

# Incubation and Inspiration for Sustainability: **PRIZM** GameStorming in Action

Presented by Dale S. Deardorff



**8:00 –11:30 April 18, 2010**  
**CSUN Northridge, California, USA**

personal liberation

**Have fun**

**Take responsibility**

Look  
at 3  
levels

...

social innovation

**Problem-finding**

**Answer-stealing**

global transformation

**A common language**

**Synchronicity and flow**

# Have fun (joy)

- *The Ideal Final Result*







# **Have fun** (joy)

- *Nothing you don't already know*

A photograph of a car body shop. In the foreground, a light blue car body is on a lift with its rear hatch open. To its right, a blue car body is on a lift with its rear hatch open, and a worker in a white shirt is standing next to it. In the background, several other car bodies in blue and silver are lined up on lifts. A red welding machine is visible in the lower right foreground.

# Have fun (joy)

- *Know when to start and stop*





# **Take responsibility** (discipline)

- *It's no one's job to make your life easy*

A black and white photograph of two men in white shirts and dark trousers sparring with wooden swords on a tennis court. The man on the left is in a ready stance, and the man on the right is holding his sword. The background is a blurred tennis court.

# Take responsibility (discipline)

- *The honest strike*



# Apollo 13 - a true story

**Take responsibility** (discipline)

- *Failure is not an option*

[http://www.youtube.com/my\\_playlists](http://www.youtube.com/my_playlists)

<http://www.youtube.com/watch?v=nEi9NsYn1fU>

[www.youtube.com/watch?v=nvUJhFZA3V0&feature=related](http://www.youtube.com/watch?v=nvUJhFZA3V0&feature=related)

[www.youtube.com/watch?v=OZubWcl\\_wT8&feature=related](http://www.youtube.com/watch?v=OZubWcl_wT8&feature=related)

<http://www.youtube.com/watch?v=pbB53rHrDgA&feature=related>



# Problem-finding (patience)

- Did you cause your problem or inherit it



**GOOD  
KARMA**

*Vegan  
Cafe*

408.294.2694



## **Problem-finding** (patience)

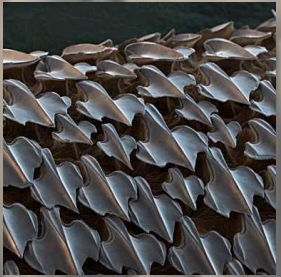
- There are no problems, only contradictions





## **Answer-stealing** (diligence)

- **Stealing Ideas from Nature**



## **Answer-stealing** (diligence)

- There are billions of years of research in nature





## Answer-stealing (diligence)

- How everyone else has solved your problem



**Answer - stealing** (diligence)

- No one is as smart as everyone together



# NOTICE

## **A Common Language** (concentration)

MASTER I NEDIM TWO

- How everyone says the same thing in different words

GIRL BLONG WORK. TUFALA

I SAVE TOK GUD ENGLISH

MO FRENCH. SAPOSE YU

INTEREST KAM LUK HEM.

THANK U.

# A Common Language (concentration)

- How everyone knows where to put the rubbish bin



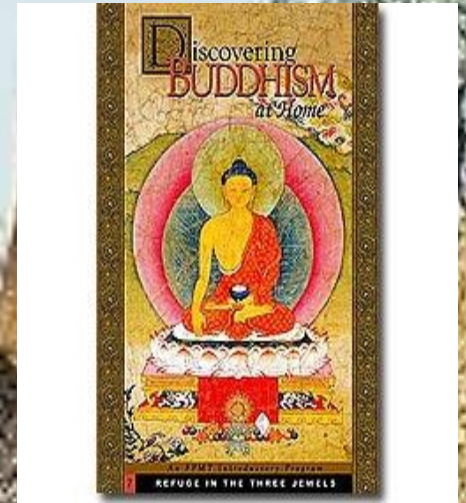
alison

Windows Vista Ultimate







## **A Common Language** (concentration)

- How everyone knows how to form villages





## **Synchronicity & Flow** (wisdom)

- When what we do transcends how we talk about it





## **Synchronicity & Flow** (wisdom)

- When what we know transcends how we know



## **Synchronicity & Flow** (wisdom)

- When knowing, doing & being just mysteriously flow

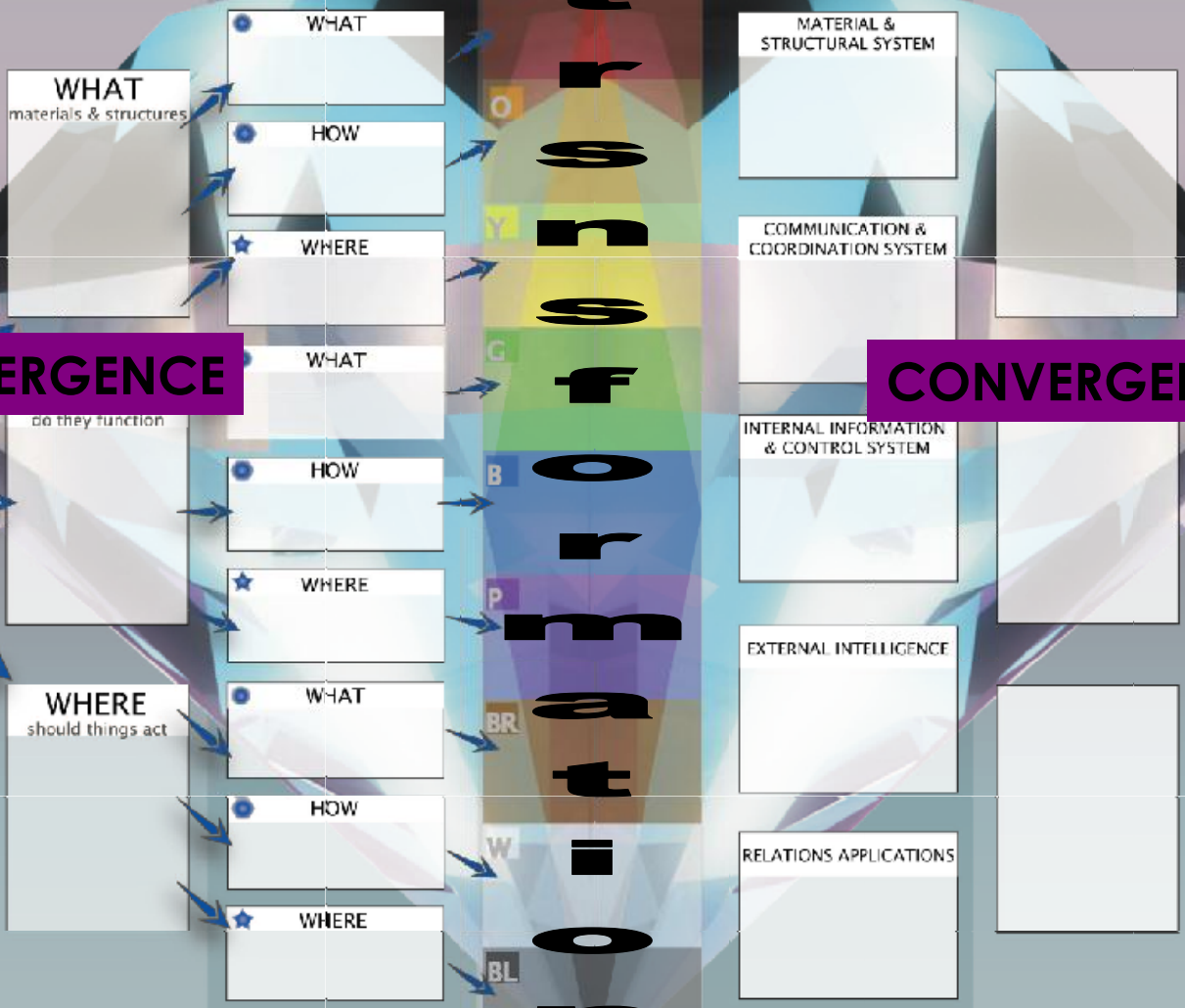


# PROBLEM-SOLVING MOVES FROM LEFT TO RIGHT



basic thoughts      order ideas into design specs      predict design priorities      find the best solution of previous experience      plan, develop & evaluate and adjust features      model ideas, make prototypes      create a high quality product

WHERE WE ARE NOW      THINGS WE WANT      THINGS WE DON'T WANT      CHOICES WE MAKE      FORMS WE TAKE      DESIGNS WE CREATE      WHERE WE WANT TO BE



**DIVERGENCE**

**CONVERGENCE**

MIRROR IMAGE OF OUR QUEST

OUR QUEST

- KEY
- what stops it being what we want
  - how is it stopped being what we want
  - ★ where is it stopped being what we want

- KEY
- what stops it being what we want
  - how is it stopped being what we want
  - ★ where is it stopped being what we want

# SOLUTION-FINDING MOVES FROM RIGHT TO LEFT