

“Where all
think alike,
no one thinks
very much.”

WALTER LIPPMANN

Beep! Beep!

Dare to change branch—and find a hidden treasure of untapped ideas.

BACKGROUND

What would happen if Nokia or Sony Ericsson suddenly started producing cars? Well, you might be able to choose the ring signal—in other words, you could choose different horn melodies.

There is no doubt that car designers are innovative. They come up with many new ideas, like side airbags. However, the longer you work in a certain branch and the more expertise you have in your area, the harder it gets to look at your branch with new eyes. Quite simply, familiarity breeds contempt.

As far as the car designers at Ford are concerned, the car's horn is so taken for granted that they do not even question it. In the world of cars, the horn is always found on the wheel and when you press it, it goes beep. Even 21st century cars have a little picture of an 18th century bugle to signify the horn's function.

ACTIVITY

Bring in outside experts to solve a problem, or use your own expertise to develop a branch that you have no experience of. Best of all: take a couple of people from different branches and see what solution they come up with together.

By the way, what would a mobile phone developed by Ford's designers be like?

"Creativity can solve almost any problem. The creative act, the defeat of habit by originality, overcomes everything."

GEORGE LOIS