



## **Design and Creativity**

*Philips: Project Based Organisation*

### **Liesbeth**

We set up projects to be a project based organisation so we have a certain goal and a certain budget and then you try to come up with the best team for that project and usually you have a core team of people, usually different skills. They take basically the project from beginning to end and then very often we have workshops or meetings or feedback sessions with various people to give perspectives that are needed, so sometimes yes, in the beginning you often need to analyse a lot and get knowledge either in what the technologies are needed for products to be developed and maybe some new technology input to get inspired on the new possibilities and you need to know a lot about what are the possible business models, how could you actually make money and what is the domain of making money, is this selling products or selling services, it could be many different things and of course a lot of inspiration on people. So at the beginning there are often a lot of different disciplines around a table bringing knowledge and we usually have a facilitation of a session with a lot of creative techniques to be able to digest all that knowledge and not listen endlessly to a lot of lectures because that's, yes, you'd be really tired I think after even half an hour concentrating, so we try to really come up with techniques and exercises to actually digest that knowledge and still the learnings from that, yes, just maybe the triggers that inspire you, that you want to take on further and then later on in the project you take on more steps so you work as a core team to actually come up with concepts. Then you might bring in some user involvement experts to take this to users in a context or in a lab, depending on what you want to know. So it basically varies who's involved, depending on what is needed through the project but there is always a core team and usually that is a mixed set of people that really takes it from beginning to end.