

DEEP INNOVATORS.

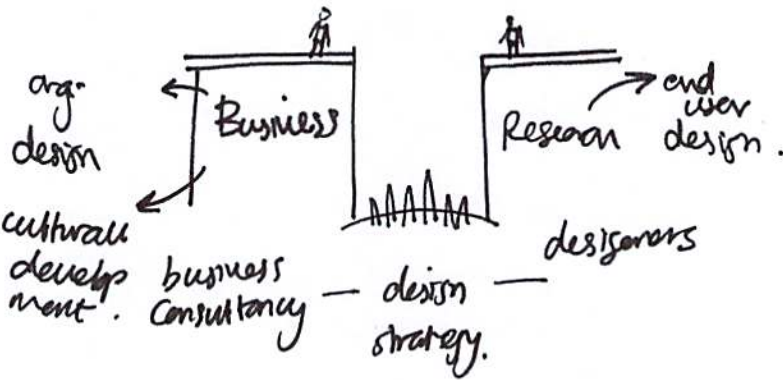


ability to quickly decide what is valuable and what is not.

select & choose new things. how to be selective.

HOW DO YOU RESEARCH


COMPANY YOU WORK FOR.



"THIS IS THE WORLD THE CAR HAS CREATED"

Deepest engagements are natural.

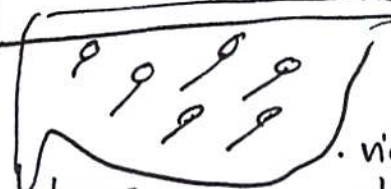


post mortem / 

- 10 years into the future ...
- performance.
- New Team / New idea
- intuitive work.
- news broadcast.

↳ letting go ...

FEEDBACK

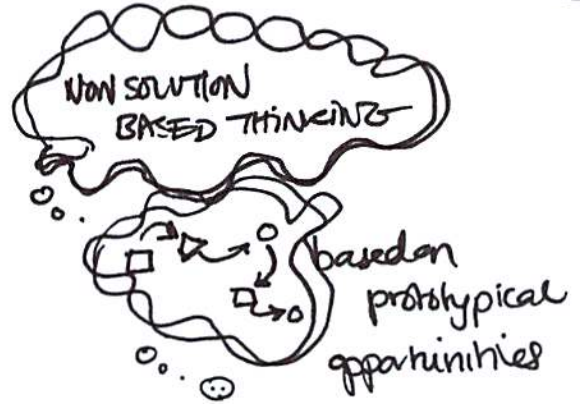


- buy a. - carpam + car sharing.
- sustainability
- video slowed down.
- more movement.
- responsibility is with GM responsible for making
- MUSIC / TONE } buy buy by simple
- SCREEN & FEELS.
- GM SPOT . mainly away from disposable cars.
- system.
- platform intergable ✓
- convenience to me.
- why for GM
- why for consumers.
- the mainy your apartment
- planning a road trip.
- ~~XXXXXXXXXX~~
- Ecosystem ← GM SPOT → □
- repeat GM SPOT
- reinforce / language.

- to/cd access data
key → from quadrant
* car share!!! not own.
* solution to many solution)

INNOVATION STUDIO

- Group dynamics
we need to pick a direction.
who decides in which situation
dividing up work.



- Separateness vs. togetherness } 5th element team decisions.

You know things people can run with.

informal reviews & accessibilities...

WHO IS GOOD WITH WHAT...

when to let go....
letting things free.

FIRST WE ALWAYS INNOVATE OURSELVES.
AND SEE WHAT WORKS...

How to HOLD BACK.

NOT USING FACTS TO SHAPE YOUR IDEAS
JUST TO INFORM YOU



INNOVATION IS SOOO HARD
it's actual work...
committing to the unknown.

- when to express idea and when not to express idea.



You can prototype without the widget



speed to prototype matters.



we ~~best~~ let facts set in the way.

"imagine... this"

- general comments individually
- specific feedback... email to get a conversation.

INNOVATION STUDIO

Summarize notes
interview

