

# Forward Faster by Design

## BREAKFAST SERIES



**Faster Glass**  
imagine better ← innovate faster



# What are we trying to accomplish?

#forwardfaster



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YEARS  
CELEBRATING  
THE ART OF  
OUR TIMES

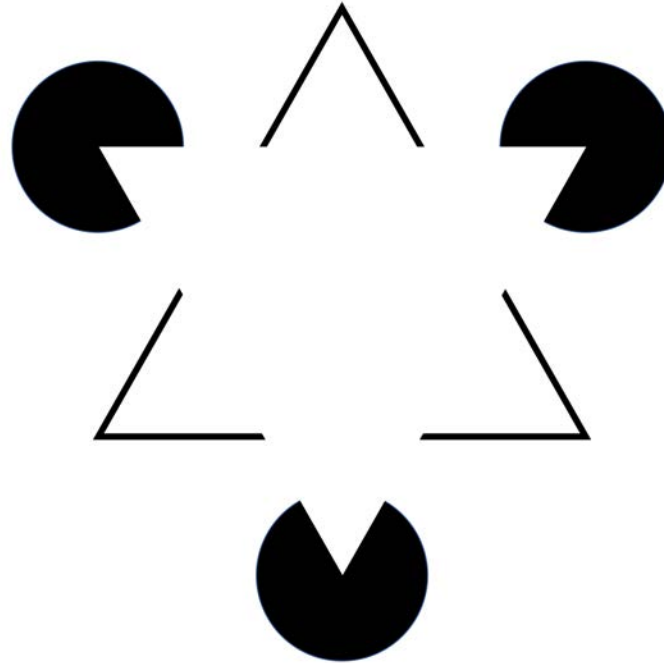
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How many triangles do you see?



Actually, there are no triangles, but our brains fill in the gaps so that we "see" something that isn't really there.

If we construct the diagram piece-by-piece, we can see where the "triangles" start to form.



When seeing this element isolated, it looks similar to an old arcade game creature.

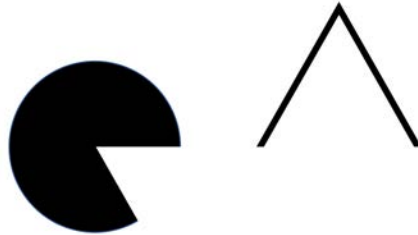


Wacka wacka wacka

But back to constructing the diagram piece-by-piece.



What do you see now?

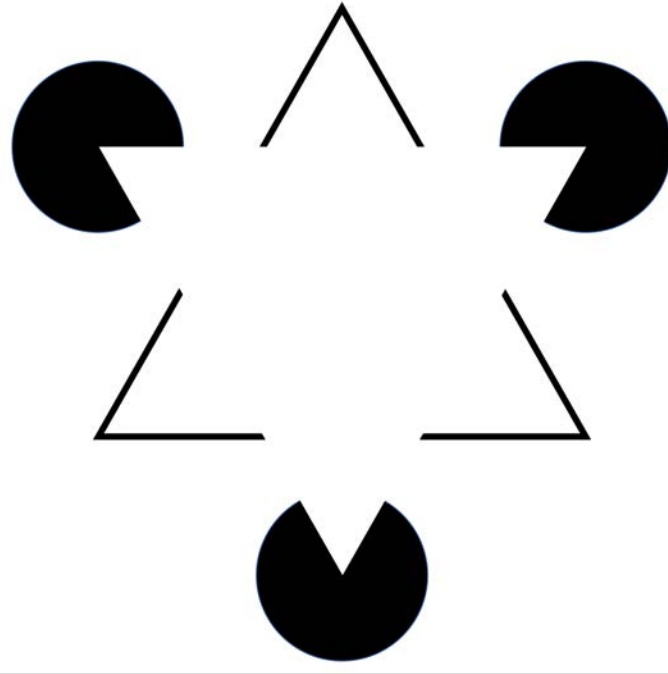




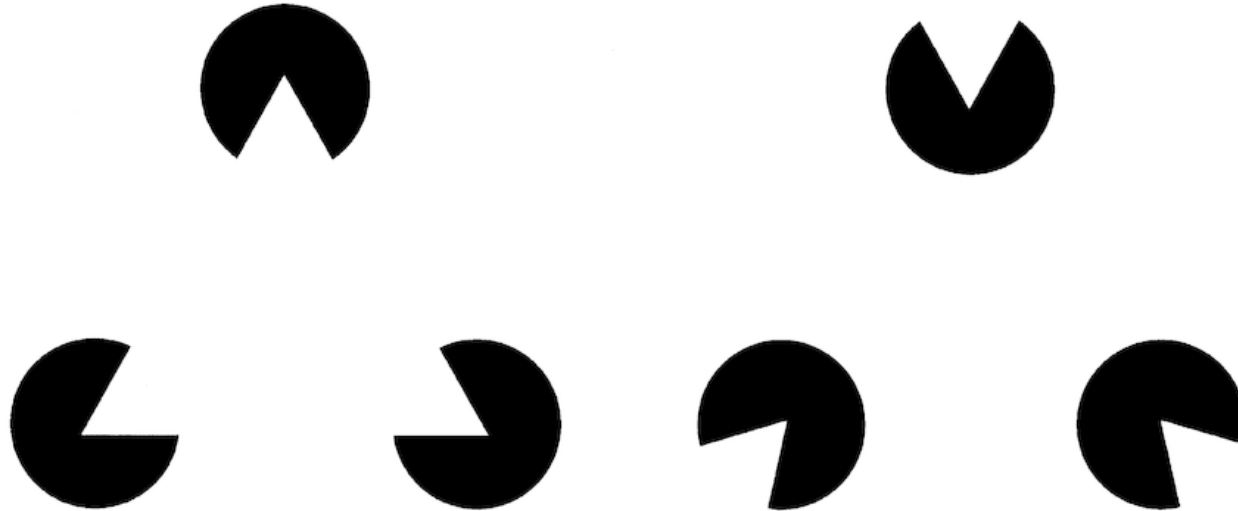
How about now?



Is it magic? No, it's simply  
how our visual system works.



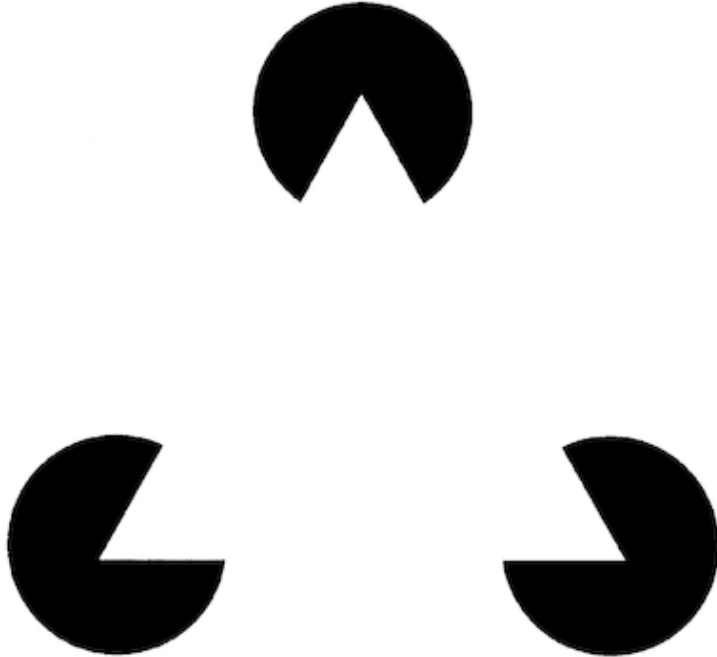
Here's another version that shows how the "triangle" disappears just by rotating the circular elements.



## **Vision and perception are not the same thing.**

What we perceive is a combination of:

- Vision
- Attention
- Expectation (Experience)
- What others say they see





How many passes does the team in white make?

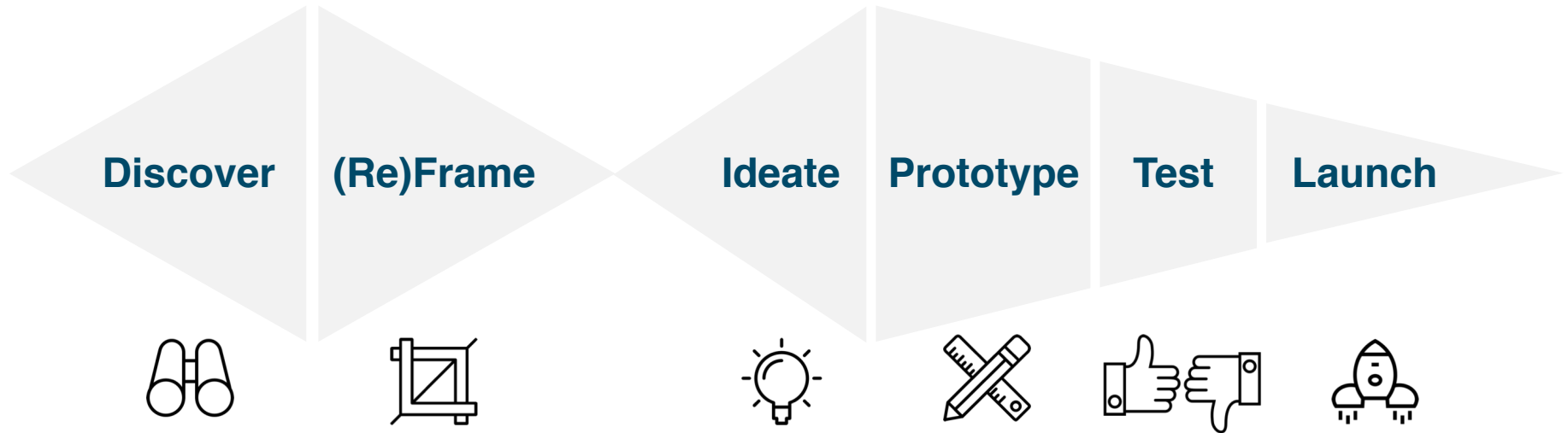


**It's easy to miss something you're not looking for.**

So what does this have  
to do with innovation?

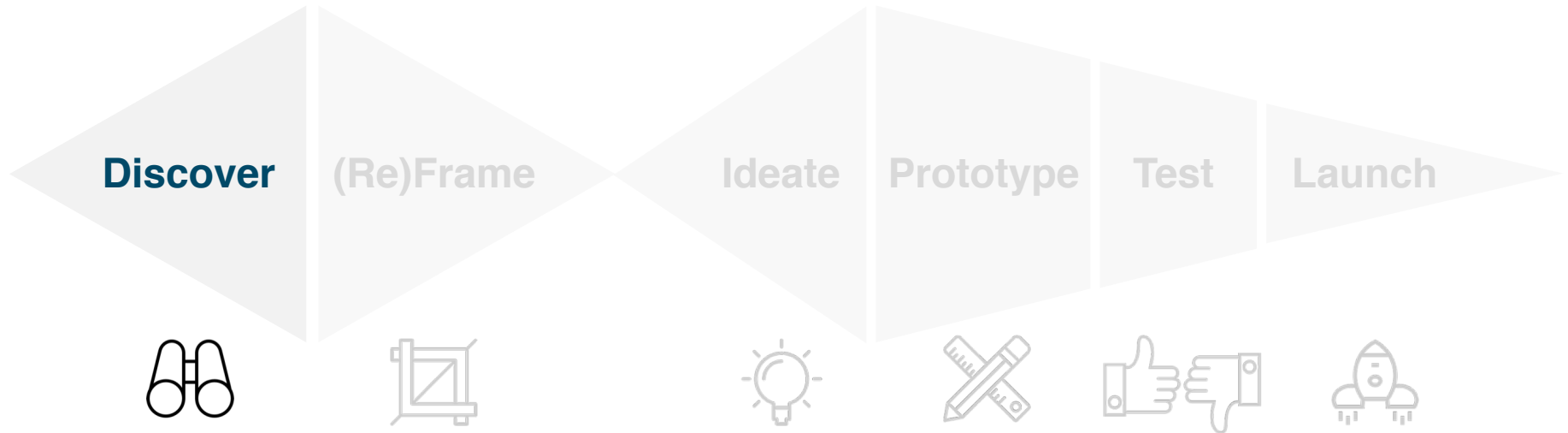


# Design Thinking Framework





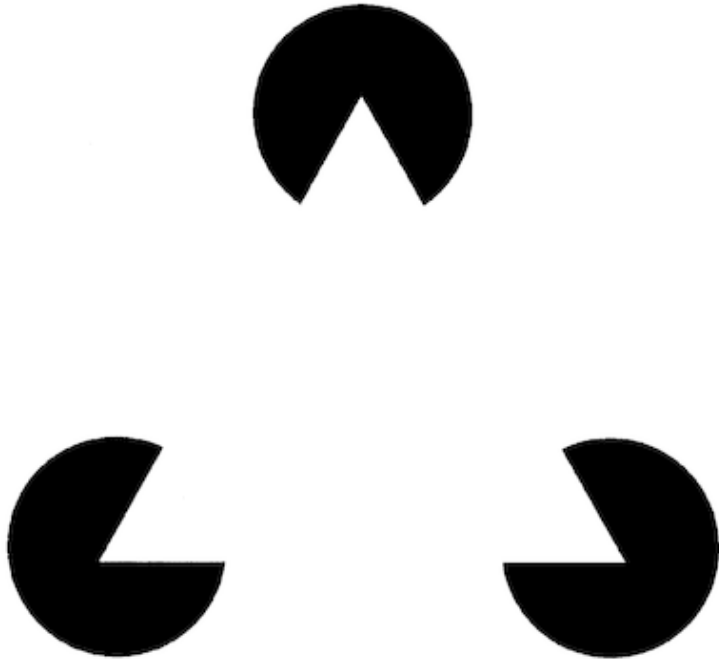
# Design Thinking Framework



“Discovery is seeing what everybody else has seen, and thinking what nobody else has thought.”

*Albert Szent-Gyorgi*





**Vision and perception  
are not the same thing.**



**What happens to our perception  
when we can't see?**

**How does our perception change  
when we have to see for others?**

**How does seeking to understand  
someone else's perspective impact  
what we perceive?**



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