



**THE
LANGDON
GROUP**
a J-U-B Company

Are You a Water Superhero?





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What is a hero?





“Dad, help me build a superhero teammate.”

What kind of guys do you want on your team?

What do you want him to be like?

Do you want:

him to have any capes?

Him to fly?

What do you want his power to be?

Can he move stuff?

How strong is he?

What do you want his body to look like?

What do you want his hands to look like?

What do you want his head to be like?

What do you want his eyes to be like?

What should his legs be like?

Do you want him to have any capes?

What do you want his weapon to be like?

Do you want him to be invisible?

And dad, is your guy done?

Do you want any more guys on your team?

Okay dad, I've got an idea...

“The Rock Monster”

The rock monster doesn't have a neck. He's tiny (like yoda). He only has two fingers - one on each hand. He can make force field balls. And he has a force field around him whenever he wants. And he's on the skeleton team. This is a team of other bad guys that are evil - he works with two monsters and their two masters...

“Giant Shark Fin” and “Big Fireball”

(The two monsters)

Giant Shark Fin is as big as a giant and super strong and can eat people and has a giant spike on his back and is made out of iron.

Big Fireball is a fireball with a face, arms and legs - he throws fire at people and has ten dragons.

“Scorpion” and “Sneaker”

(The two masters)

Scorpion has four arms, two on each side. The top arms are pinchers. The bottom arms shoot out fireballs, but also transform into normal hands.

Sneaker is the second master. He is invisible. His hands are “chompers” and slicers. He is green. He has a green tail that can wrap people up. He has an army of skeletons that can come out of the ground when he calls them. He's never been defeated, except by the other master Scorpion.

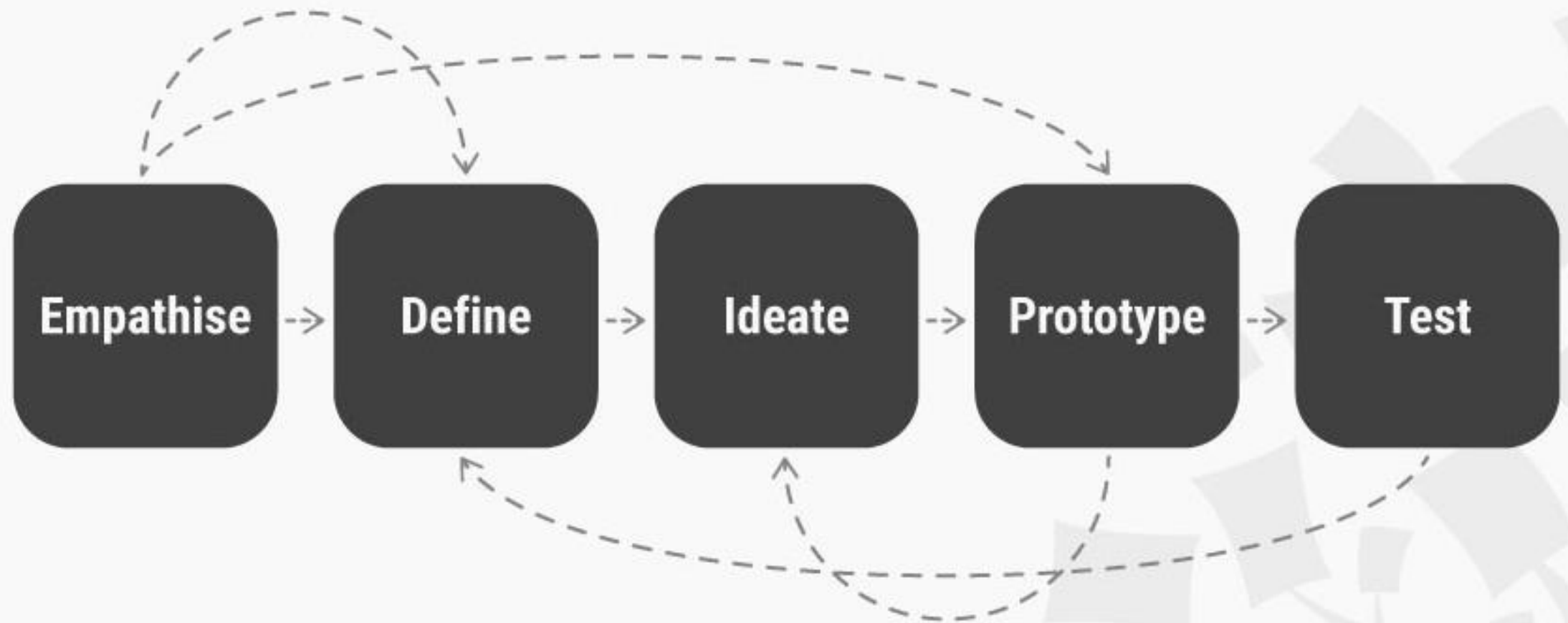
Why is this relevant to us?

- Unlocking **creative potential** has long been recognized as a **key component of management**.
- **Creativity** is the bases for **innovation** and **innovation** is the turning point for **successful results**.
- Front-running businesses are well aware of it and invest time and resources on developing **creative structures and teams**.
 - Forbes Magazine, 2019

How might this be relevant to us?

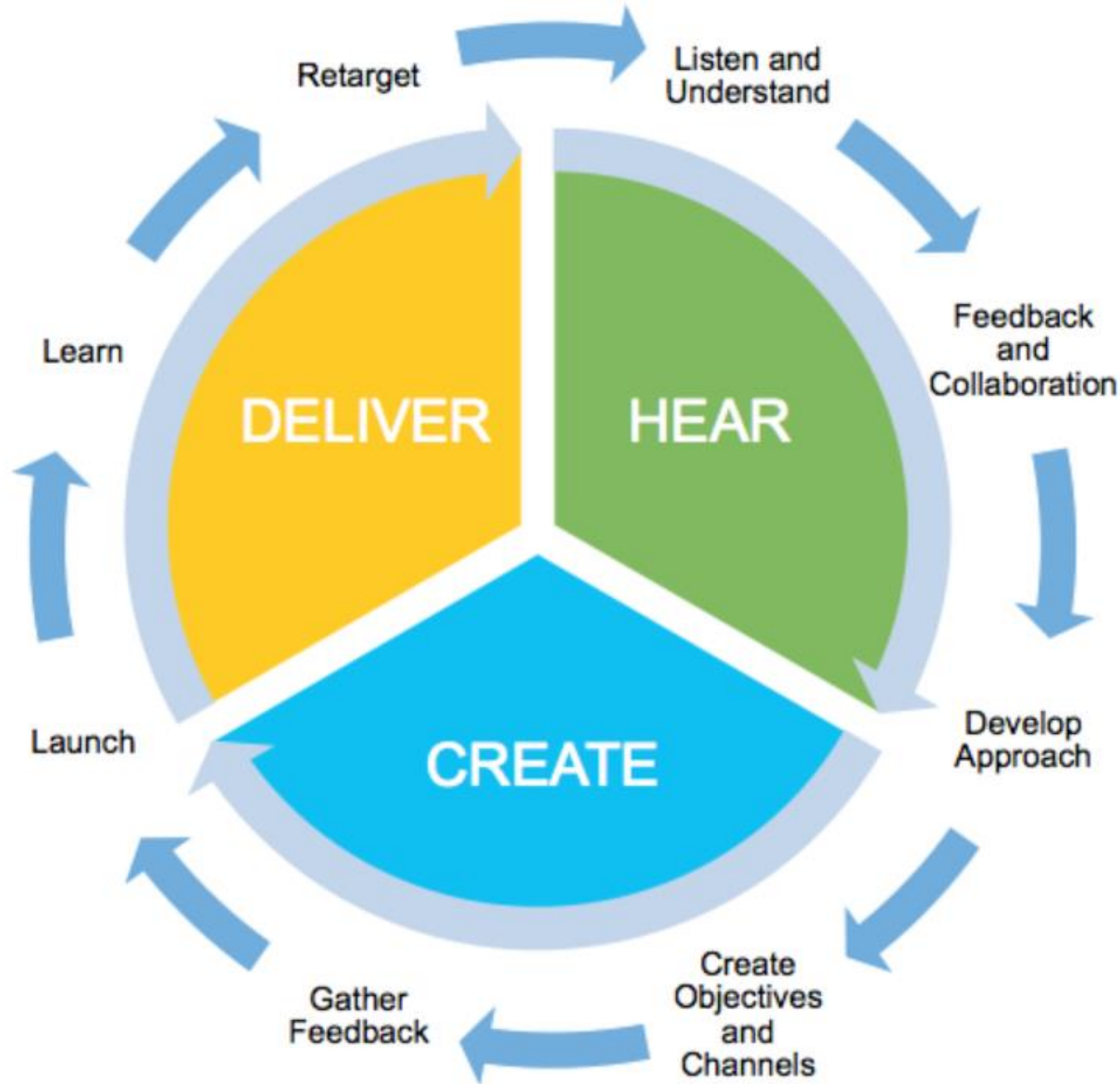
- **Design Thinking** is one of the preferred tools.
- **Design Thinking** is a non-linear, iterative process which seeks to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test. The method consists of 5 phases—Empathize, Define, Ideate, Prototype and Test.
- **Design thinking** is a creative approach to problem-solving that starts with people and ends with innovative solutions that are tailor-made to suit their needs. The Human Centered Design method consists of 3 phases – Hear, Create and Deliver.

Design Thinking: A 5 Stage Process



INTERACTION DESIGN
FOUNDATION

INTERACTION-DESIGN.ORG



COMPLEMENTARY THINKING

BUSINESS THINKING

DESIGN THINKING

Logical



Intuitive

Deductive reasoning



Abductive reasoning

Inductive reasoning

Requires proof to proceed



Asks what if?

Looks for precedents



Unconstrained by the past

Quick to decide



Holds multiple possibilities

There is right and wrong



There is always a better way

Uncomfortable with ambiguity



Relishes ambiguity

Wants results



Wants meaning

How might this be relevant to us?

“Design thinking works because it relies on unleashing the creative side of every issue. It takes what it is or what we know, and it twists it into what ideally and creatively it could eventually be at its best. It helps teams and business to organize, make decisions, improve situations, gain knowledge and boost performance and results.”

-Roger Martin, Author/Strategist



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Build a Hero

DESIGN THINKING: AS A TOOL, MINDSET,
APPROACH, MODEL



 IDEO.ORG



TRAVEL
PACK

Build Empathy

Empathy is the foundation of great design. The better you understand the needs, aspirations, hopes, and challenges of the people you're designing for, the more likely your solutions will be adopted and embraced.

	Fun to do	Great warm-up	Inspiration source	Subject matter
Just Journal			•	
Negative Therapy			•	
Hot or Not				•
Personality	•			
Who's the Boss		•	•	
Statistics				•
History, Hinder	•			
Figure the Right Road				•
It Was in the City		•		

Unleash your Creativity

Complex challenges require bold solutions, but getting out of your comfort zone isn't always easy. Unleash your inner creative genius with exercises designed to stretch your thinking.

	Fun to do	Great warm-up	Inspiration source	Subject matter
Build a Hero	•		•	
Just a Hat	•	•	•	
Creative Burbs	•		•	
Walls to Personal				•
Walking Comically	•	•		
Headlines from the Future	•			•
One Thing, One Way	•	•	•	
Round the Driveway				•
Bad Idea Brainstorm	•		•	

Get Your Hands Dirty

Experimentation is a designer's secret weapon. Test new ideas early and often to learn what works in the real world, spot potential problems, and evolve your solution until it's just right.

	Fun to do	Great warm-up	Inspiration source	Subject matter
Recall Therapy				•
Paper Power Ball	•	•	•	
Use to Inspire	•		•	
Play Your Space				•
My Floor	•	•		
Walk it Out	•			•
Play the Game	•			
Twenty, Set, Make				•
Take it To The Streets	•		•	



Build a Hero

OBJECTIVE:

Find new opportunities by testing the limit of what's possible.

HOW?

Zoom out. Assess. Dream big. (Don't worry about viability or resources, worry about saving the world!)

Build a Hero: Step 1

Think of a challenge you're trying to tackle. List out the constraints and problems you're running up against. What does a world taken over by this problem look like?

Clot



Clot



Build a Hero: Step 2

Think about a superhero that might come in to save the day.

What would their superpower be? What are their gadgets? Their uniform? How about a fatal flaw, their kryptonite?



Build a Hero: Step 3

Create a comic strip of your hero's journey. You can create a longer sequence or a simple before/after.

What does the world look like before and after they swoop in and make a difference?



3



270



Build a Hero: Step 4

Now, reflect.

What are some ways you can get closer to making those superpowers a reality?

Build a Hero: Step 5

Building off Step 4, what does a Superhero teammate look like?

“Dad, help me build a superhero teammate.”

What kind of guys do you want on your team?

What do you want him/her/it to be like?

Do you want him/her/it:

to have any capes?

to fly? To have other abilities?

What do you want his/her/its power to be?

Can he/she/it move stuff?

How strong is he/she/it?

What do you want his body to look like?

What do you want his hands to look like?

What do you want his head to be like?

What do you want his eyes to be like?

What should his legs be like?

Do you want him to have any capes?

What do you want his weapon to be like?

Do you want him to be invisible?

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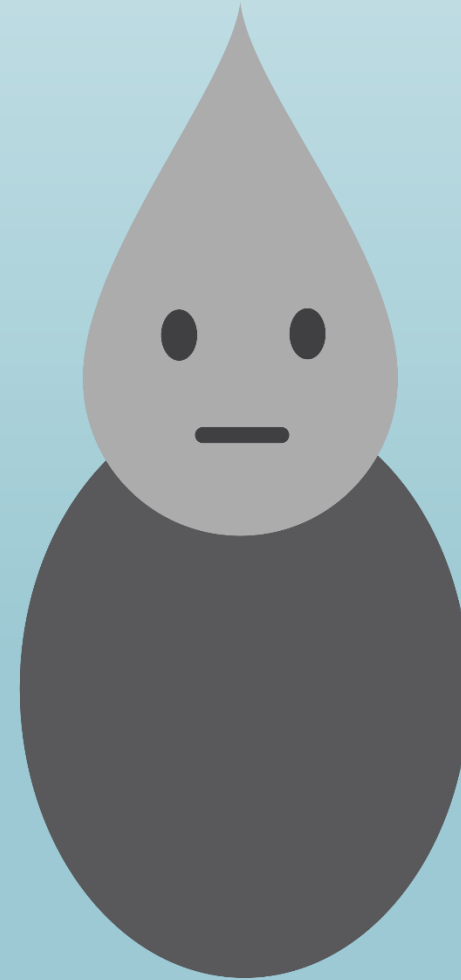
Okay dad, I've got an idea...

Build a Hero. Be a Hero.

WHAT KIND OF TEAMMATE ARE YOU?

“BE THE HERO YOU WISH TO SEE IN THE WORLD.”

Are you a water **HERO**, *Villain*, or Nobody ?



Build a Hero.

BE A HERO.

