

A WHITEBOARD OVERVIEW BY MARTY NEUMEIER  
AUTHOR OF ZAG

# THE DESIGNFUL COMPANY

HOW TO BUILD  
A CULTURE  
OF NONSTOP  
INNOVATION

New  
Riders

AICA



















## SOKRATES

*Wednesday, December 1.* The drizzle turned to rain, kicking up tiny spikes of water on the oily streets. David Stone pulled the handle of the Uber and piled into the back, slamming the door behind him. He flicked the button on his smartphone: 7:15 p.m.

A pair of heavy eyebrows rose up in the rearview mirror. "Easy on the Prius," said the driver.

David apologized, still out of breath from his dash to the car. "Hell's Kitchen?" said the eyes in the mirror.

"Right," said David, making a conscious effort to slow his

"Big Sky headquarters. Across from the Bull Building." The car in a sharp arc and

























*Dmitri Sokouris*

212 897 1810

socrates@g





5Q  
x.5P

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AGILE  
STRATEGY



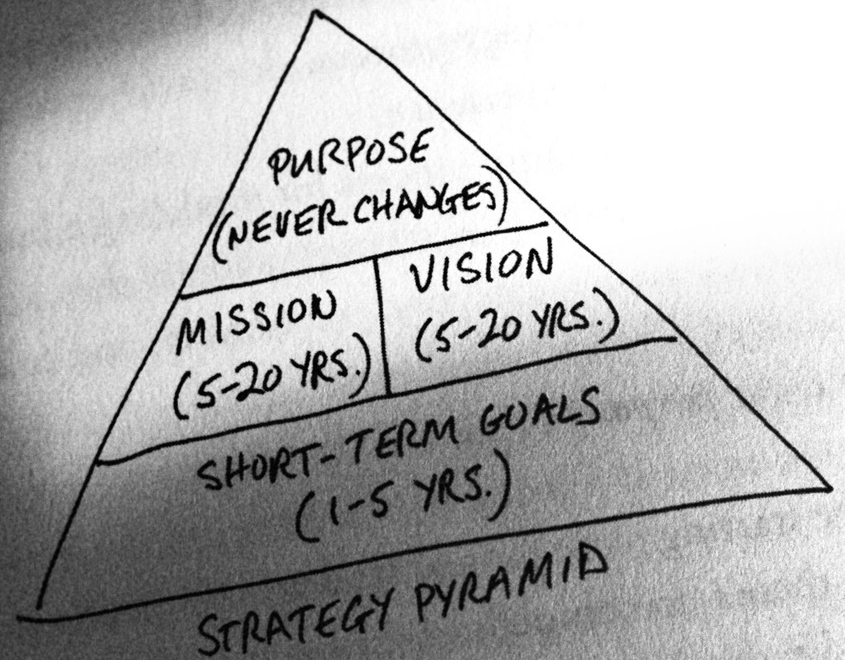
THE 5 Qs



# THE 5 Qs

1. WHAT IS OUR PURPOSE?

from it. Build a culture and clear vision, and measurable goals—they all flow from purpose.  
In *Scramble*, Gard sketches a pyramid on the board to show how purpose fits into strategy:



At the top is *purpose*. Purpose is why you're in business beyond everything else, and it never changes. If

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2. WHO DO WE SERVE?
3. WHERE SHOULD WE COMPETE?

# THE 5 Qs

1. WHAT IS OUR PURPOSE?
2. WHO DO WE SERVE?
3. WHERE SHOULD WE COMPETE?



# THE 5 Qs

1. WHAT IS OUR PURPOSE?
2. WHO DO WE SERVE?
3. WHERE SHOULD WE COMPETE?
4. HOW WILL WE WIN?

OUR BRAND  
IS THE **ONLY** \_\_\_\_\_  
THAT \_\_\_\_\_.

OUR BRAND  
IS THE **ONLY** \_\_\_\_\_  
THAT \_\_\_\_\_.

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2. WHO DO WE SERVE?
3. WHERE SHOULD WE COMPETE?
4. HOW WILL WE WIN?

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1. WHAT IS OUR PURPOSE?
2. WHO DO WE SERVE?
3. WHERE SHOULD WE COMPETE?
4. HOW WILL WE WIN?
5. HOW WILL WE GROW?

# THE 5 Qs

1. WHAT IS OUR PURPOSE?
2. WHO DO WE SERVE?
3. WHERE SHOULD WE COMPETE?
4. HOW WILL WE WIN?
5. HOW WILL WE GROW?

# THE 5 Ps

# THE 5 Ps

1. PROBLEMIZING



# THE 5 Ps

1. PROBLEMIZING

# THE 5 Ps

1. PROBLEMIZING
2. PINBALLING

# THE 5 Ps

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3. PROBING

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# THE 5 Ps

1. PROBLEMIZING
2. PINBALLING
3. PROBING
4. PROTOTYPING


# THE 5 Ps

1. PROBLEMIZING
2. PINBALLING
3. PROBING
4. PROTOTYPING

# THE 5 Ps

1. PROBLEMIZING
  2. PINBALLING
  3. PROBING
  4. PROTOTYPING
  5. PROOFING
- 

# THE 5 Ps

1. PROBLEMIZING
  2. PINBALLING
  3. PROBING
  4. PROTOTYPING
  5. PROOFING
- 



5Q  
x.5P

---

AGILE  
STRATEGY

5Q  
X.5P

---

AGILE  
STRATEGY

5Q  
x.5P

---

AGILE  
STRATEGY

WHAT IS



WHAT COULD BE

WHAT IS



GAP

WHAT ... BE

WHAT IS



GAP

WHAT ... BE

# TRADITIONAL THINKING



KNOW



DO

# TRADITIONAL THINKING



KNOW



DO



# DESIGN THINKING



KNOW



MAKE



DO

# DESIGN THINKING



KNOW



MAKE



DO

# DESIGN THINKING



KNOW



MAKE



DO

# DESIGN THINKING



KNOW



MAKE



DO

SWARMING













GOAL SETTING



GOAL SETTING



RESEARCH



GOAL SETTING



RESEARCH



BRAINSTORMING



GOAL SETTING



RESEARCH



BRAINSTORMING



STRATEGY



GOAL SETTING



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STRATEGY



DESIGN



GOAL SETTING



RESEARCH



BRAINSTORMING



STRATEGY



DESIGN



TESTING

BRAINSTORMING

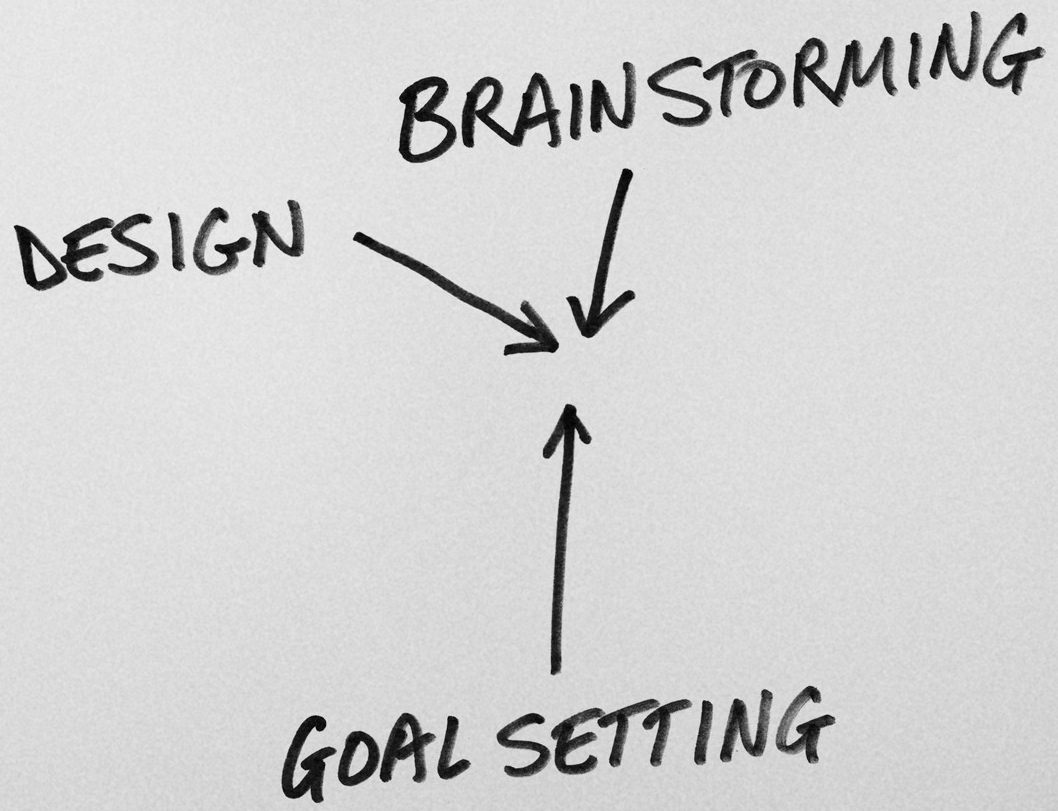


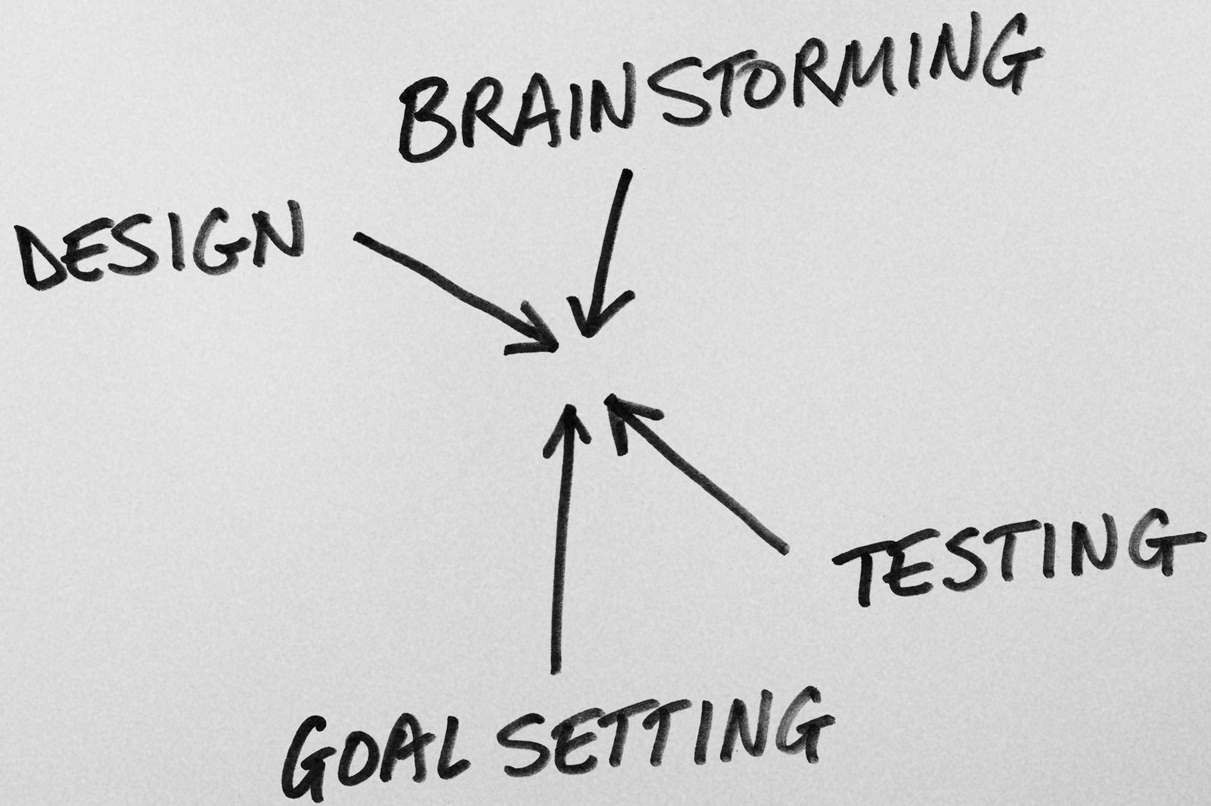


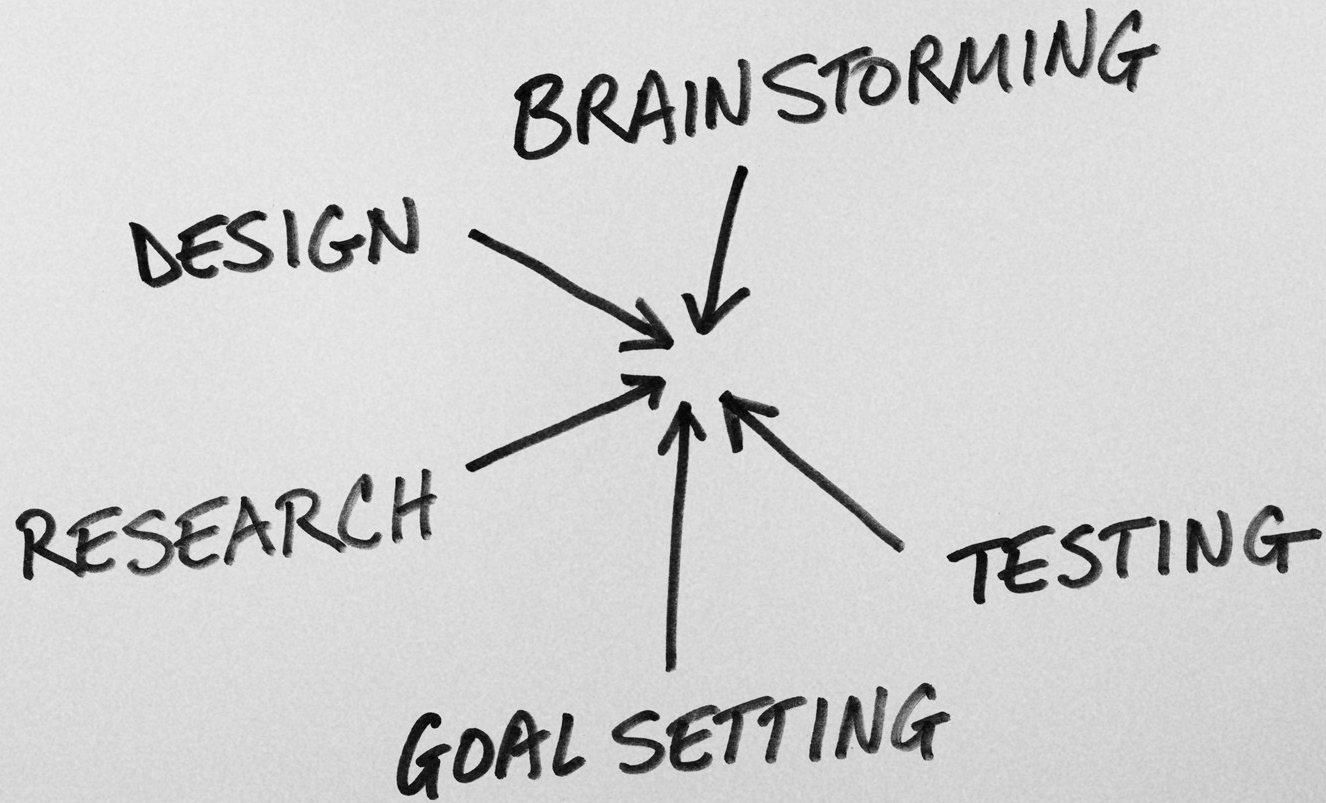
BRAINSTORMING

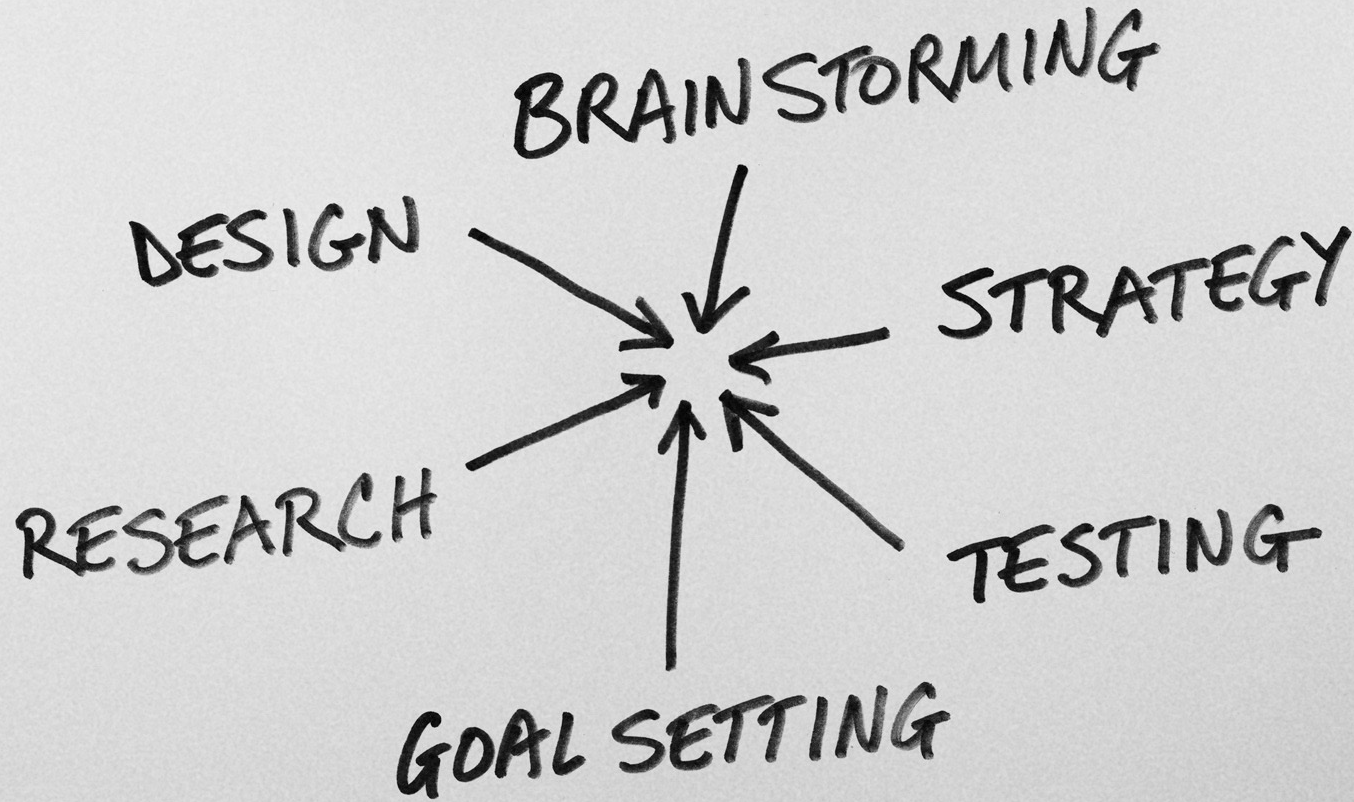


GOAL SETTING









GOAL SETTING



RESEARCH



BRAINSTORMING



STRATEGY



DESIGN



TESTING

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SWARMING



SWARMING



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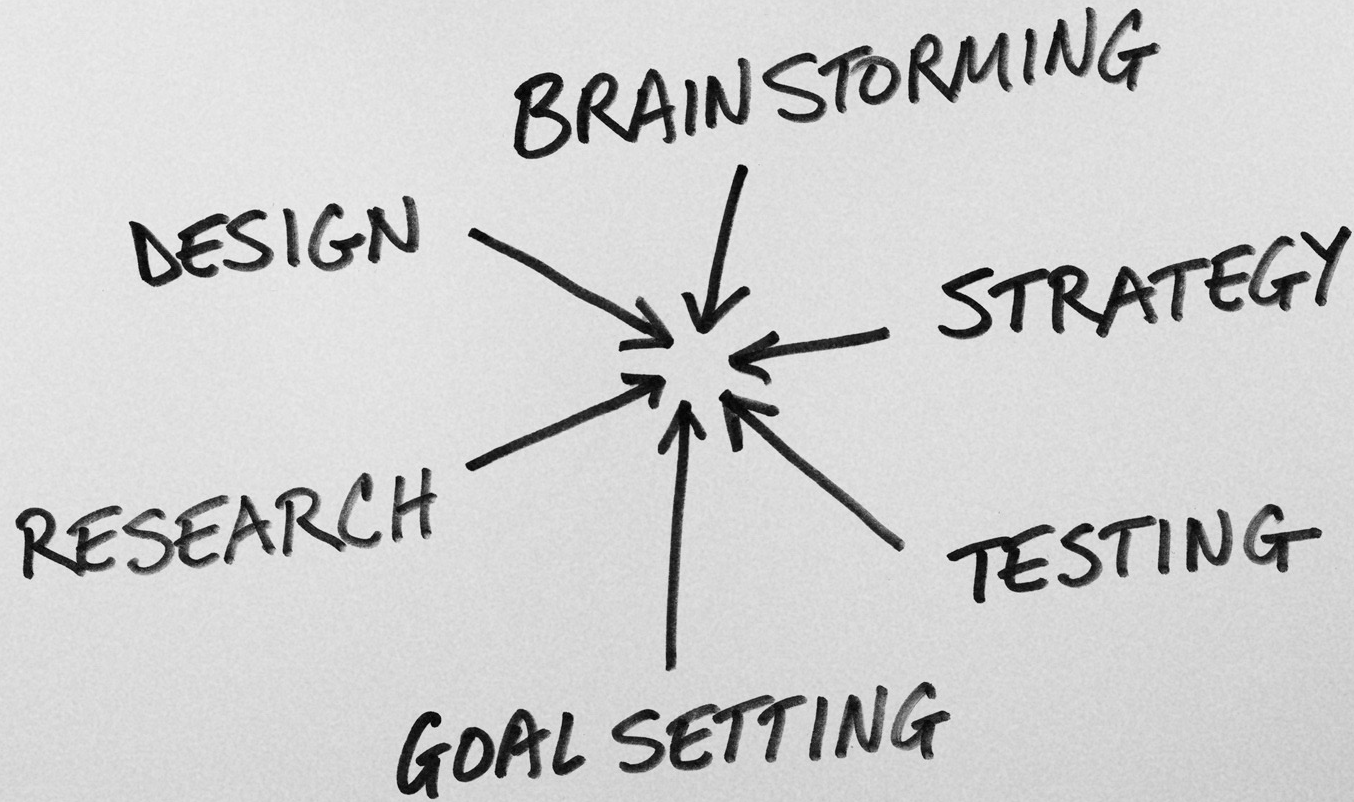


SWARMING













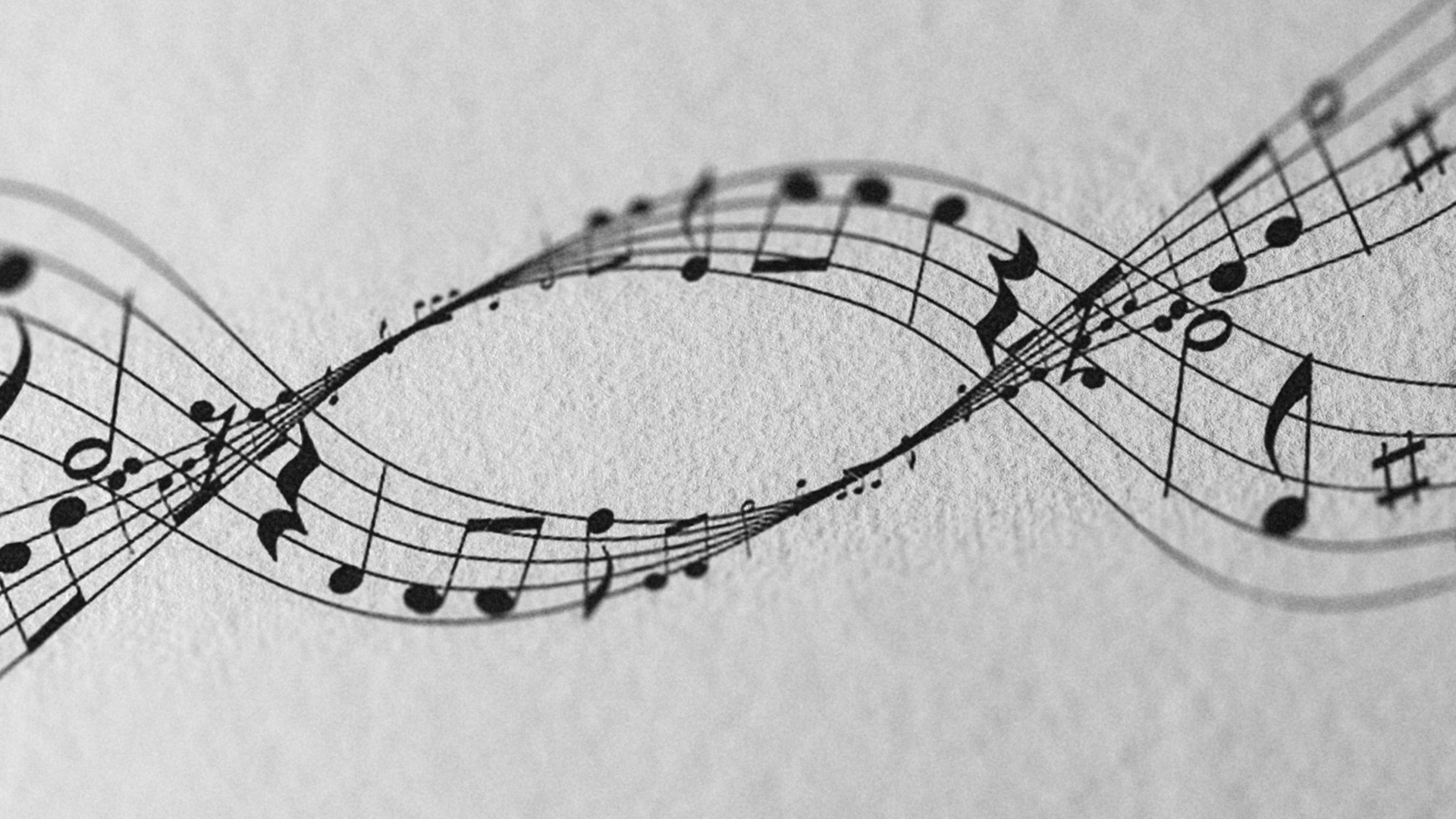
A musical score for piano, consisting of two staves: a treble staff (top) and a bass staff (bottom). The key signature is three flats (B-flat, E-flat, A-flat), and the time signature is 3/4. The piece begins with a piano (*p*) dynamic marking. The treble staff contains a series of chords and single notes, with a long slur spanning the first six measures. The bass staff contains a series of chords and single notes, with a long slur spanning the last three measures. The score includes various musical notations such as notes, rests, and fingerings.

**Treble Staff:**

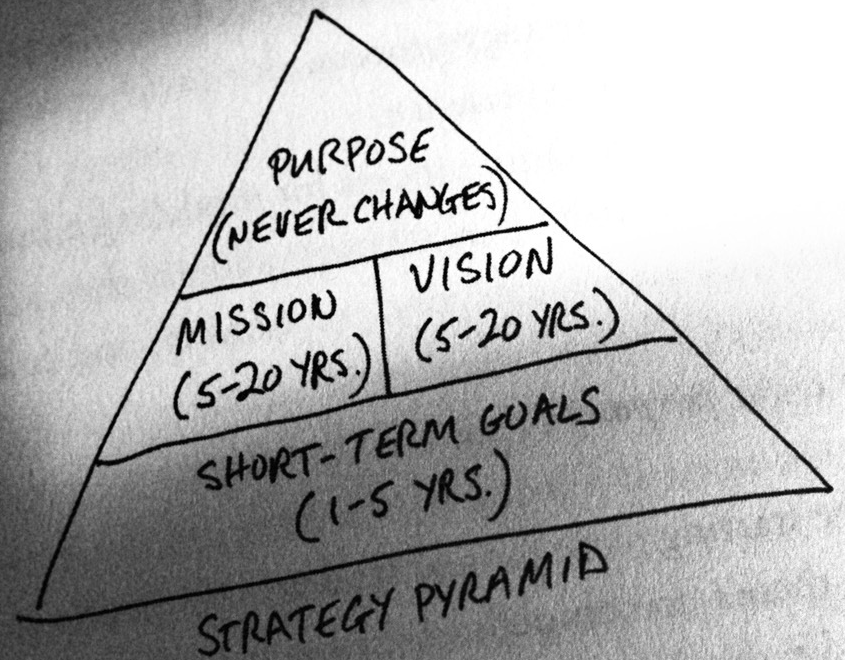
- Measure 1: Chord (F4, A4, C5) with fingerings 5, 1, 2.
- Measure 2: Chord (F4, A4, C5) with fingerings 5, 1, 2.
- Measure 3: Chord (F4, A4, C5) with fingerings 5, 1, 2.
- Measure 4: Chord (F4, A4, C5) with fingerings 5, 1, 2.
- Measure 5: Chord (F4, A4, C5) with fingerings 5, 1, 2.
- Measure 6: Chord (F4, A4, C5) with fingerings 5, 1, 2.
- Measure 7: Chord (F4, A4, C5) with fingerings 5, 1, 2.
- Measure 8: Chord (F4, A4, C5) with fingerings 5, 1, 2.
- Measure 9: Chord (F4, A4, C5) with fingerings 5, 1, 2.
- Measure 10: Chord (F4, A4, C5) with fingerings 5, 1, 2.
- Measure 11: Chord (F4, A4, C5) with fingerings 5, 1, 2.
- Measure 12: Chord (F4, A4, C5) with fingerings 5, 1, 2.

**Bass Staff:**

- Measure 1: Chord (F3, A3, C4) with fingering 1.
- Measure 2: Chord (F3, A3, C4) with fingering 1.
- Measure 3: Chord (F3, A3, C4) with fingering 1.
- Measure 4: Chord (F3, A3, C4) with fingering 1.
- Measure 5: Chord (F3, A3, C4) with fingering 1.
- Measure 6: Chord (F3, A3, C4) with fingering 1.
- Measure 7: Chord (F3, A3, C4) with fingering 1.
- Measure 8: Chord (F3, A3, C4) with fingering 1.
- Measure 9: Chord (F3, A3, C4) with fingering 1.
- Measure 10: Chord (F3, A3, C4) with fingering 1.
- Measure 11: Chord (F3, A3, C4) with fingering 1.
- Measure 12: Chord (F3, A3, C4) with fingering 1.



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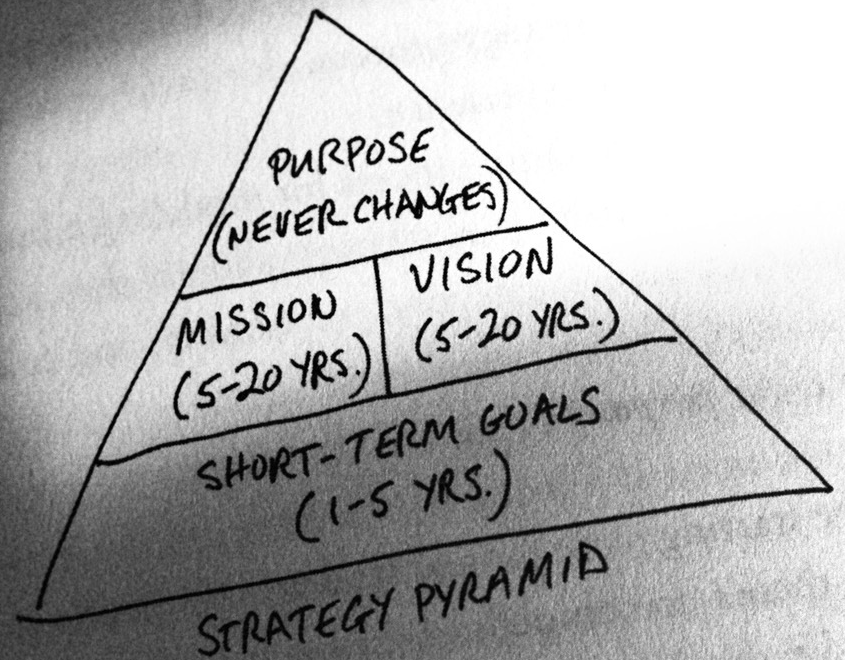
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How agile strategy  
can build epic brands  
in record time

# SPRAMBLE

A BUSINESS THRILLER BY MARTY NEUMEIER

Free ebook today at  
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