

UNLOCKING INNOVATION

By 2027 75% of today's Fortune 500 companies will be gone. Randomly pursuing different ideas and hoping that at least one of them can turn into something innovative is not enough anymore. We need to design organizations that can continuously create human-centered innovation. The construct of design-led ambidexterity (DLA) can support us in doing so.

This graduation project was carried out together with Barco with the intention to unlock the innovation potential of its employees by creating a solid foundation for DLA. To do so, a thorough qualitative research was carried out to discern the challenges Barco faces, its current process structure and an optimal way to develop design capabilities.

These aided the design of a new solution that will help Barco reach the state of a well-orchestrated innovation flow supported by employees who share the same mental model and level of capabilities.

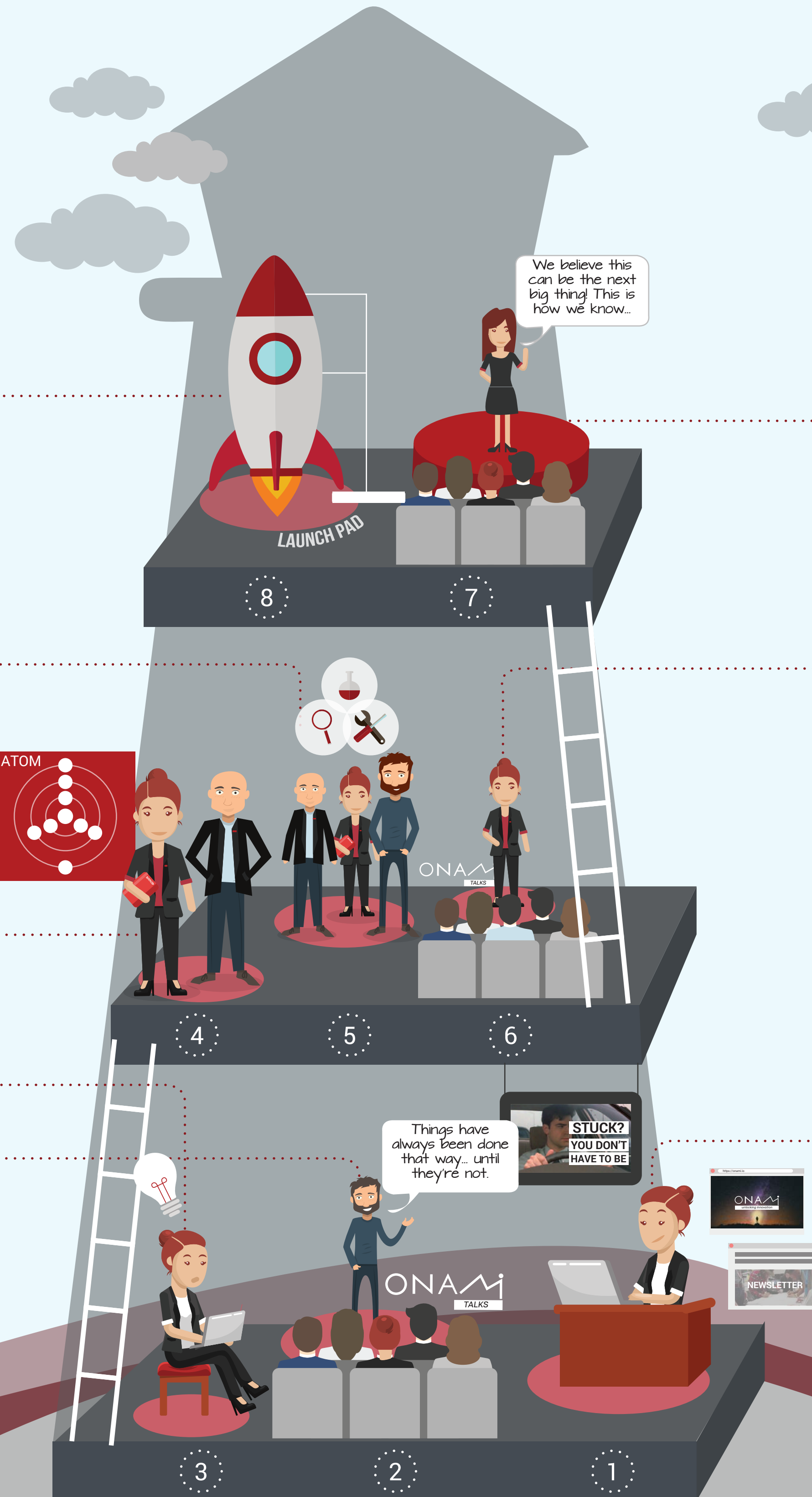
Develop your solution further into something that can be easily handed over to product development.

Get additional support to understand the context your idea is in, build the new solution and test it again and again until you've validated your riskiest assumptions.

Go to Stream and get coached on how to use the Atom way of working. Grow your idea into a solution that's desirable, feasible and viable.

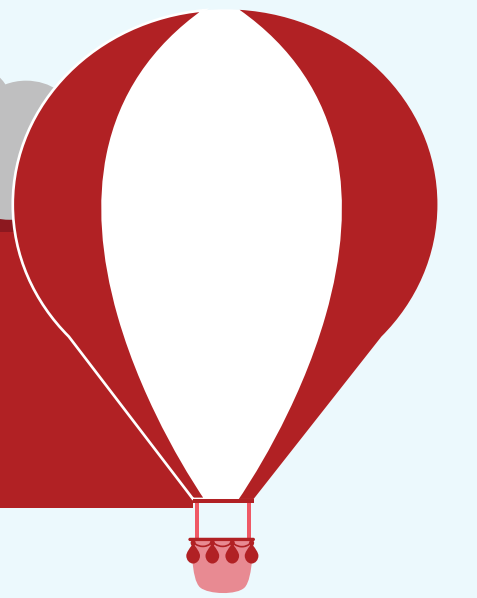
Come up with a new idea (or a hunch) you feel has the potential to make a difference.

Attend the monthly Onami Talks and meet other like-minded people. Exchange knowledge and get inspired by their attempts to challenge the status quo.



PURPOSE

BUILD A DESIGN-LED
AMBIDEXTROUS
ORGANIZATION



RESEARCH

48 semi-structured interviews with Barco employees

guide and help an internal startup to set up their new way of working

a comprehensive overview on Barco processes

literature review on design and business methodology

Once you've gone through the orbits of the Atom, pitch your idea in front of the CLT team and explain why Barco should continue developing it.

Share your progress during the Onami Talks. Get feedback and support to further develop your idea. Inspire other people to start creating meaningful innovations, too.

Skim through the new Onami newsletter and blog posts to catch up with everything connected to human-centered innovation in Barco.

RESEARCH INSIGHTS

Niya Stoimenova
Unlocking Innovation: Building a Design-Led Ambidextrous Organization
August, 24, 2017
Strategic Product Design

Committee: Dr. Ir. C. S. H. de Lille (chair)
Maïte Oonk (mentor)

Company: Guy van Wijmeersch (Barco)

