



Creative disruption Philosophy in the wild

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Outline

- Creativity.
 - It's essential
 - It's hard
- Why Philosophy?
 - Employable for a reason
 - Why the approach is useful
 - How the approach might work
- What we do in Nottingham.
 - Consultancy
 - Challenge courses
 - Ingenuity courses

Creativity: it's essential

‘the only way to prevent your products from being commoditised or your markets from being disrupted is to think further ahead than your competitors.....

The only way to become a real thought leader is to ignore all this noise and listen to a few great thinkers.’

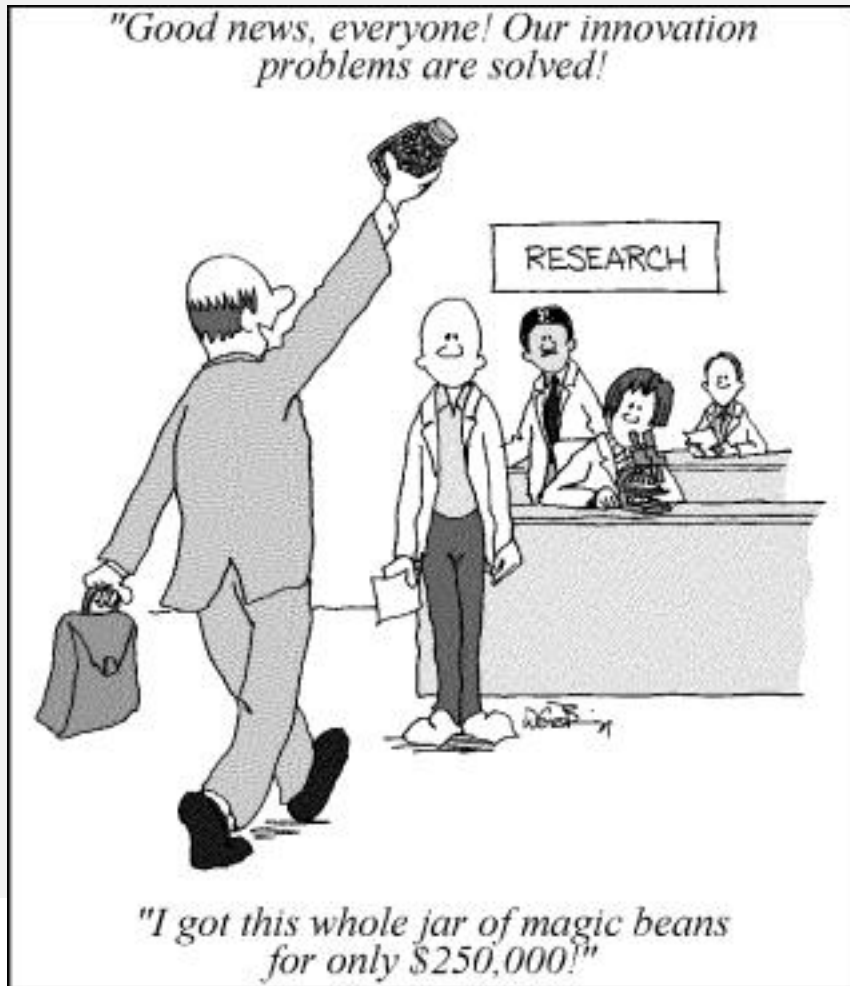
(Schumpeter, Economist, 4th October, 2014)

Creativity: it's hard

‘Creativity and innovation have been buzzwords in contemporary business culture for quite a while. But what do they actually mean? You hear a lot of people saying “our business is very innovative” or “we want people to be more creative”. They seem to mean they want people to find new ideas, new things to go to market with, ways of saving money, ways of improving processes.’

(Lee Chalmers, Telegraph, 13th Jan 2015)

Creativity



Why Philosophy?

- Top 10 most employable graduates (ahead of Computer Science, Physics, etc.)
- Data that suggests doing philosophy helps people perform well on tasks involving numeracy and literacy
- Many top innovators from Silicon Valley have a philosophy background
- Apple even employ a full-time philosopher at their University!

Why Philosophy?

A philosopher is a person who knows less and less about more and more, until he knows nothing about everything.



Why Philosophy? It's the approach

‘philosophy teaches its students useful ways of thinking, how to look at existing concepts from all angles to see their relation to other concepts, and how to treat fragile new ideas with the necessary patience and care so as to give them the opportunity to bloom. These are soft but important skills in the business of creating things that change the world for the better.’

(Tech Street Journal, 5th July 2013)

We disrupt your normal ways of thinking.

Why Philosophy? It's the approach

In outline:

Identify an idea.

Try to analyse it.

Find counterexamples.

Change the analysis

Find counterexamples

Change the analysis.....

All the time: making the idea clearer, coming up with new ways to see the idea.

Why Philosophy? It's the approach

We naturally think that life has a purpose.



Some philosophers have worried about what that might be! Aristotle thought it was living a 'eudaimonic' (flourishing) life.

Why Philosophy? It's the approach

- i) a more profound understanding of the ultimate purpose -- what one would call the *eudaimonic* promise -- of the company.
 - ii) an understanding of where the company is failing to maximize the potential of its promise.
 - iii) suggestions of new products, services, brand and communication strategies to align a company more closely with its *eudaimonic* promise, resulting in a deeper and more loyal engagement with customers.
- (De Botton, Huffington Post, 29th October, 2013)

Why Philosophy? Who'd fall for this?

Everything changes with iPad:

iPad can change the way you do things every day. Take on a new project, pick up a new skill or start a new hobby. We put together some of our favourite apps and ideas to help you get started.

[Watch the film](#) 



What do we do?

- Three types of engagement
- Ingenuity workshops
- Bespoke challenge sessions
- Individual consultancy

What do we do?

- Ingenuity workshops:
- ‘Making Good Decisions’
- Guides to moral decision making: learning how to apply two decision-making tools.
- The hiring process: hiring the best person in the face of unconscious bias.

<http://jonathantallant.com/decision-making/>

What do we do?

- Bespoke challenge sessions
- We will design a series of sessions, for you, looking to examine particular ideas or concepts. (Ontology Systems, IBM)
- Inward bound, delivered by us, to get you thinking differently and challenging your ways of thinking.

What do we do?

- Consultancy.
- Current arrangements with Time.ly (Canada) and FACE recording and measurements systems (UK).
- To do what you'd like us to do! Advise on ideas/concepts, spending time with you and your teams.

What do we do?

- “Jonathan has really helped us to engage with a wider audience. Drawing on his research ..., he has suggested a variety of ways in which we might refine the product.”
(Bradley Roulston, Founder, Time.ly)

- <https://www.youtube.com/watch?v=e8PWfMS8orI&index=3&list=PLZTE5fmyo0EXAaQYnGEICjOddNNdgoXQo>

Thank you!

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