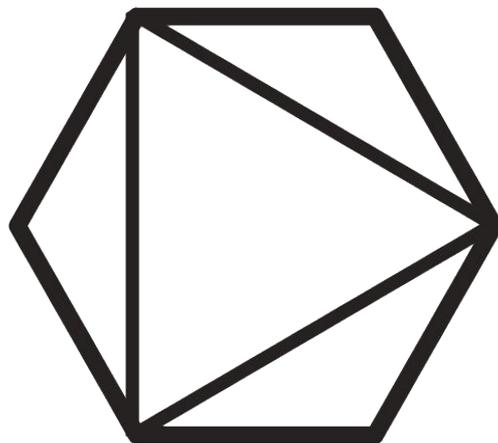


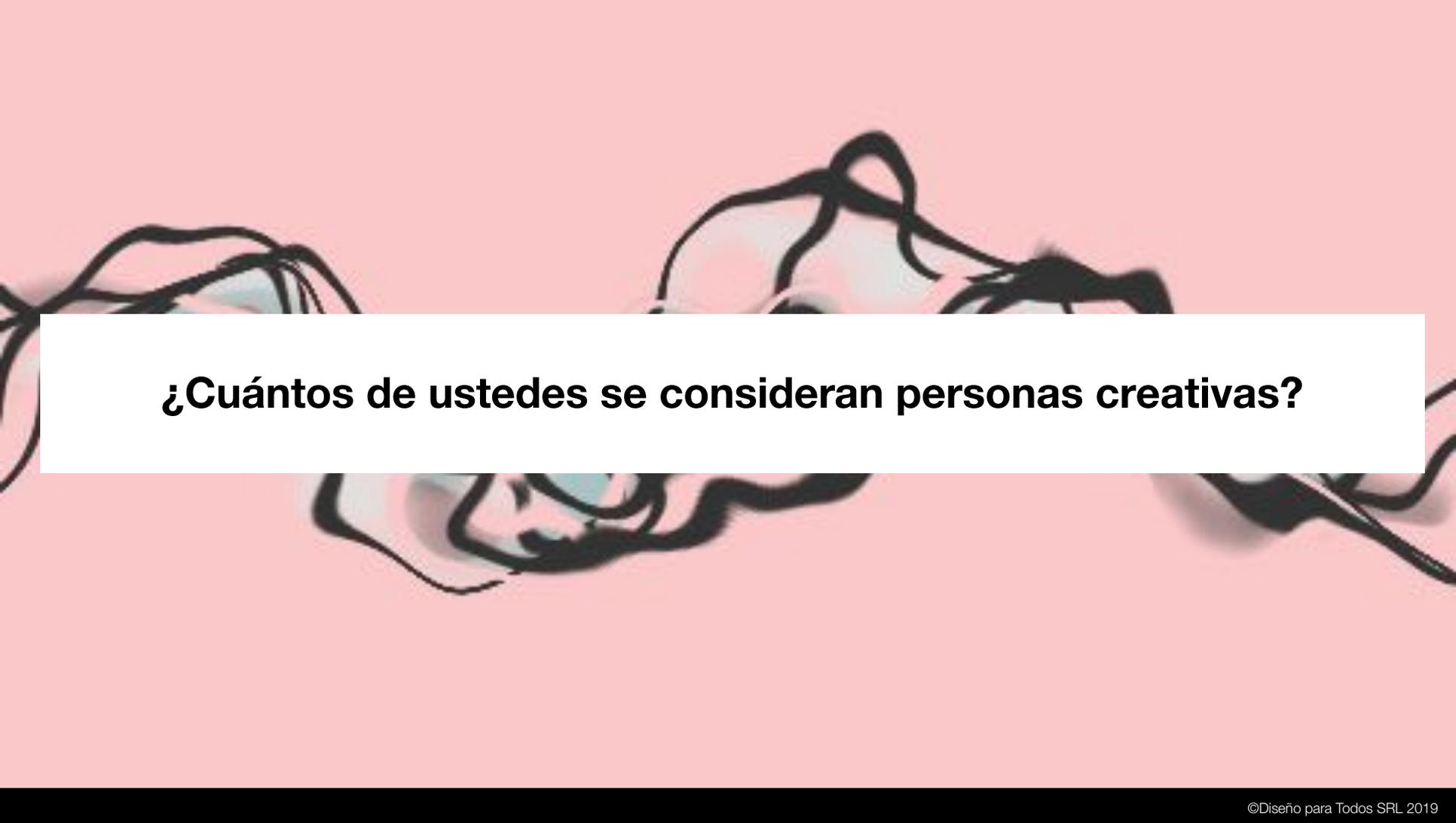


el pensamiento creativo

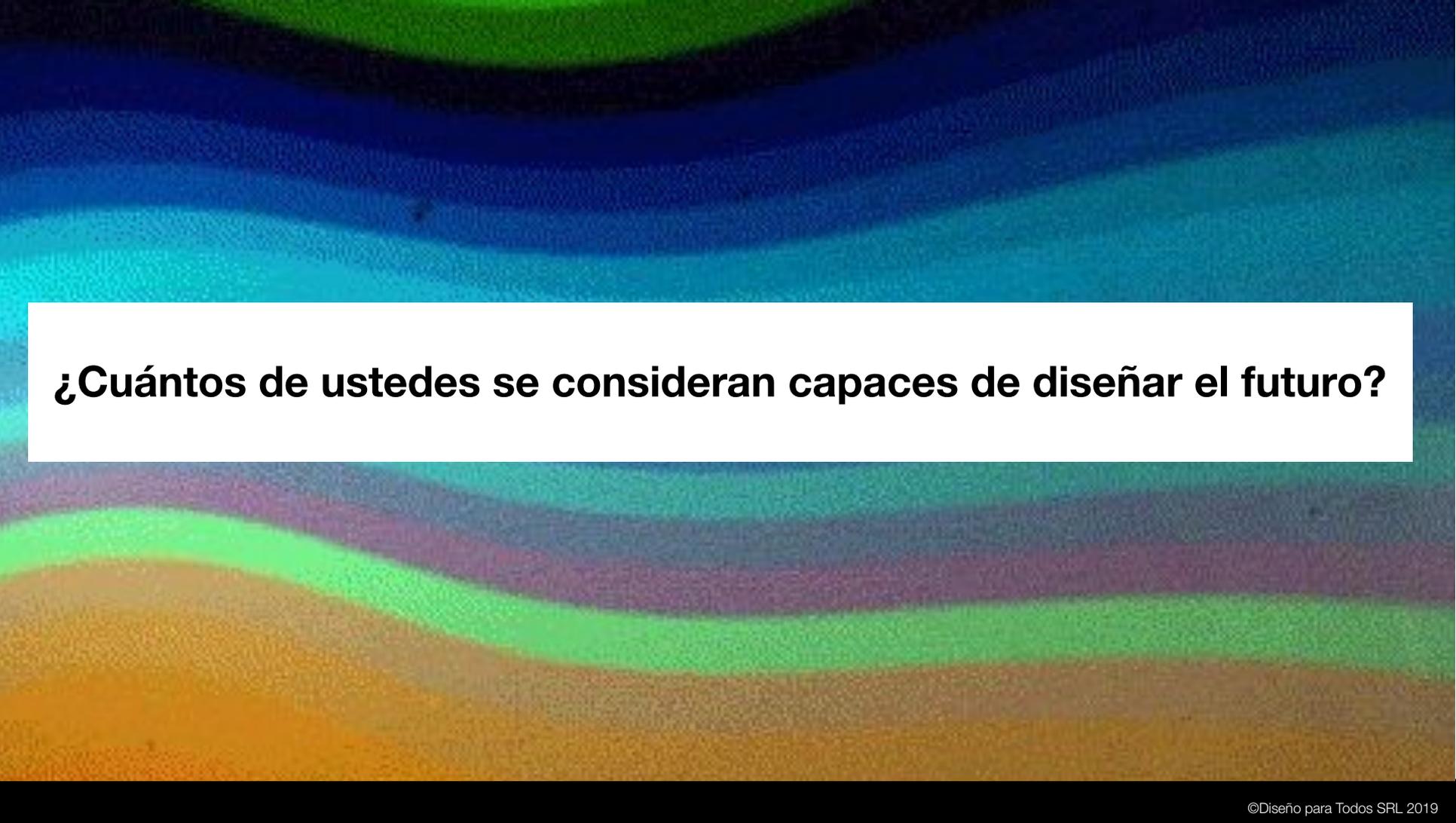
hola :)



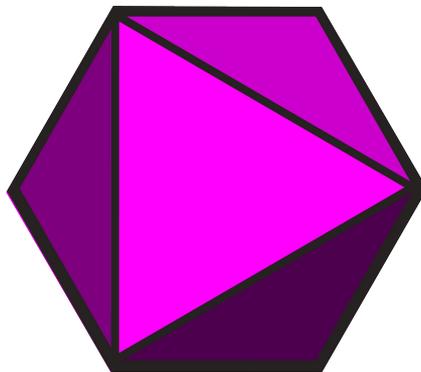
agami



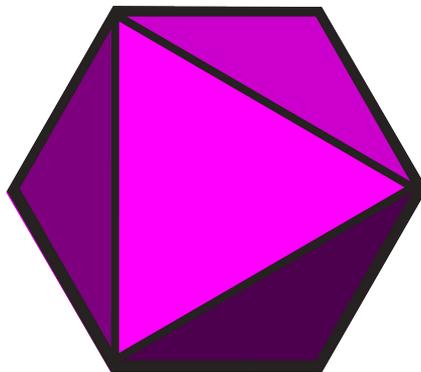
¿Cuántos de ustedes se consideran personas creativas?



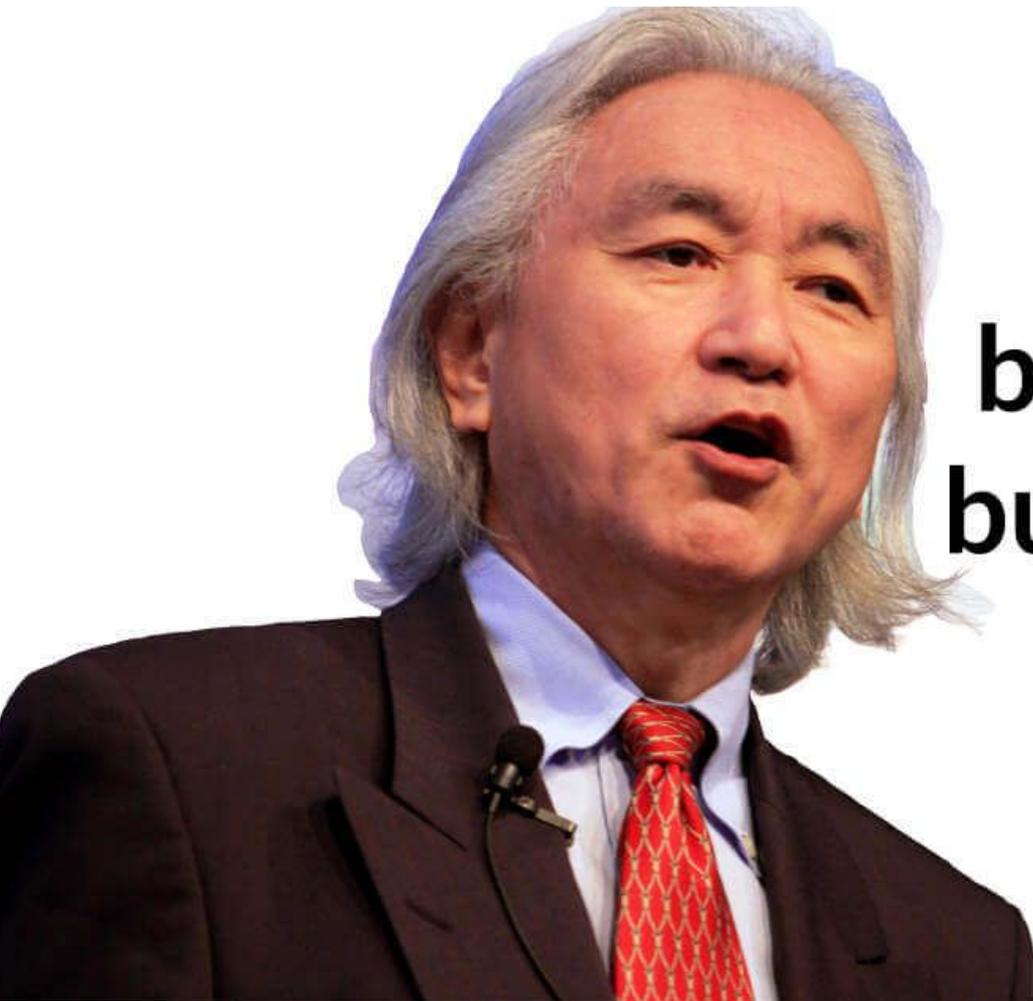
¿Cuántos de ustedes se consideran capaces de diseñar el futuro?



Creemos profundamente que quien utilice un pensamiento crítico, sistémico y creativo a lo largo de su día, tiene todo lo que se necesita para generar valor en sus actividades diarias.



Estamos seguros que este estilo de pensamiento se puede aprender, y se puede enseñar. Totalmente transferible a las organizaciones



**“All kids are
born geniuses,
but are crushed
by society”**

Michio Kaku - www.quoteikon.com

About 119,000,000 results (0.57 seconds)

La **creatividad** es la capacidad de generar nuevas ideas o conceptos, de nuevas asociaciones entre ideas y conceptos conocidos, que habitualmente producen soluciones originales. La **creatividad** es sinónimo del "pensamiento original", la "imaginación constructiva", el "pensamiento divergente" o el "pensamiento **creativo**".



lamenteesmaravillosa.com

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La **creatividad** es la capacidad de generar nuevas ideas o conceptos, de nuevas asociaciones entre ideas y conceptos conocidos, que habitualmente producen ...

[Creatividad](#) · [Innovación](#) · [Memoria](#)

[La creatividad: concepto, técnicas y aplicaciones - UNAM](#)

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Introducción /objetivo. La **creatividad** es un proceso dinámico, es una fuerza viva y cambiante del ser humano; es decir, es el motor del desarrollo personal y ha ...

[Creatividad: Concepto, Características e Importancia](#)

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Creatividad ✓ Te explicamos qué es la **creatividad** y cuál es la importancia del pensamiento creativo. Características y ejemplos de **creatividad**. La **creatividad** ...

[¿Qué es la creatividad?](#) · [Características de la ...](#) · [¿Por qué es importante la ...](#)



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Creativity



Discipline

Creativity is a phenomenon whereby something new and somehow valuable is formed. The created item may be intangible or a physical object. [Wikipedia](#)

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Destrezas para la cuarta revolución industrial

Table 4: Comparing skills demand, 2018 vs. 2022, top ten

Today, 2018	Trending, 2022	Declining, 2022
Analytical thinking and innovation	Analytical thinking and innovation	Manual dexterity, endurance and precision
Complex problem-solving	Active learning and learning strategies	Memory, verbal, auditory and spatial abilities
Critical thinking and analysis	Creativity, originality and initiative	Management of financial, material resources
Active learning and learning strategies	Technology design and programming	Technology installation and maintenance
Creativity, originality and initiative	Critical thinking and analysis	Reading, writing, math and active listening
Attention to detail, trustworthiness	Complex problem-solving	Management of personnel
Emotional intelligence	Leadership and social influence	Quality control and safety awareness
Reasoning, problem-solving and ideation	Emotional intelligence	Coordination and time management
Leadership and social influence	Reasoning, problem-solving and ideation	Visual, auditory and speech abilities
Coordination and time management	Systems analysis and evaluation	Technology use, monitoring and control

Source: Future of Jobs Survey 2018, World Economic Forum.

Destrezas para la cuarta revolución industrial

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en la cuarta revolución industrial...



Southwest®

amazon



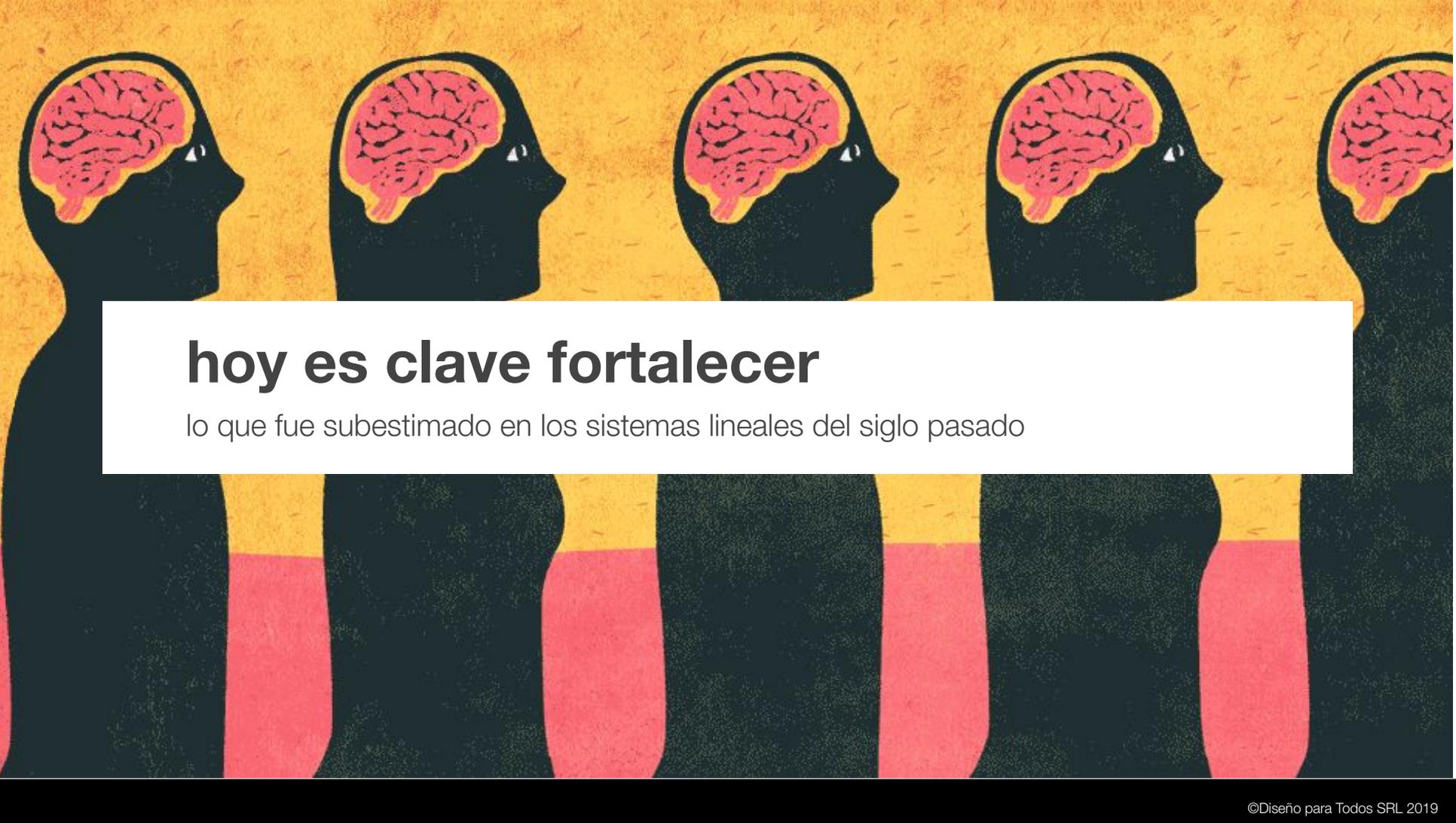
Coca-Cola



TESLA

ZARA

construir una marca o un servicio es un **esfuerzo estratégico de creatividad**
para entregar un tipo de **experiencia que nadie más va a poder replicar**

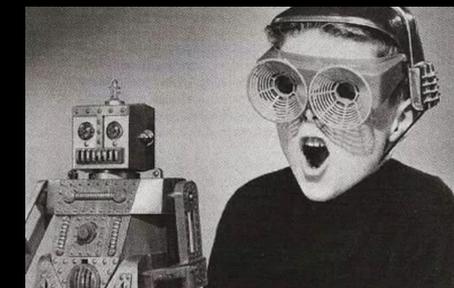


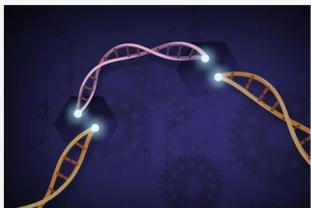
hoy es clave fortalecer

lo que fue subestimado en los sistemas lineales del siglo pasado



¿cómo se sienten de cara al futuro?





TECHNOLOGY & INNOVATION

5 ways CRISPR will reshape humanity and the world

A transformational tool for the future of the world.

by **Mike Colagrossi** 22 August, 2019



SURPRISING SCIENCE

Physicists find new state of matter that can supercharge technology

Scientists make an important discovery for the future of computing.

by **Paul Ratner** 18 August, 2019



TECHNOLOGY & INNOVATION

Neom, megacity with its own moon, dinosaurs, and robots, reaches next phase

Construction of the \$500 billion dollar tech city-state of the future is moving ahead.

by **Paul Ratner** 28 July, 2019



VIDEOS

99.99% of species go extinct. What is humanity's future?

Mother Nature and the laws of physics have a death warrant out for humanity, says Michio Kaku. Can we escape it?

by **Michio Kaku** 16 August, 2019



TECHNOLOGY & INNOVATION

The surveillance technology that will watch us all, all the time

Wide Angle Motion Imagery (WAMI) is a surveillance game-changer. And it's here.

by **Derek Beres** 19 August, 2019



VIDEOS

Michio Kaku: Genetic and digital immortality are within reach

Technology may soon grant us immortality, in a sense. Here's how.

by **Michio Kaku** 18 June, 2019



SURPRISING SCIENCE

SpaceX: Starhopper soars above Texas in record-breaking test

The water tower-shaped craft is an early prototype of Starship, which SpaceX hopes will someday send humans to Mars.

by **Stephen Johnson** 28 August, 2019



VIDEOS

How less professionalism will get you ahead in the workplace of the future

When it comes to job security in the future, instead of acting "professional" you may want to act more human.

by **Aaron Hurst** 10 September, 2019

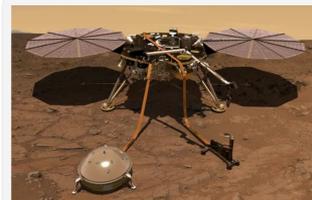


SURPRISING SCIENCE

New blood test accurately predicts when people will die — within 5-10 years

The large-scale study got it right for 83 percent of participants. Would you take the blood test?

by **Derek Beres** 09 September, 2019



SURPRISING SCIENCE

Strange magnetic pulses that happen at midnight detected on Mars

A NASA robot on Mars sends back unusual findings, including timed magnetic pulses.

by **Paul Ratner** 21 September, 2019

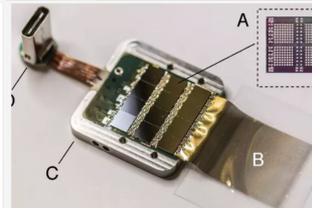


TECHNOLOGY & INNOVATION

You might soon be travelling without a passport – this is how

Fingerprinting and facial recognition may lead the way in air travel.

by **Johnny Wood** 18 July, 2019



TECHNOLOGY & INNOVATION

Elon Musk's Neuralink unveils device to connect your brain to a smartphone

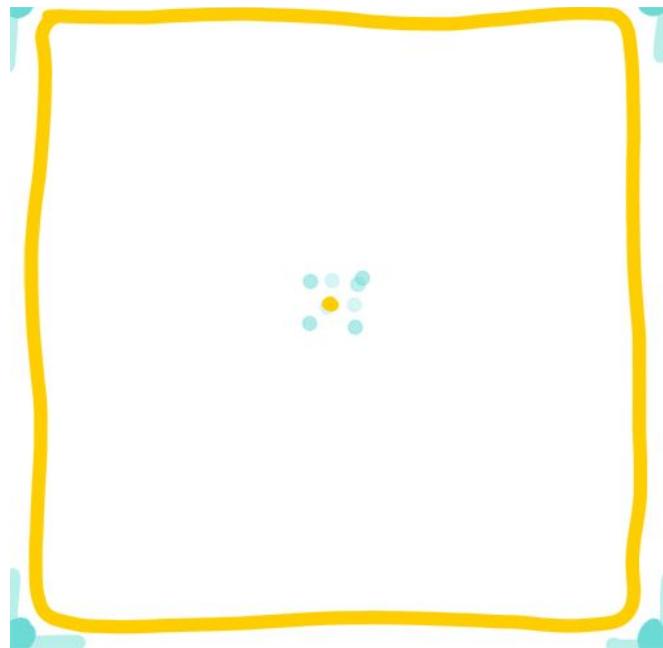
"A monkey has been able to control a computer with its brain," Musk said, referring to tests of the device.

by **Stephen Johnson** 17 July, 2019



la incertidumbre del futuro

se puede manejar con creatividad, curiosidad y confianza





Entonces, ¿se puede diseñar el futuro?

McKinsey Quarterly

The business value of design

October 2018 | Report

Sabemos que una práctica basada en los procesos iterativos va a potenciar los esfuerzos en innovación dentro de las organizaciones y crear nuevo valor.

The value of design

It's analytical leadership

Measure and drive design performance with the same rigor as revenues and costs.

It's cross-functional talent

Make user-centric design everyone's responsibility, not a siloed function.



It's continuous iteration

De-risk development by continually listening, testing, and iterating with end-users.

It's user experience

Break down internal walls between physical, digital, and service design.

Higher McKinsey Design Index scores correlated with higher revenue growth and, for the top quartile, higher returns to shareholders.



Companies' McKinsey Design Index scores

¹Total returns to shareholders.

Las organizaciones que hoy lideran el mercado son el punto de referencia del desarrollo de estas competencias

Largest US companies in 2018 vs 2008

2018				2008			
Rank	Company	Founded	USbn	Rank	Company	Founded	USbn
1.	Apple	1976	890	1.	Exxon	1870	492
2.	Google	1998	768	2.	General Electric	1892	358
3.	Microsoft	1975	680	3.	Microsoft	1975	313
4.	Amazon	1994	592	4.	AT&T	1885	238
5.	Facebook	2004	545	5.	Proctor & Gamble	1837	226
6.	Berkshire	1955	496	6.	Berkshire	1955	206
7.	J&J	1886	380	7.	Google	1998	198
8.	JP Morgan	1871	375	8.	Chevron	1879	192
9.	Exxon	1870	367	9.	J&J	1886	192
10.	Bank of America	1909	316	10.	Walmart	1962	184

Source: Bloomberg, Google

An aerial view of a city skyline, likely New York City, with various skyscrapers and buildings. Overlaid on the image are several digital icons in blue circles, connected by a network of white lines. The icons include a smartphone, a Wi-Fi signal, a location pin, a shopping cart, a laptop, and an airplane. There are also concentric circles and a grid pattern in the background, suggesting a digital or technological theme.

las nuevas economías exigen habilidades creativas

el reto

La creatividad es una estructura esencial de pensamiento que fue subestimada en la malla curricular de las profesiones que predominan hoy en nuestra economía.

el reto

La mayoría de los negocios carece de competencias creativas para enfrentar los cambios de la cuarta revolución industrial

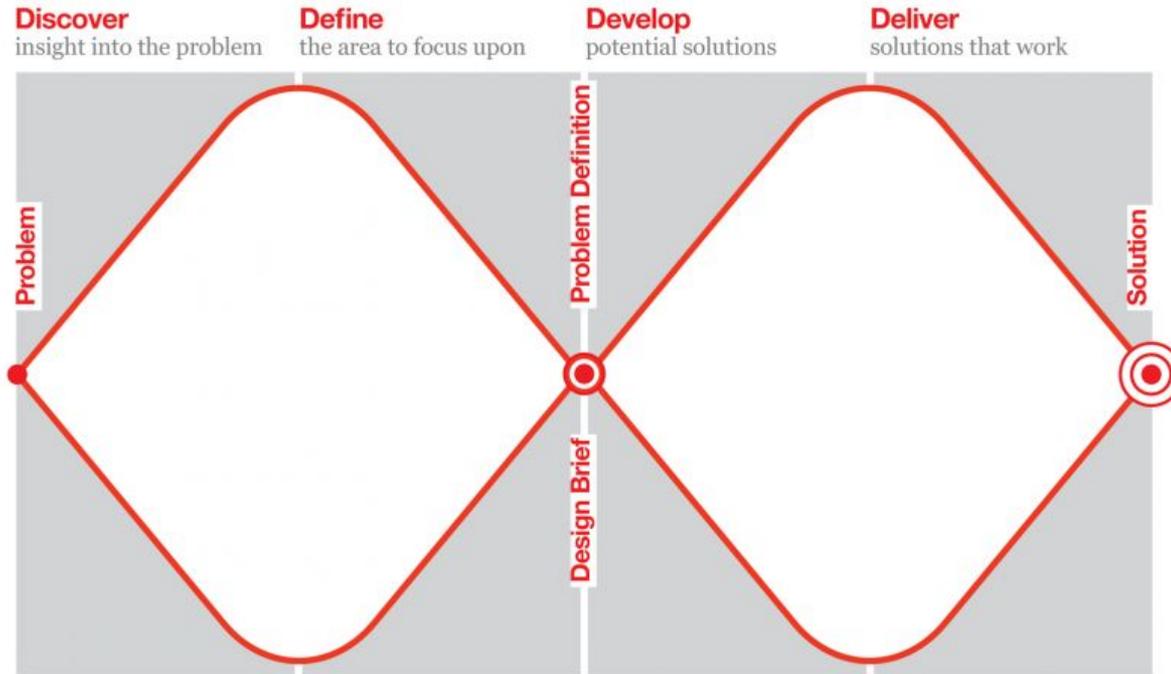
la creatividad

tiene su base en el pensamiento conceptual
estructura crítica, sistémica y creativa

La creatividad y el **pensamiento conceptual**

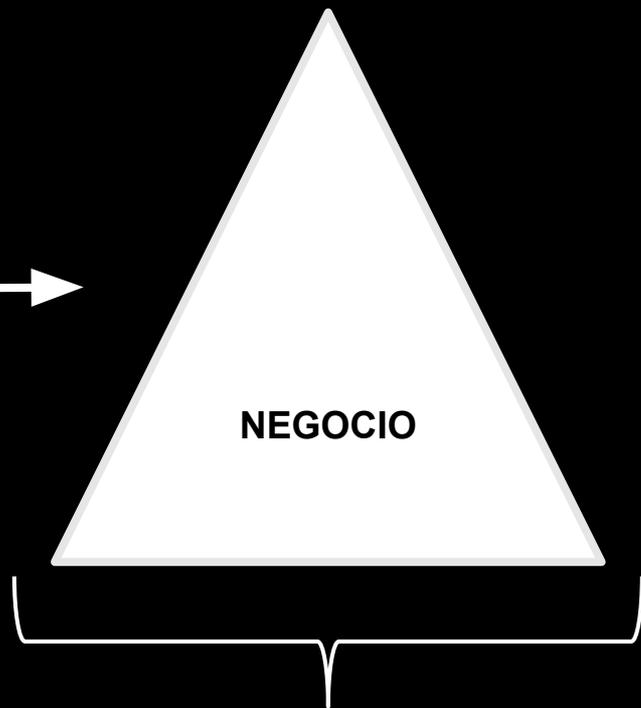
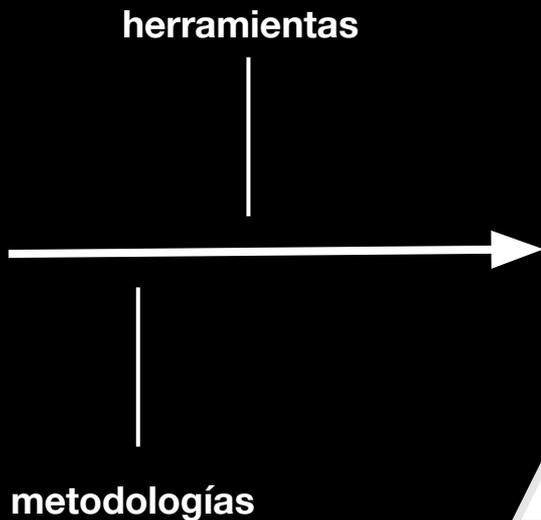


Divergencia y convergencia en el pensamiento conceptual



la creatividad

se puede enseñar y se puede transferir a las organizaciones gracias a los procesos de diseño



hay un impacto directo en la experiencia del servicio

la transferencia del diseño al negocio comienza por entender los proyectos, los procesos o las experiencias desde una perspectiva holística para entender sus conexiones y relaciones.

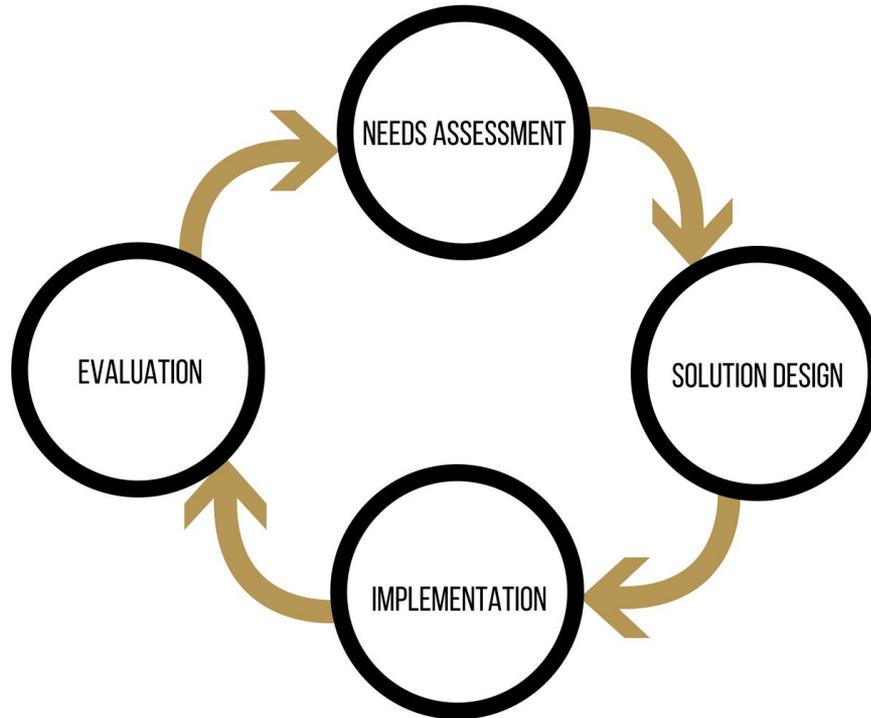
“el todo es más que la suma de sus partes”
Aristóteles

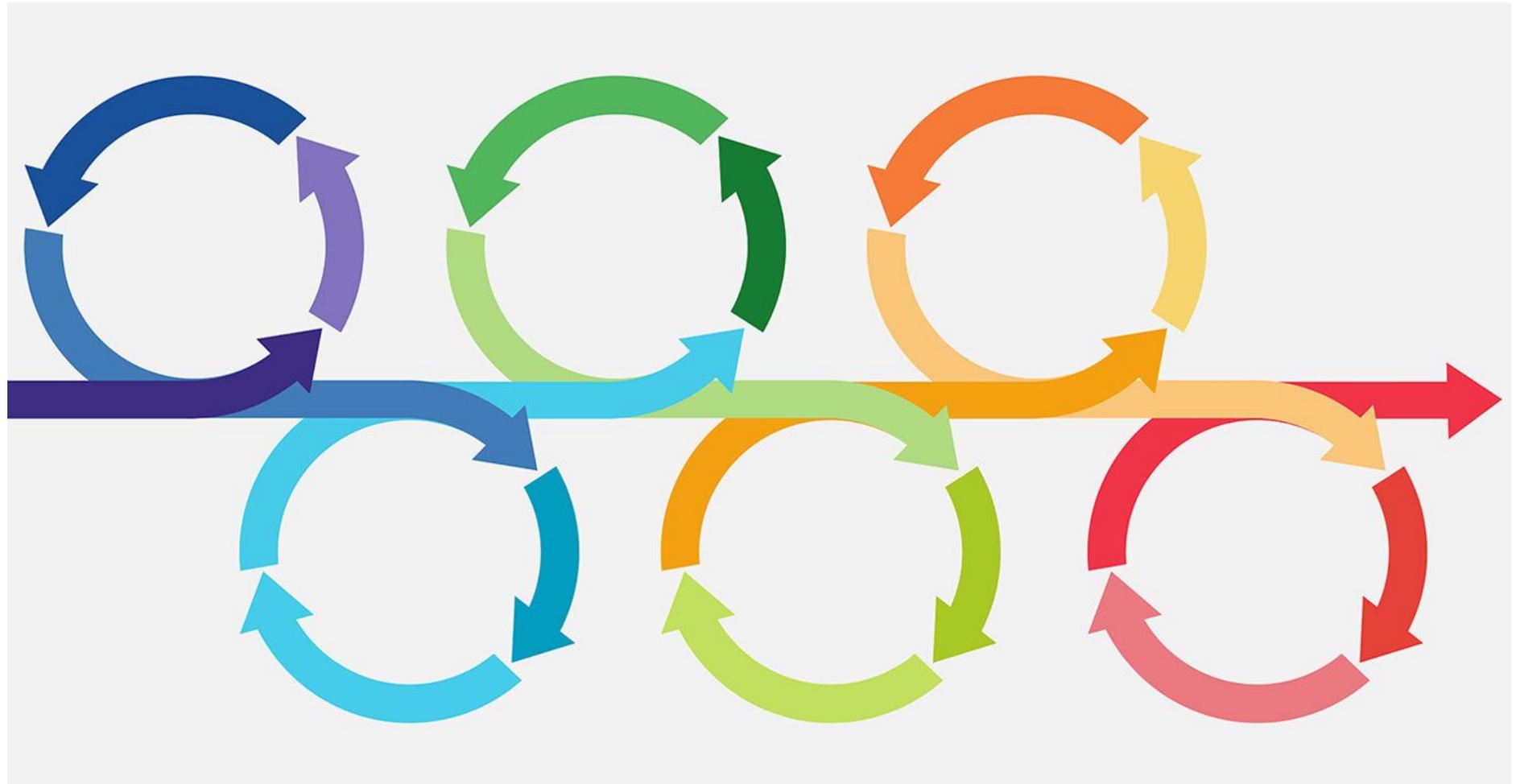
Metodologías que transfieren el diseño a la organización por medio de colocar al usuario al centro de los esfuerzos estratégicos



El principal inconveniente del **diseño** para las organizaciones es que es un proceso que **no se puede controlar** (sólo guiar) además **es un proceso iterativo**

La iteración





La experiencia se diseña

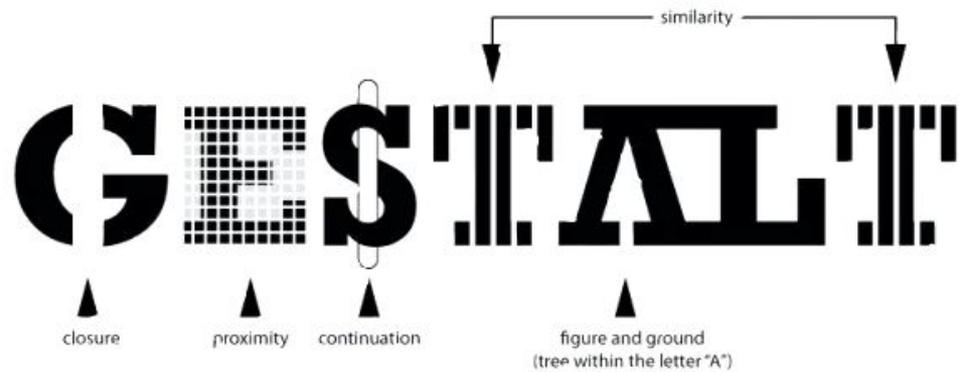
El servicio se diseña

El cambio se diseña

Todo se diseña

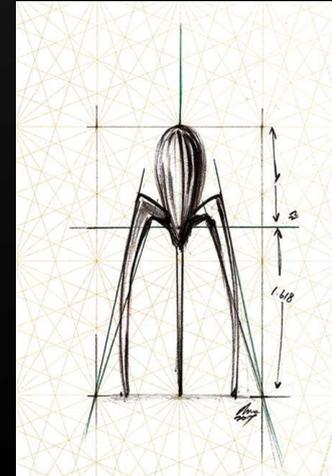
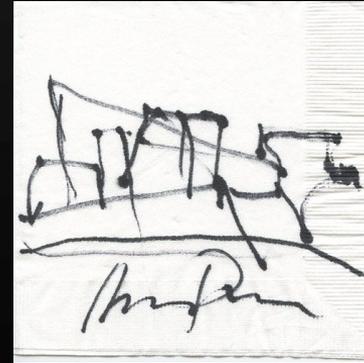
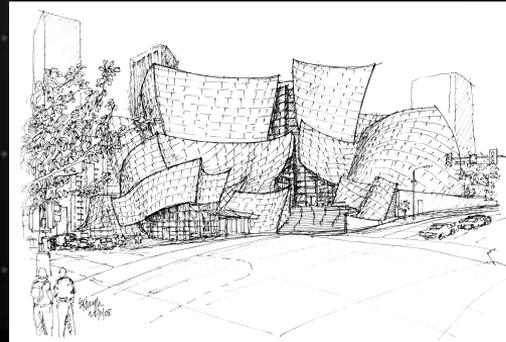
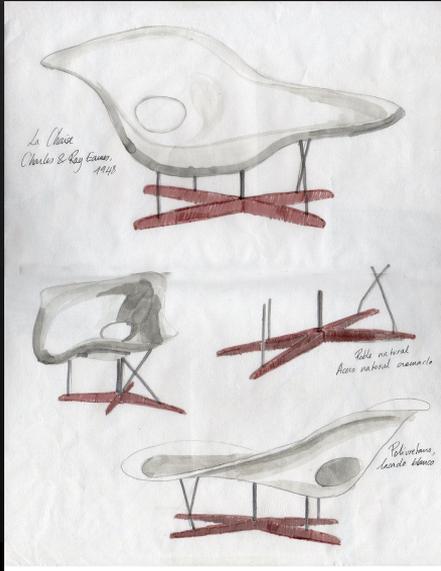
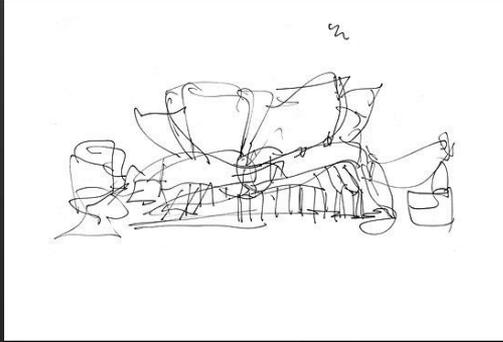


confíen en la forma que son creativos

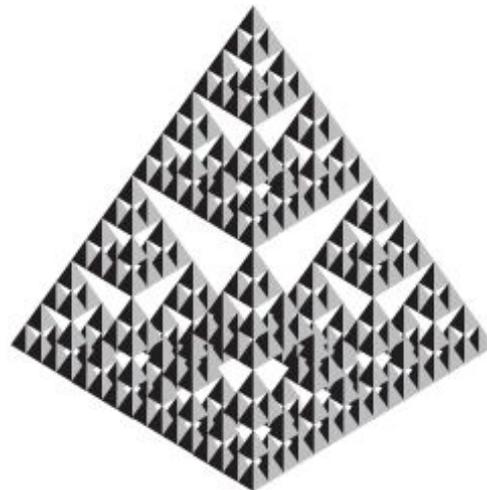
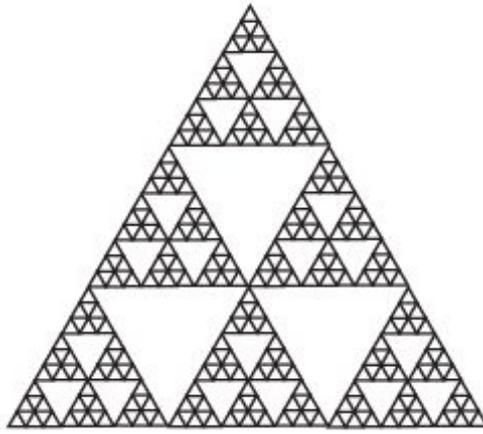
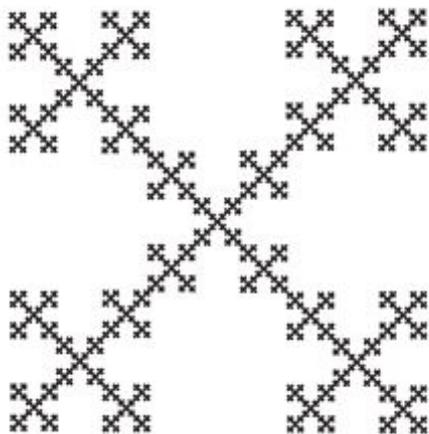
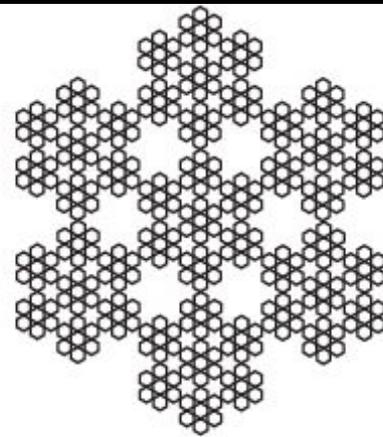
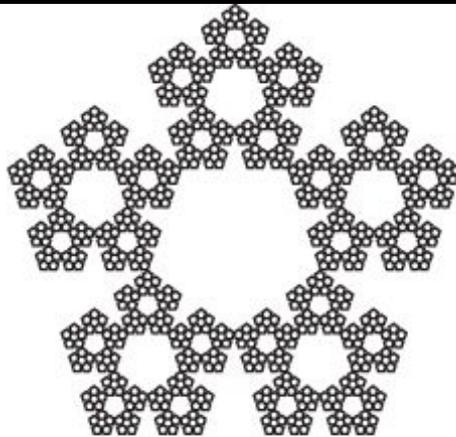
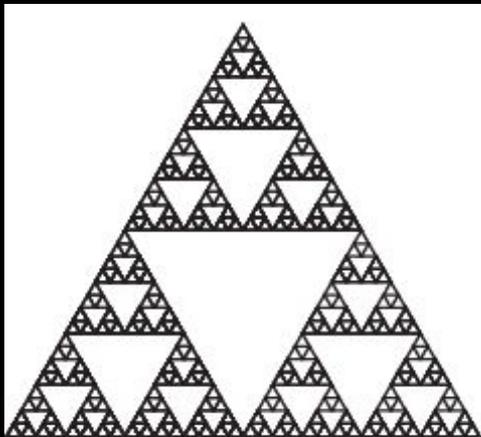


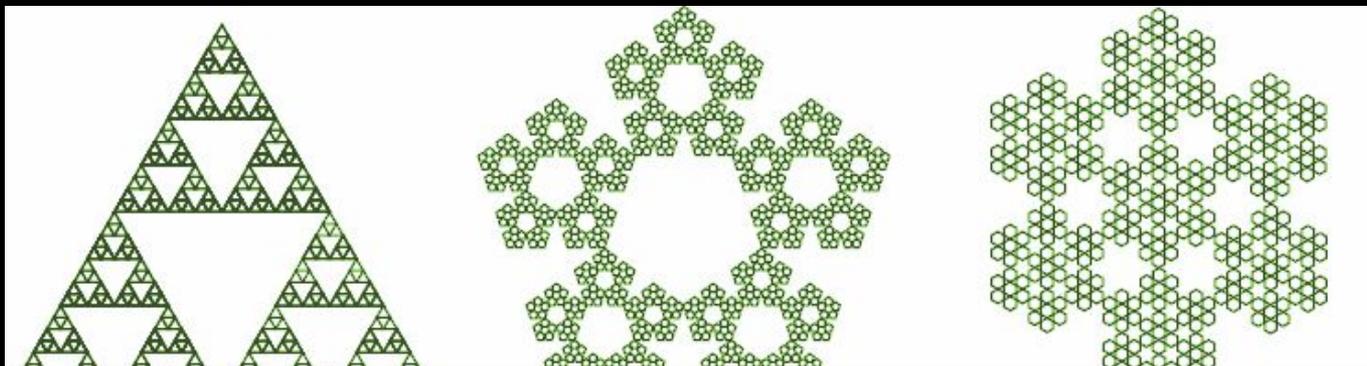


La percepción espacial del diseño nace en la imaginación

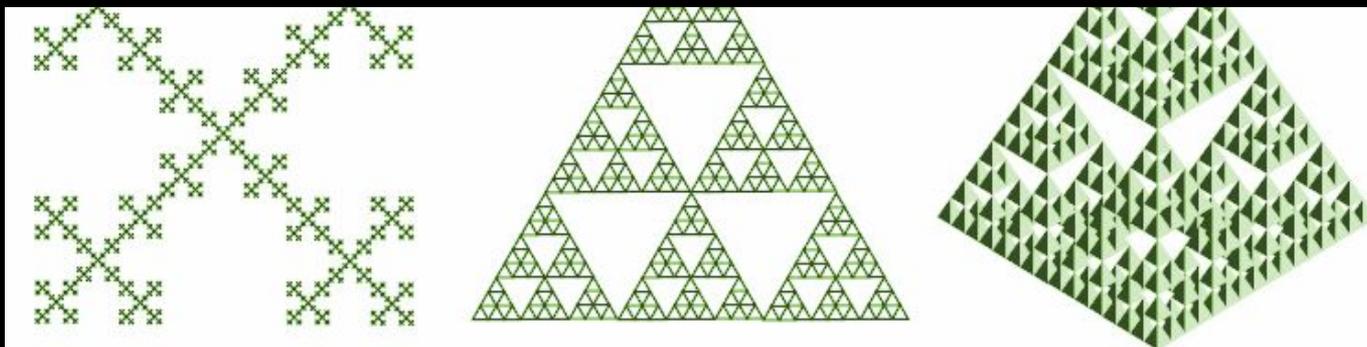


Los modelos de negocio de la 4ta RI pueden diseñarse con estructuras más orgánicas





**Estas estructuras son súper poderosas
para guiar el pensamiento conceptual**



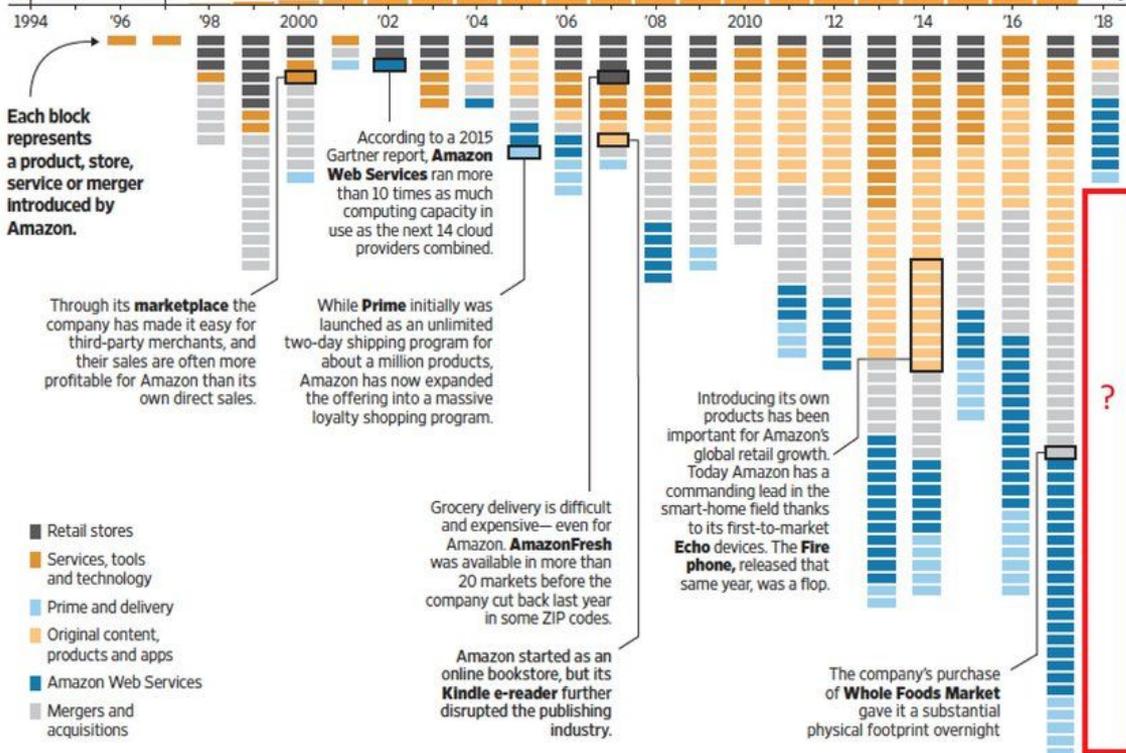
Jeff Bezos founded Amazon.com Inc. in 1994 in his garage in Seattle. From its roots as an online bookstore, it has grown into an empire valued at roughly \$770 billion. From e-commerce, a dominant cloud-services business, a grocery chain and a Hollywood studio, the company last year generated \$178 billion in revenue. While not all of its ventures have succeeded, Amazon now accounts for more than 40 cents of every dollar U.S. consumers spend online. Here is how it happened.

Amazon annual revenue

\$160B
140
120
100
80
60
40
20
0

July 1994
Amazon.com is incorporated

May 1997
Initial public offering

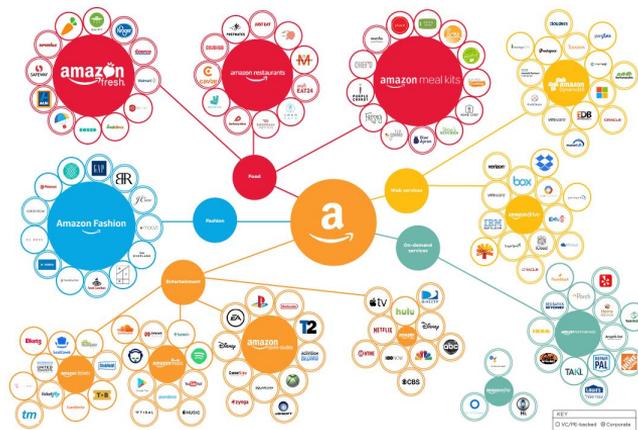


Each block represents a product, store, service or merger introduced by Amazon.

THE WALL STREET JOURNAL.

Thursday, March 15, 2018

es posible pasar de un concepto a una realidad por medio de la creatividad

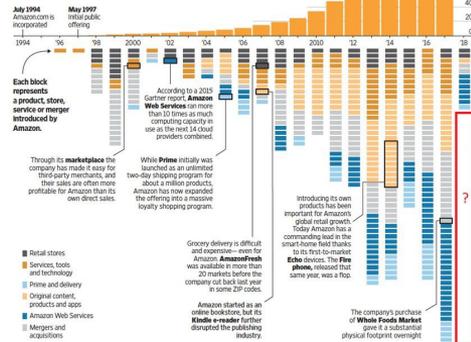


herramientas



metodologías

Jeff Bezos founded Amazon.com Inc. in 1994 in his garage in Seattle. From its roots as an online bookstore, it has grown into an empire valued at roughly \$770 billion. From e-commerce, a dominant cloud services business, a grocery chain and a Hollywood studio, the company last year generated \$170 billion in revenue. While not all of its ventures have succeeded, Amazon now accounts for more than 40 cents of every dollar U.S. consumers spend online. Here is how it happened.





crítico
sistémico
creativo

UNCERTAINTY / PATTERNS / INSIGHTS

CLARITY / FOCUS



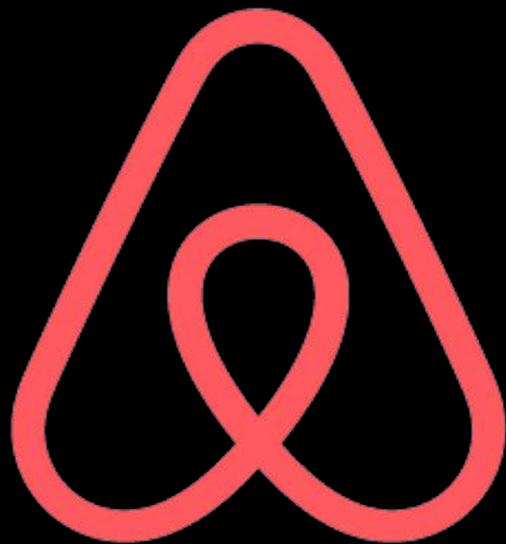
RESEARCH

CONCEPT PROTOTYPE

DESIGN

es posible

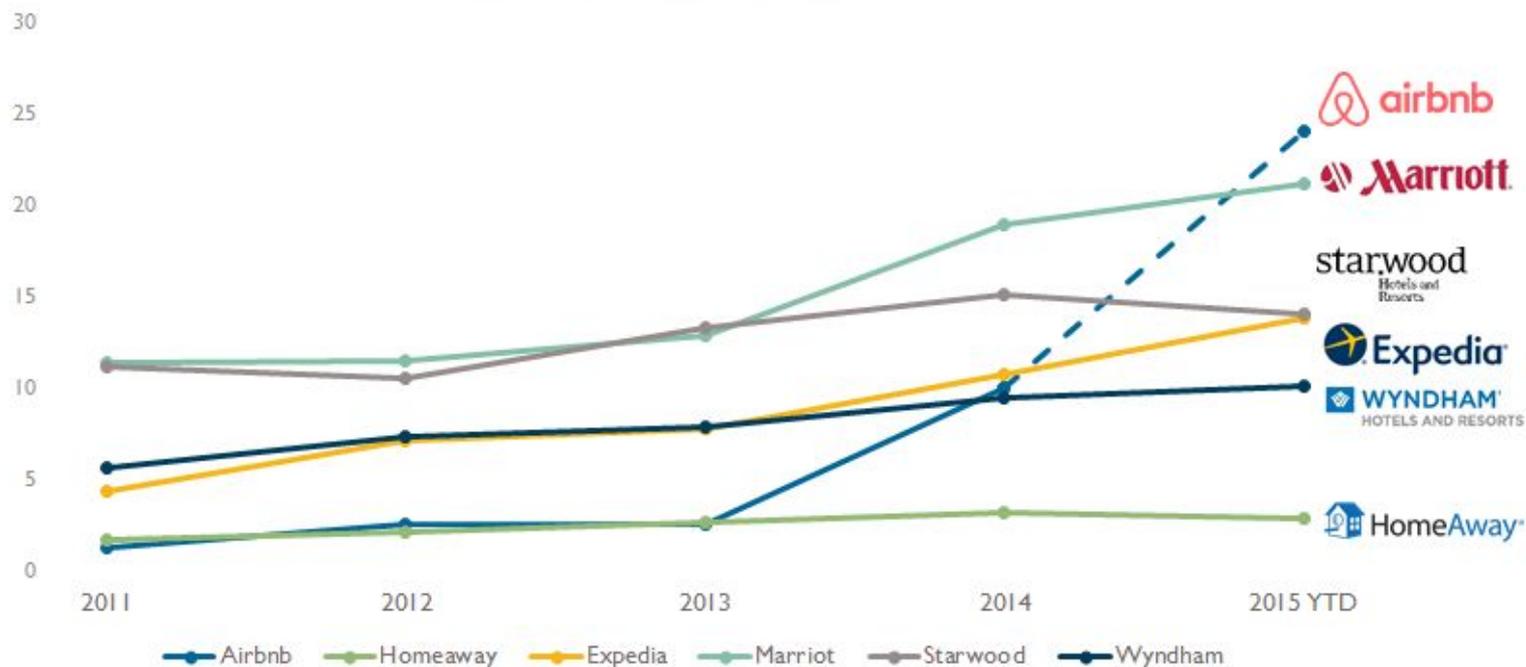
transformar a una organización a través
del pensamiento creativo



airbnb



AirBnB vs. Public Competitors: Valuations Over Time (\$B) 2011 - 2015 YTD (6/18/2015)



*AirBnB did not raise a round between 2012 and 2014, and therefore its valuation stayed the same during this time

**Valuations were taken at dates where AirBnB raised. 2013 data was taken at 6/1/2013

el futuro digital

le exige al ser humano retomar la creatividad

anímense

a encontrar un espacio
seguro para experimentar



somos creativos.



¡muchas gracias!

adriana@agamistudios.com

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