





REALIZE NEW INSIGHTS

**REFRAME THE PROBLEM.
UNCOVER OPPORTUNITIES.**

OBSERVATION



INSIGHT/HUNCH



**NOTICE
SOMETHING**



**“I WONDER IF THIS
MEANS . . .”**

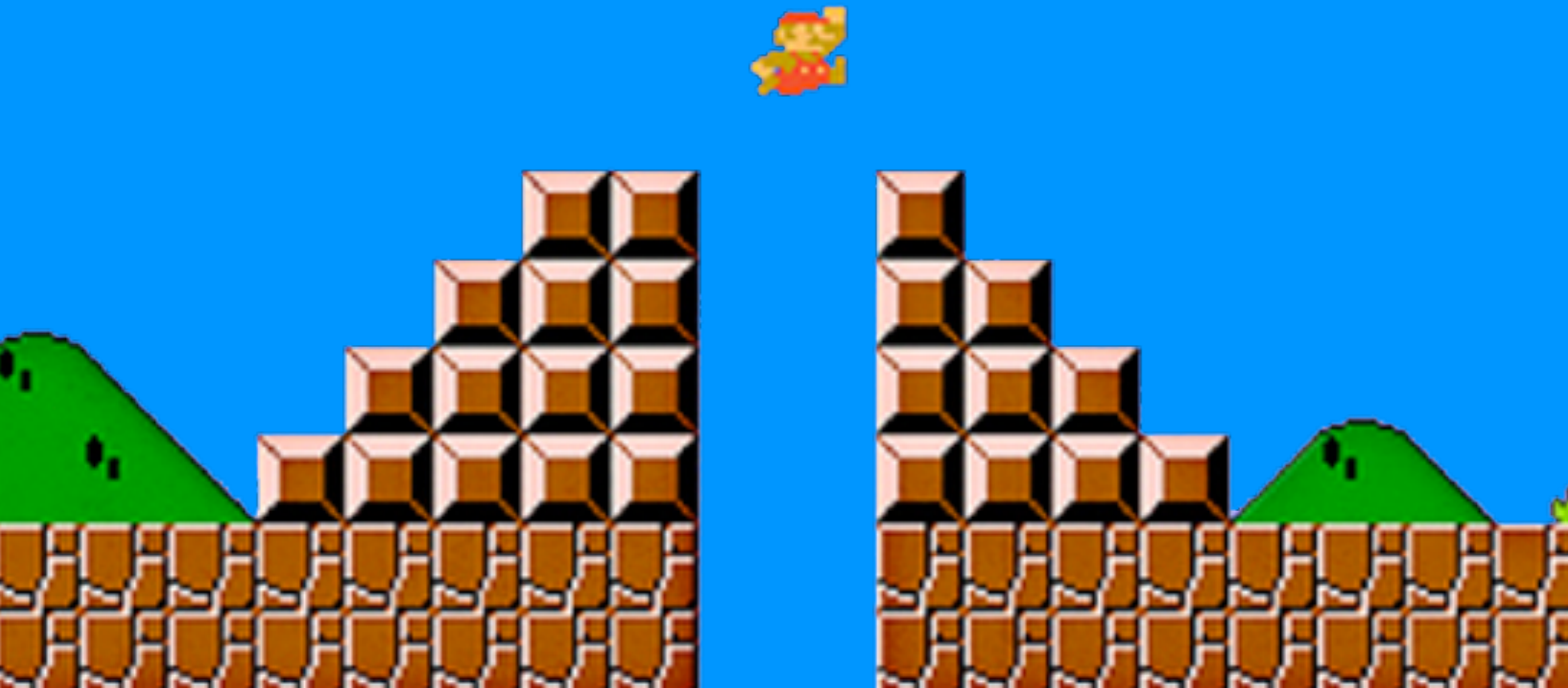


**ACTIONABLE
LEARNING
ABOUT
PEOPLE**

OBSERVATION



INSIGHT/HUNCH

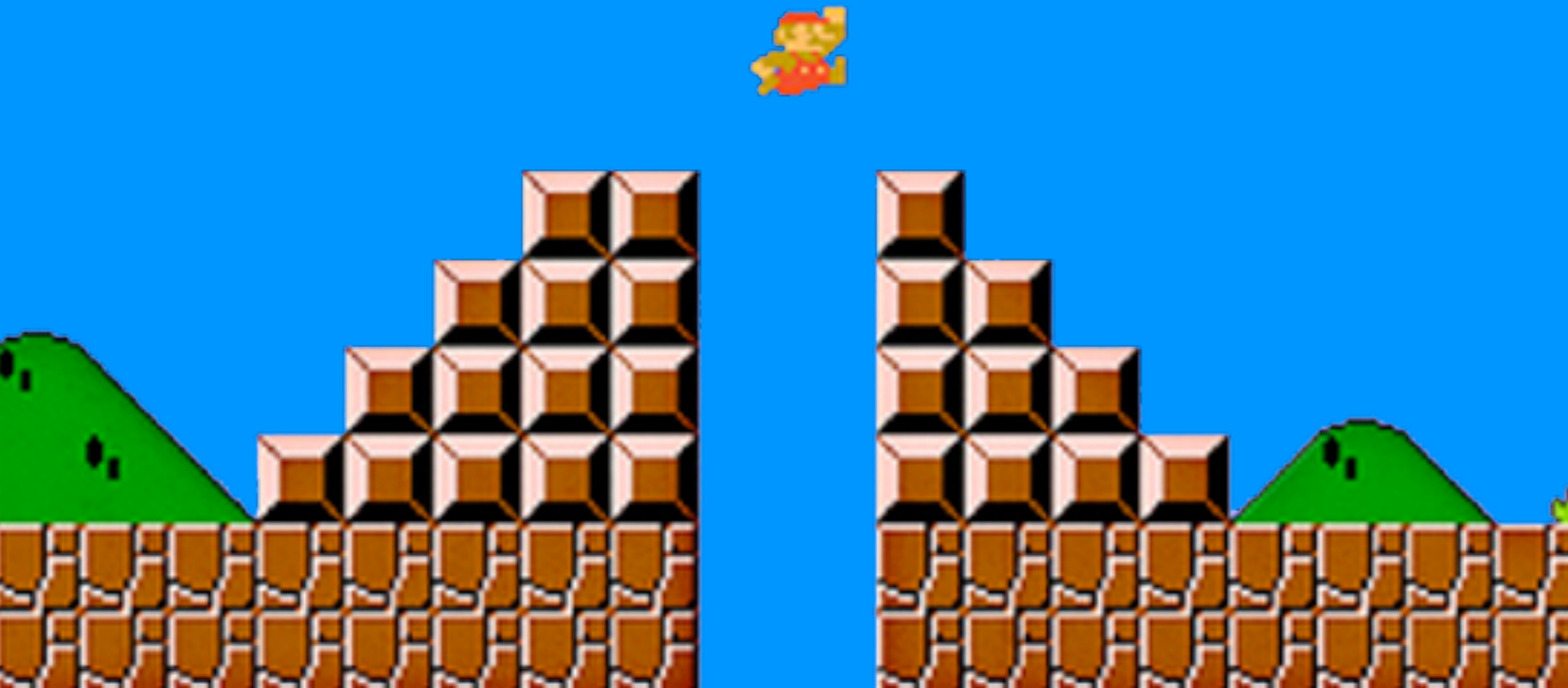




OBSERVATION



INSIGHT/HUNCH



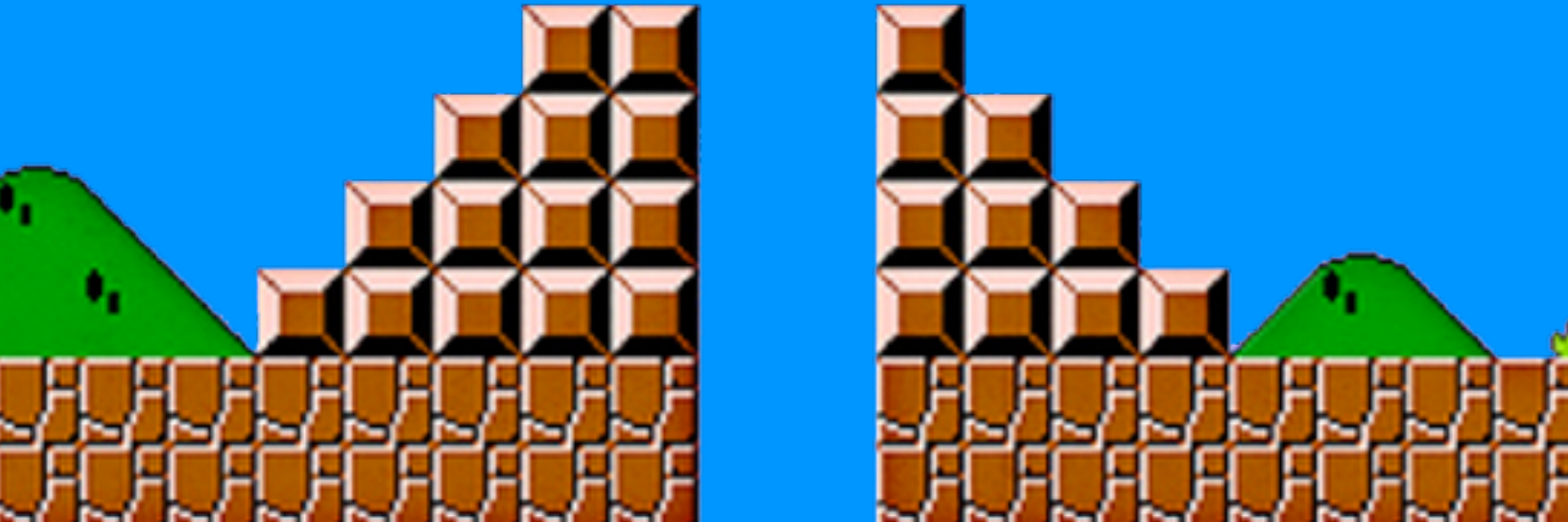
OBSERVATION

We heard:

“My brother gets to go to camp, but I can’t go”

We observed:

No trophies in the rooms of the sick children, unlike their siblings



OBSERVATION

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“My brother gets to go to camp, but I can’t go”

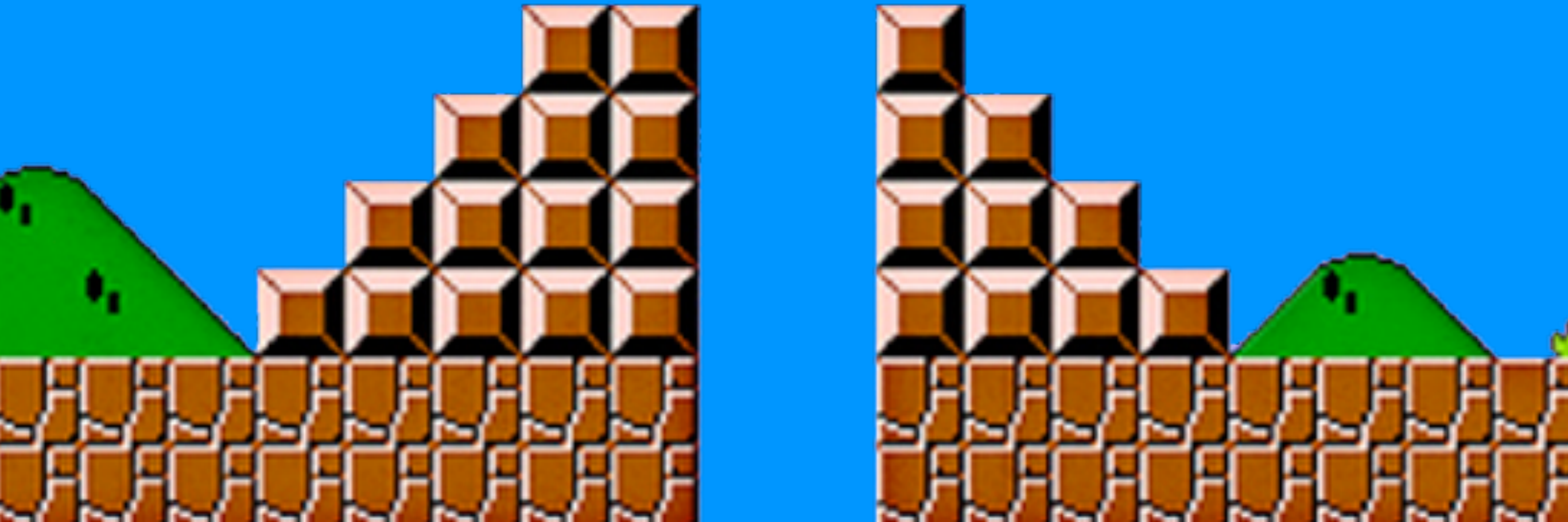
We observed:

No trophies in the rooms of the sick children, unlike their siblings

INFER

INSIGHT/HUNCH

Life-threatening illnesses suck all the *adventure* out of their lives





Jungle Adventure

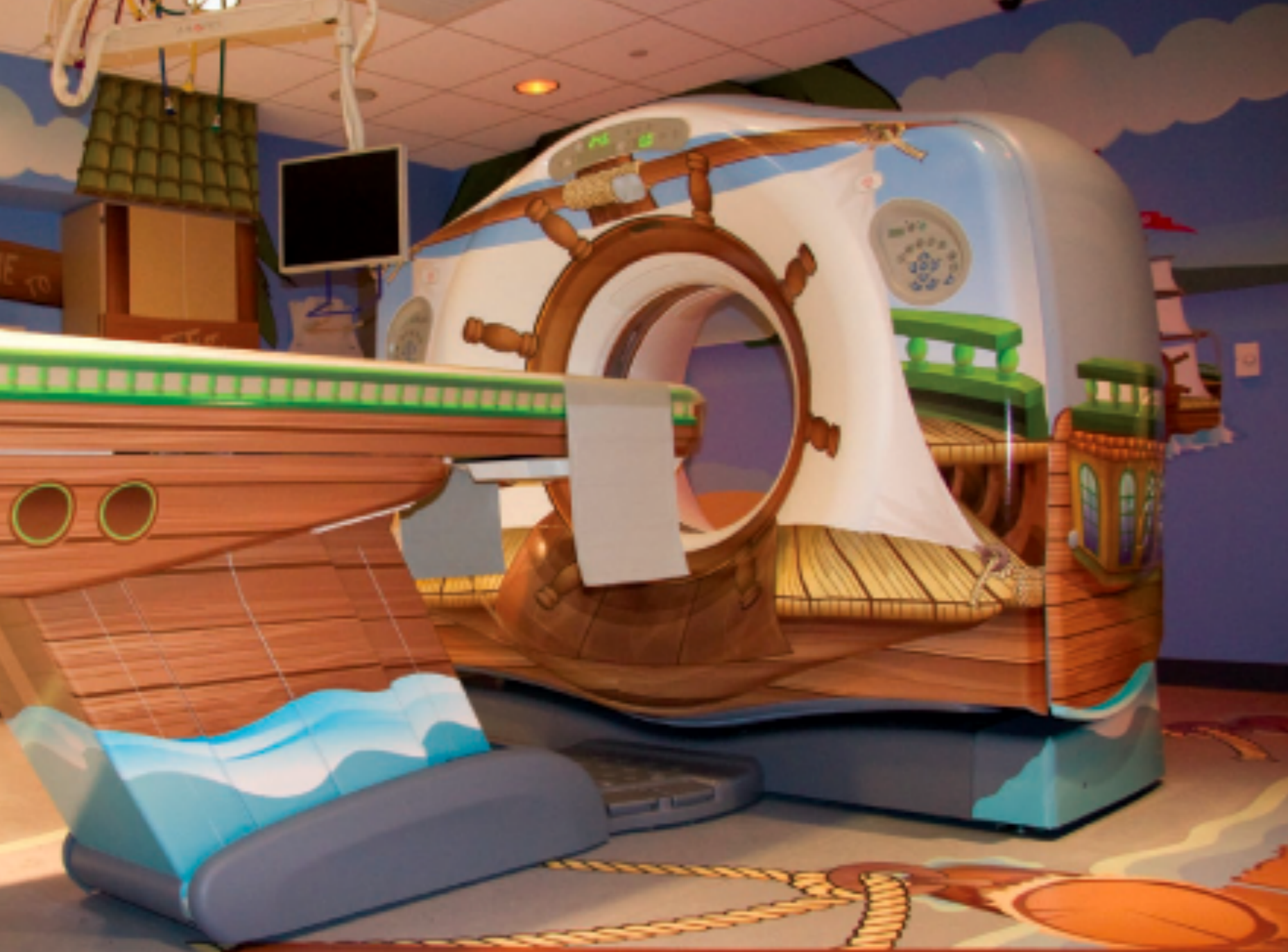


(Before)

“The Nuclear Medicine room that was designed by GE is absolutely fantastic. That room is **exactly what a children’s hospital should look like**. It is the epitome of what a pediatric imaging room should be, with all of the **lights, sounds, smells, and amazing decorations** on the walls, floor, and scanner. We are so excited and proud of this room in our department. In fact, the staff from several nursing units has expressed how **jealous** they are of what a **wonderful experience** this room will create for our patients and families.”

**Dana Etzel-Hardman, MSN, MBA, RN, CPN,
Training and Education Specialist**





Pirate Island

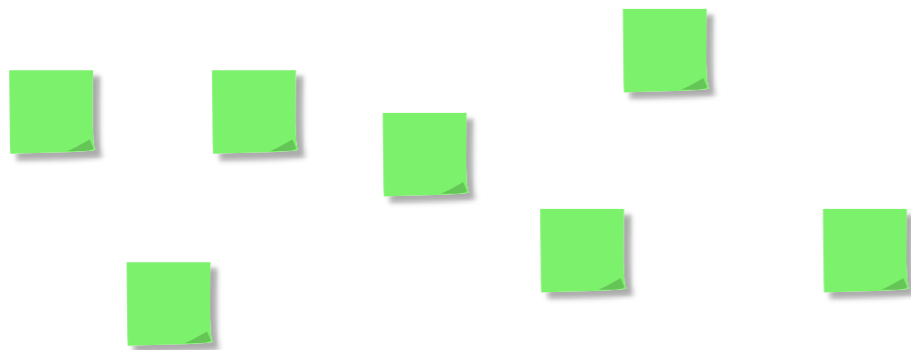


“Can we come back tomorrow?”
Actual patient, age 6

I wonder if this means . . .

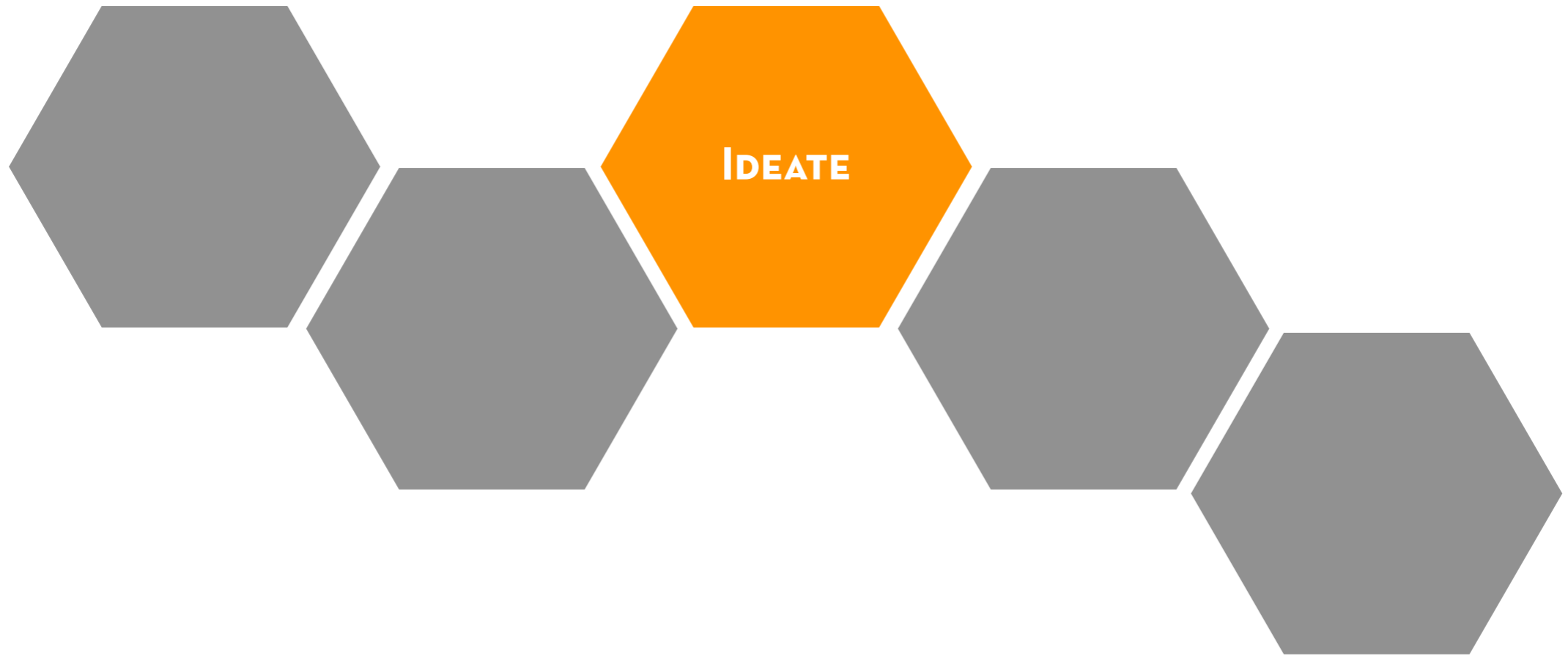


**TENSIONS,
CONTRADICTIONS,
SURPRISES**

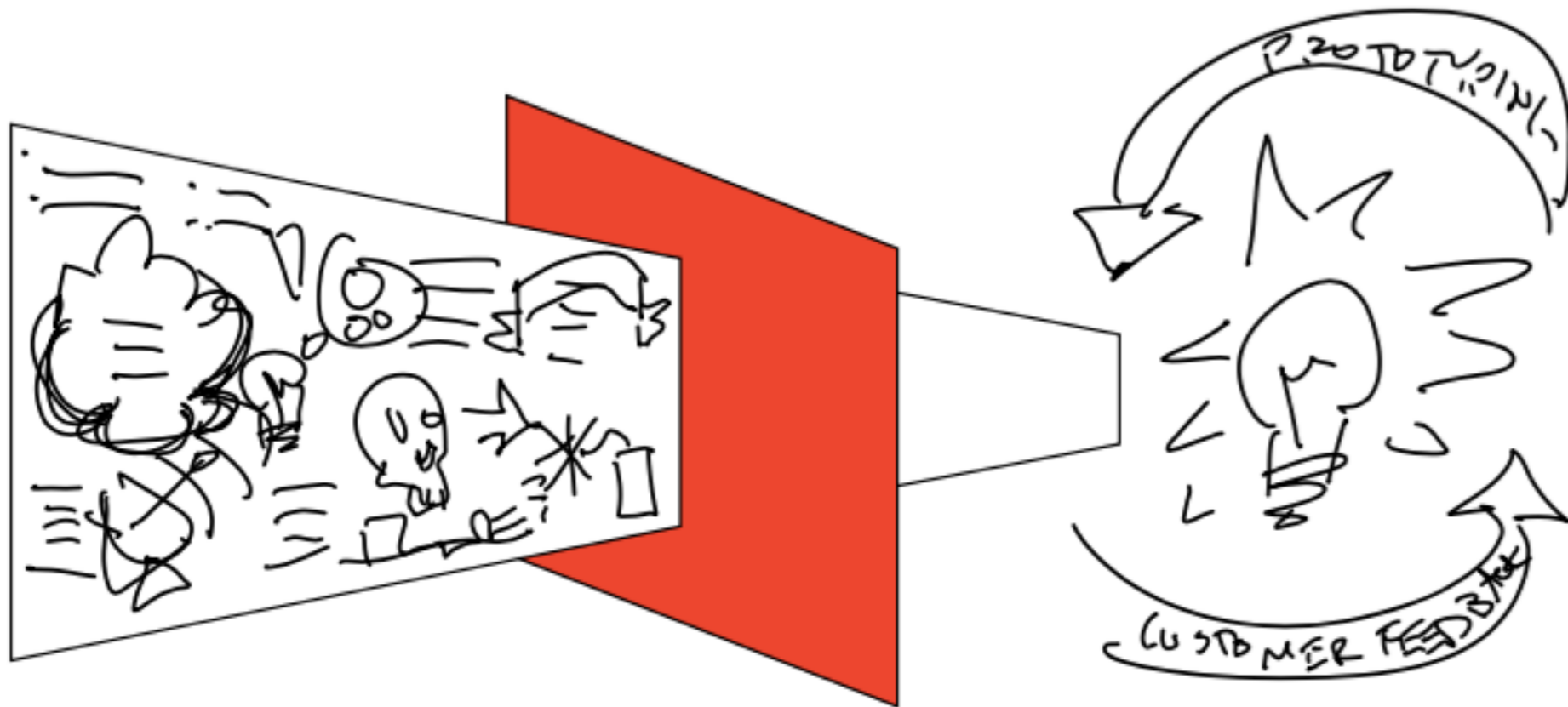


**(POSSIBLE)
INSIGHTS/HUNCHES**





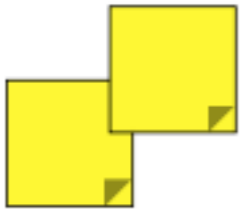
RETAIN YOUR TEAM'S INNOVATION POTENTIAL



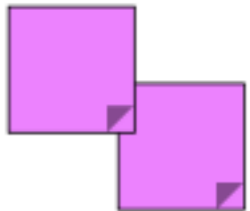
CHOOSE WITH INTENTION USING SELECTION CRITERIA



Most likely to succeed

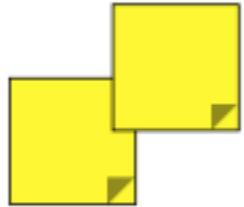


Most likely to delight our user

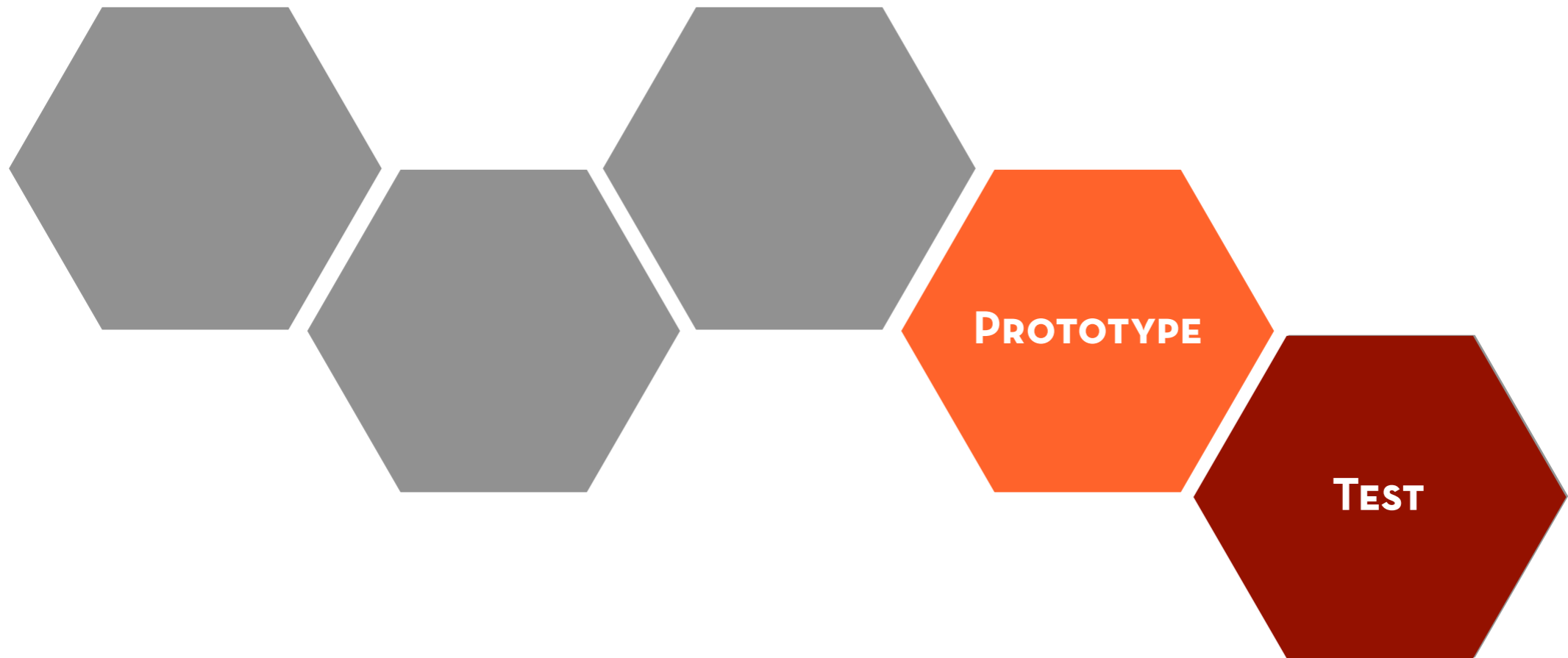


Most breakthrough if . . .

CHOOSE WITH INTENTION USING SELECTION CRITERIA



Most likely to delight our user



PROTOTYPE

TEST



Departure Gate

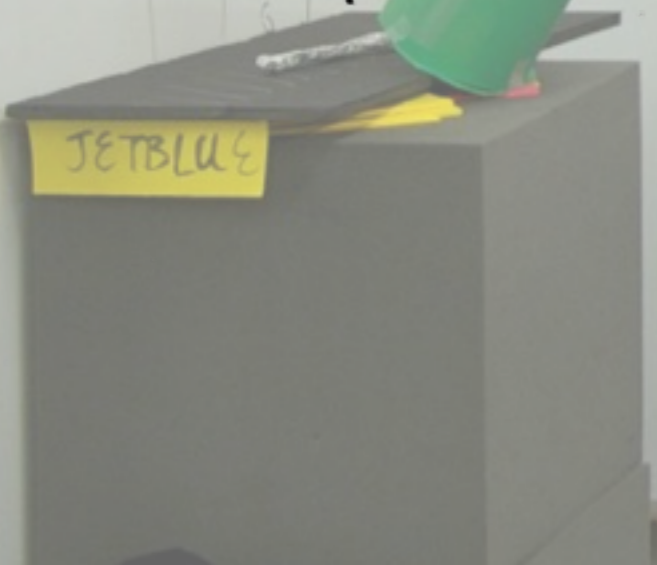
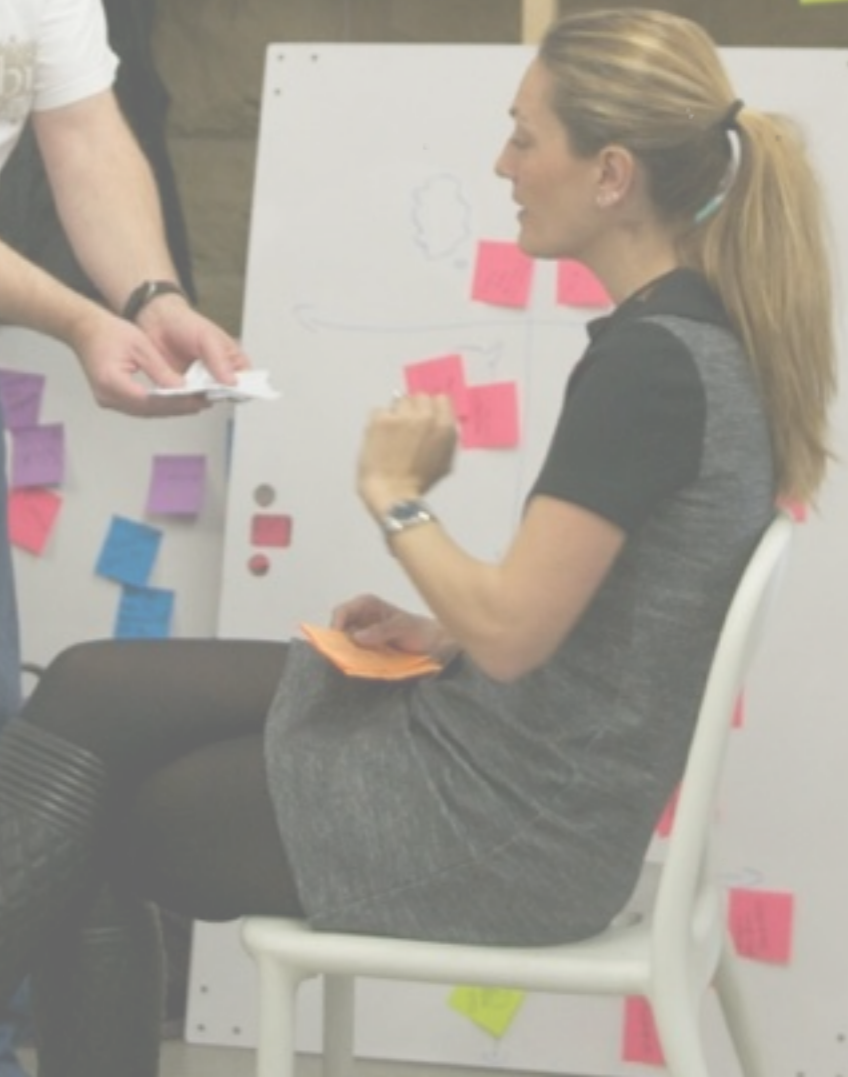
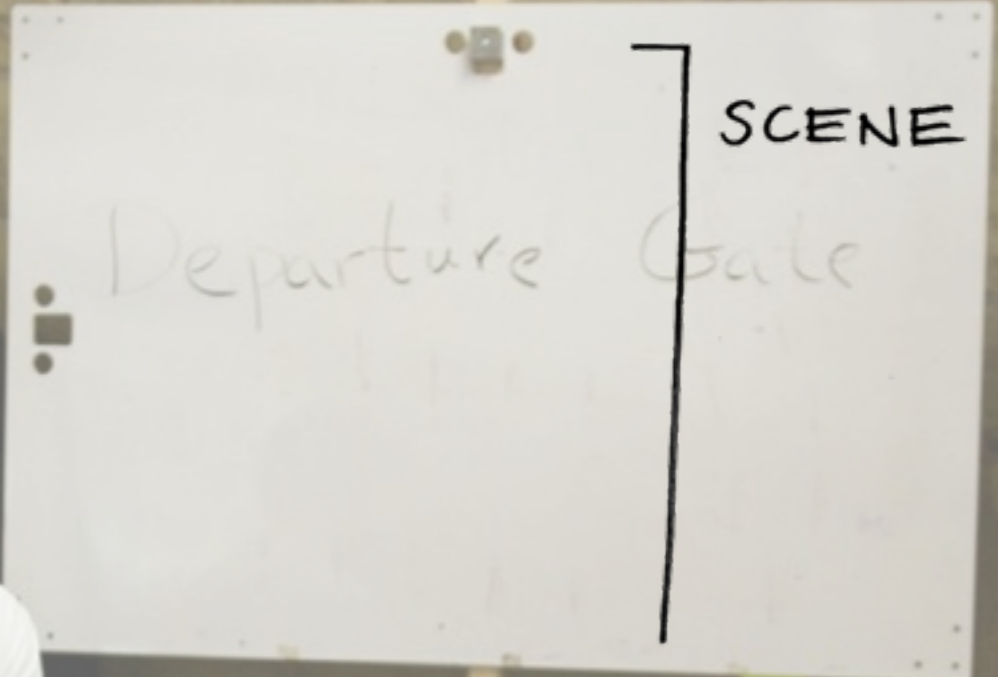


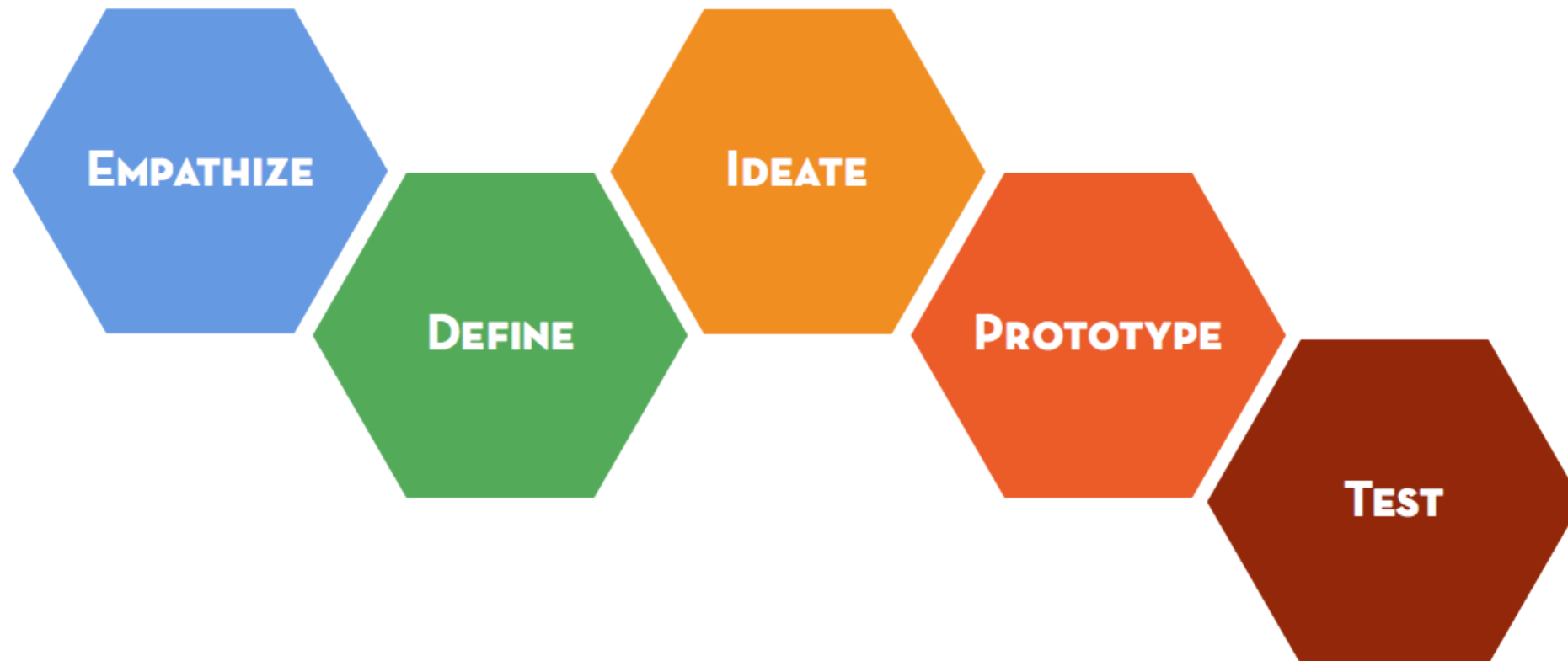


PROPS



ROLES



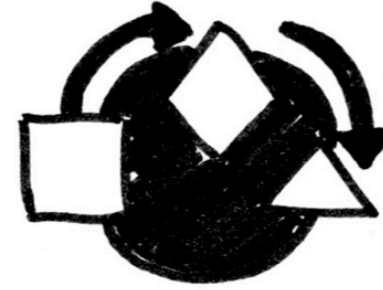




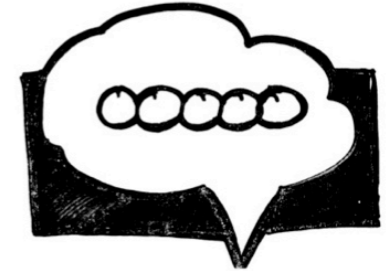
FOCUS ON
HUMAN VALUES



SHOW
DON'T TELL



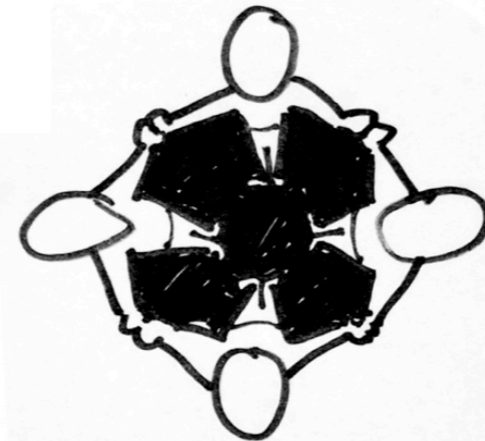
EMBRACE
EXPERIMENTATION



BE MINDFUL
OF PROCESS



BIAS TOWARD
ACTION



RADICAL
COLLABORATION



CRAFT CLARITY

D.MINDSETS