Orthodoxies

Every industry has its own orthodoxies and rules...And plenty of them. Innovation teams can often get overwhelmed by trying to be creative while still adhering (even if subconsciously) to these rules of the industry. Challenging orthodoxies allows you to remove constraints and create new ideas that push the boundaries of what could be.

WHAT ARE ORTHODOXIES?

Orthodoxies are authorized or generally accepted theory, doctrine, or practice. They are unwritten rules for how an industry or organization operates and is perceived by the outside world.

HOW TO DO THE EXERCISE

Step one: Start by listing all the rules and assumptions relevant to your problem's industry, product/service format or customers.

Step two: Ask why each exists and if it should be challenged (consider safety, sanitation, etc).

Step three: Ask,

- "How can we challenge these?"

- "What would be the inverse of these orthodoxies?"

Step four: Transform the challenges into concepts.

What would this look/feel like?

Draw or describe it.

A CLASSIC EXAMPLE: THE IPHONE

Step one: Phones have buttons.

Step two: Buttons exist to enter input. Challenging this will not endanger anyone so yes, it's okay to challenge this orthodoxy.

Step three: What if a phone had no buttons, or one button or more buttons?"

Step four: If a phone had no buttons then there would be more room for the screen. If you had no buttons then you need to use the screen for inputting info.

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