

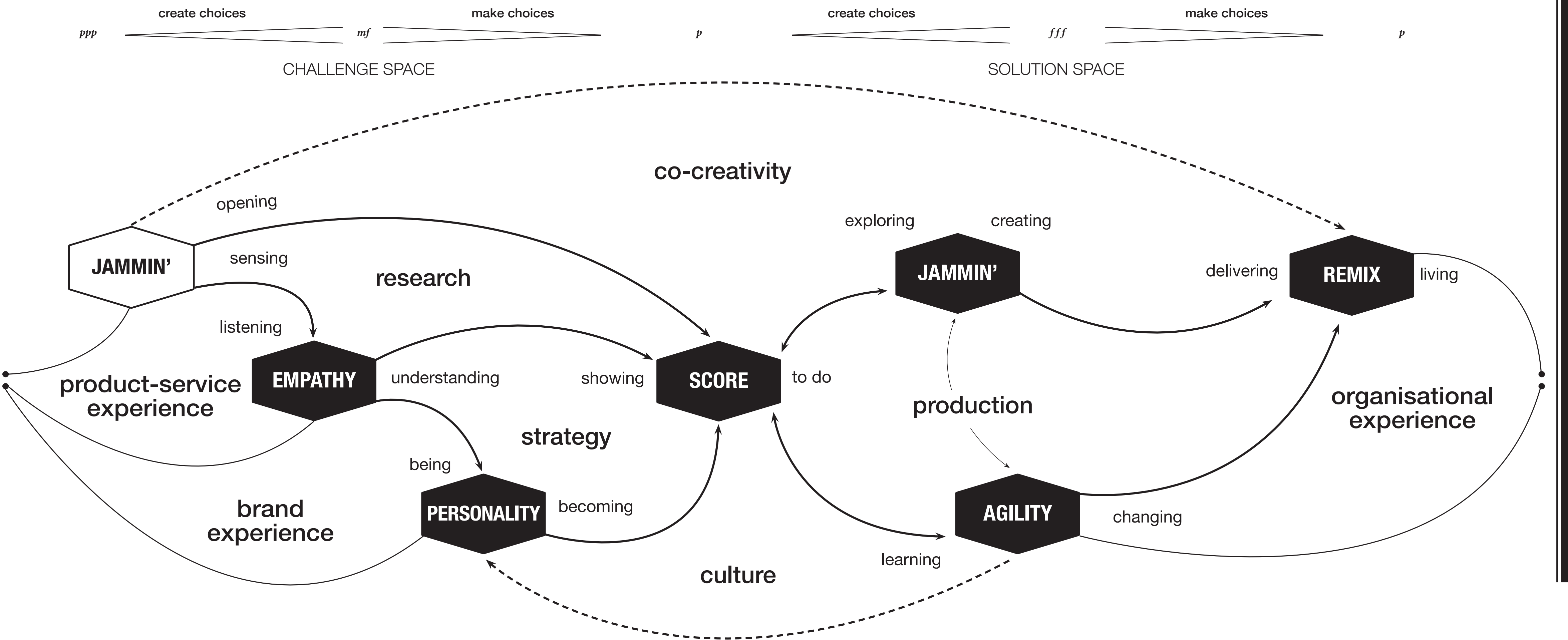
MUSIC THINKING FRAMEWORK v. 2.0

PHASES



CUES

Innovation Track start with JAMMIN'
 Service Design Track start with EMPATHY
 Brand & Organisation Track start with PERSONALITY



INSTRUMENTS

This is just a selection of possible instruments.

TO OPEN JAMMIN' TO SENSE	TO LISTEN EMPATHY TO UNDERSTAND	TO BE PERSONALITY TO BECOME	TO SHOW SCORE TO DO	TO EXPLORE JAMMIN' TO CREATE	TO LEARN AGILITY TO CHANGE	TO DELIVER REMIX TO LIVE
Unlearning Pattern Writing Serendipity Lab Free Improvisation Unstructured Play Realtime Innovation Cards Unanswered Question Question Storming Lego Serious Play ...	Deep Listening Quantitative Data Qualitative Data Context Mapping Stakeholder Mapping Value Network Mapping Reality Persona Journey Mapping Systemic Mapping Doughnut Economics ...	Why Purpose Brand Values Vision, Mission Guiding Principles Leadership & Followership Aspirational Persona Holding Spaces Storytelling ...	What Lead Sheet Service Blueprint Experience Design Business Model Generation Journey Operations Conceptual Models Brand Book OGSM ...	Ideation Serious Play Experiments design Experience demonstrator Low Fidelity Prototyping Concept walkthrough Generative design Pattern co-creation Rapid prototyping ...	How Action Learning Team Forming Squad Formation Guided Improvisation Backlog Kanban Service Scenario Scrum, Agile, SAFe ...	Realisation Platforms Co-creation platforms Minimal Viable Product High Fidelity Prototyping Minimal Releasable Product Quest for the Ultimate Remix Living the Paradox Feedback Loops Live Testing ...

DYNAMICS

How the cues connect with the instruments will affect the dynamics of the phases.

They find their analogy in the various music styles.

