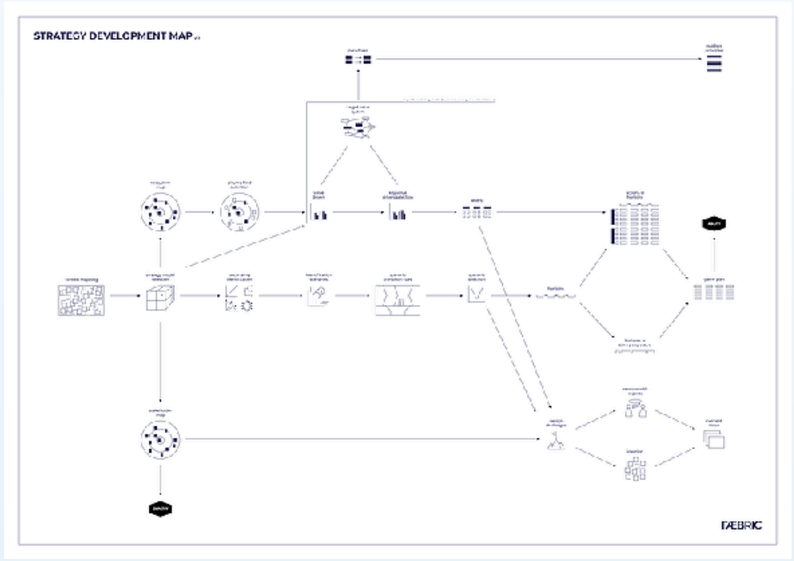
BRAND EXPERIENCE

CULTURE

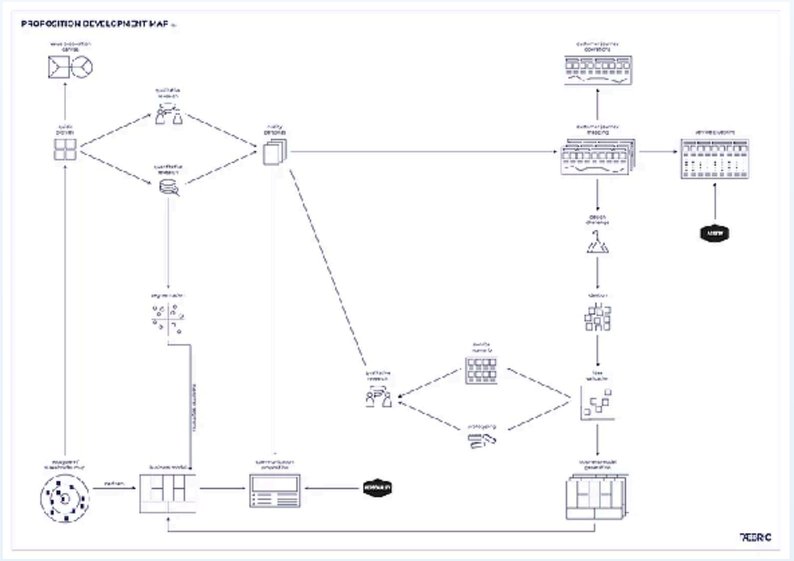
ORGANISATION EXPERIENCE

MAPS

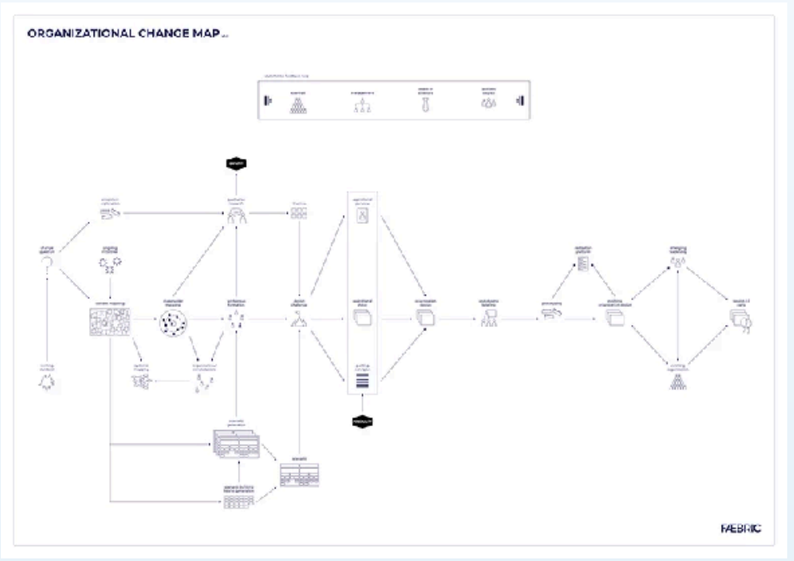
PERSONALITY STRATEGY DEVELOPMENT MAP



EMPATHY PROPOSITION DEVELOPMENT MAP



AGILITY ORGANISATIONAL CHANGE MAP



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COMPANIES WORKING WITH MUSIC THINKING

CREATIVE COMPANION

Change and sustainable innovation

‖:music thinking:‖

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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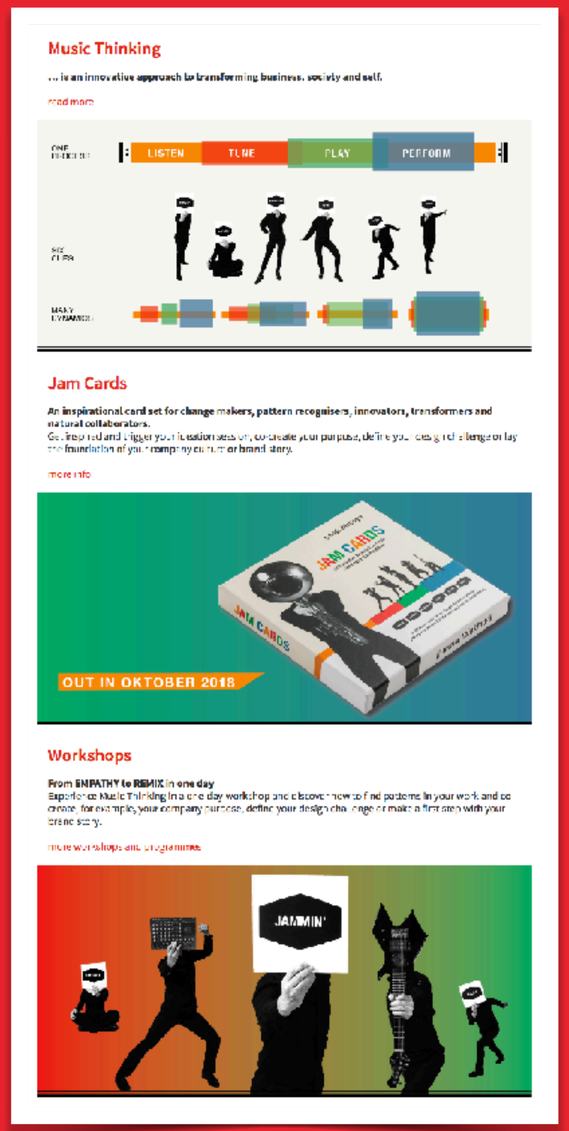
||: music thinking :||

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.



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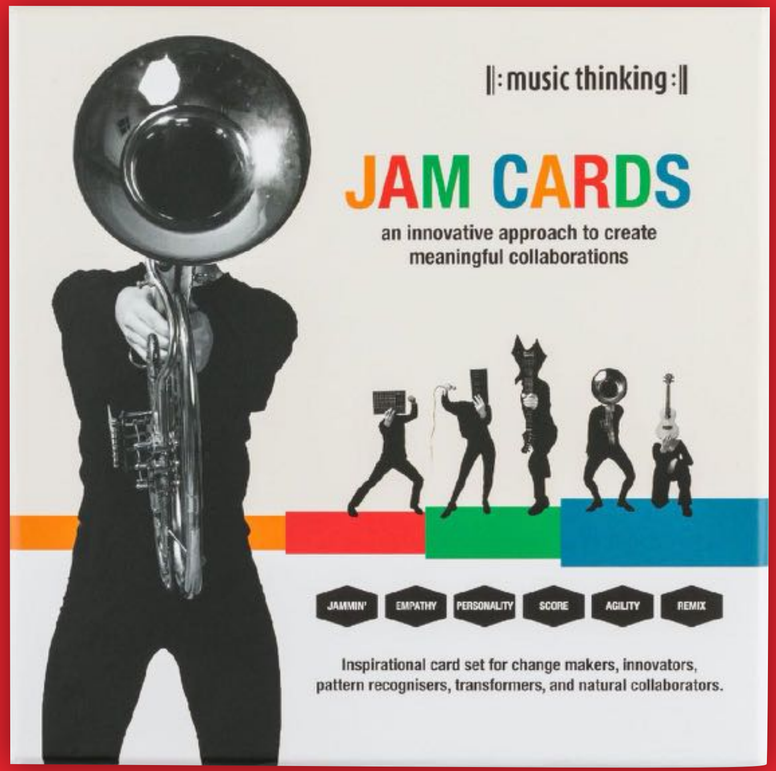

JAM CARDS