

Planners Lab – A Tool for Prototyping

This is not a white paper. This is a note to make our friends aware of a very interesting article that appeared in Fast Company. It was written by Tim Brown the CEO of IDEO. I have admired IDEO's philosophies and success for a long time. The article is entitled "Strategy by Design". The link is http://www.fastcompany.com/magazine/95/design-strategy_Printer_Friendly.html.

The philosophies described by Tim in the article are very much aligned with those of GRW Studios and the Planners Lab. I particularly liked "But the tools executives traditionally use to communicate strategy -- spreadsheets and PowerPoint decks -- are woefully inadequate for the task". The task he refers to is that of designing strategy.

Planners Lab modeling combined with its Playground visualization is design thinking. Tim also calls it a prototyping process. Planners Lab users are prototyping alternative strategies. That is a very interesting perspective. He also calls it a storytelling process which is exactly how we describe the use of Planners Lab models.

I think you will enjoy reading the article.

Dr. Jerry Wagner, CEO, GRW Studios, Inc.