

The Nomadic Mindset meets The Value of Industrial Design



TNM_Podcast Episode #005:

Philippe Guichard

with Kevin Cottam

Transcription



Kevin Cottam 0:04

Welcome to the nomadic mindset season one. My name is Kevin caught him a global Nomad and the author of the leadership book, the nomadic mindset never settle for too long. Over the season, we will go on a journey to discover what is the nomadic mindset and how you can tap into that. For this I will be interviewing of a diverse group of cross cultural thought leaders from all walks of life. So let's get on with it. Let's go nomadic together.

Kevin Cottam 0:38

Welcome back to this week's episode of the nomadic mindset season one. Today's focus is the nomadic mindset meets industrial design. Our guest this week is Philippe shard, who is an award winning international industrial designer. I'm particularly excited about this interview simply because I like industrial design and I like products. He has launched numerous successful products a feat which is also helped by his background in mechanical engineering. Felipe's vision is to change the way we produce and consume things by designing purposeful products and companies. Ultimately for the bottom line, profit, environmental sustainability and social responsibility. These are very important, I believe. Phillippe is passionate about making a positive difference to the world through his work and as a designer. He shares his ideas as being a speaker. So let's as we invite and engage with Felipe and find out what he has to say about the nomadic mindset and industrial design. I would like to welcome Phillip Disha today So, Felipe, how are you doing?

Philippe Guichard 1:51

I'm very well Kevin, thanks a lot for inviting me on your show today.

Kevin Cottam 1:55

I know that a our our listeners will be very excited to hear what you have To say about industrial design, and especially what you've talked about social responsibility and also the other aspects of being very important to environmental design. So, let us get going, I would like to ask you first of all, what is the true meaning of industrial design in your words?

Philippe Guichard 2:21

Okay, well, I can probably share what I sense from my experience, what is industrial design? I think it would be described as applied creativity, for commercial purpose, which is a bit different than art, I would say, where you could have a commercial purpose, but sometimes you don't. But industrial design is really focused on applying your creative skills so that you benefit other beings and the business and the overall ecosystem when possible. So that will be my definition of industrial design today.

Kevin Cottam 2:59

Very Interesting. They applied. You talked about applied creativity. What do you mean by applied?

Philippe Guichard 3:09

I think you can be creative for the sake of creativity itself, which is a great exercise. Applied creativity means there is an outcome that is expected. So how can I describe that let's say I can

create a chair. And I'm going to do that for the sake of creating a chair. So I'm going to do something that could be completely extravagant, or completely funny or, you know, pushing the boundaries of manufacturing and all that stuff. But they may not be the commercial purpose or the outcome that maybe a company would expect. So a company would expect to create a chair, maybe four bars, we high traffic that would be comfortable, but not too comfortable, because you don't want people to stay for too long. And that chair is in this environment. And then you need to create a chair for that specific environment. Though that's where I would qualify that as applied to creativity.

Kevin Cottam 4:06

Right now we talk about environment and you talk about environmental design an awful lot and sustainability. And what are you seeing today in the throes of products and their design is there in your opinion, a lot of environmental sustainability in the thinking the mindset when it's going behind a lot of industrial design,

Philippe Guichard 4:27

I think there is a progression there. I can see two very big trends one is this kind of high pace high turnover products that appear you know, on Amazon or different retail places and then they just stay just for a few weeks or a month and then they die and then he's gonna be replaced by the other one. So it is the these these steal quick pace, high turnover design and something that I'm not really a big fan of. So I tend not to be involved in that type of activity. And there is a more what I would say more purposeful, more thoughtful design, which is providing value for different stakeholders. And having more long term thinking and more ecosystem think thinking. So those products will last probably longer on the shelf, they will require a bit more thoughts when it comes to the development and the design itself. But the outcome will be more beneficial for everyone involved. Mm hmm.

Kevin Cottam 5:29

Two trends interesting. So yeah, in some ways, opposite ends of the spectrum. Really?

Philippe Guichard 5:34

Yeah, exactly. Yes. Yeah.

Kevin Cottam 5:37

What is your preference?

Philippe Guichard 5:39

I have a very strong preference for thoughtful design that has a positive social impact and a positive environmental impact. So I call that design for the triple bottom line. So you need to have still a financial system in sustainability because we live in in this world and you need to respect those kind of rules to make sense. happen. And the same time it doesn't need to you can exclude environmental sustainability and social impact. So I think the main difference between all those aspects is the mindset where you start from. So what I see often when I have conversation with founders or CEOs is that, for example, they see environmental constraints as something compulsory that you need to do on top of everything. And if you have that

approach, then it often results in an extra cost. So you do things on top in your pilot solutions and everything, but include that, from the very beginning of the thought process and a design process. Then your approach from the product from the ecosystem and from the business model can be completely different. And that opens a whole world of possibilities, and usually you get better profit margin. He makes Appearance and long lasting products. So it's, it's a real benefit for everyone.

Kevin Cottam 7:05

Can you just give us an example of what you mean by the latter part of the ecosystem? And including the sustainable aspect of it from the very beginning?

Philippe Guichard 7:14

Yeah. So the ecosystem is trying to figure out what and who is involved in the product lifecycle. So very often, people look at their business, just from their tiny business perspective. They don't look at what's prior to that, which is the raw material and energy and everything. I didn't only look at what's after and after, which is how you dispose of that. So for example, back in the days, I heard statements saying that, like, let's say nuclear energy is zero emission, and to clean energy. And you can debate that and you can say, yeah, it is but if you just look at maybe just the production of energy, when everything is already in place, then he's kind of cleaner than maybe something else. But if you look at the whole ecosystem, which is the extraction of your your uranium, then the transportation of that the cost of nuclear central power, the dismantle cost of that same power plant, and then the non degradable aspect of the, what do we do is the waste of nuclear waste. And then you you clearly see that is not completely that zero, carbon free and all good, all green energy dow aspect of that, that we don't still know how to solve. So that's thinking in terms of ecosystem trying to look at the whole lifecycle and extending way further and way down the track just from your business perspective.

Kevin Cottam 8:56

Now, it's a great thinking. So looking at the whole picture is what you're talking about. Looking very fast, like from the very beginning of Where could this start into discovering through the whole process into where it could come at the very end and then immediately realising the whole process instead of just a small piece of the puzzle.

Philippe Guichard 9:16

Yeah, exactly. So another example would be the electric cars and and as they are today, there are a number of issues that we haven't solved. So for example, he can have batteries. And if you just look at the car itself, and you say, well, when the cars running, he's completely green. There's zero emission and everything. But if you look at the embedded energy in one car, electric car versus the emitting energy, any other other car eats about four times the energy, wow, in terms of difference. So you can see that there's always already something happening here. It doesn't mean it's bad or good. I'm not having a judgement on that. I'm trying to explain the thinking. And if you look at the batteries, if you look at the lake of pollution, in Mongolia, where they extract the rare earth to do the batteries, then you can see we we are going to face some kind of ecological issue there. So we need to dive into those issues and make sure that we

can have a more sustainable system and not just look at the portion that we just want to show and, you know, display to the world.

Kevin Cottam 10:22

Yeah, because most people are just seeing the end product, and they're not really realising everything that is important to go through this. And so consequently, well, that takes a very different mindset in many ways. And you talked a little bit about mindset. And yes, between these two, and it's very interesting what you're talking about, because when I was in Mongolia, doing my research for my book, the nomadic mindset, never settled for too long. A wonderful statement and I keep using it on an ongoing basis and it keeps on coming up in these discussions on the the podcast, and that is to think fascinating. Act narrowly. So that is one thing that I was told that the Mongolian nomads do. Which means what you're talking about is very similar is look at the whole picture, they'll get the vastness of what possibilities there are, but from the very beginning to the end, and then acting very narrowly, and making solutions that are going to be beneficial to the whole environment and also to commercial product. So there is something then in that mindset, and how do you feel then that we can start shifting because I'm sure that you have to start doing some education when you talk to your clients about this mindset?

Philippe Guichard 11:42

Exactly. I think the that's the right key word is education. And for me, the best way to educate you to do or to prove with case studies. So when if I approaches co that means a new product for man manufacturing and everything and I said yeah, I can design something And I can improve your profit margin maybe and you know, all those traditional statements. There's no proof in that. And then you're going to challenge me to know how you're going to do that. So and that's a fair conversation. But if I say, Okay, I have a case study here, we did that product. And we worked on making sure the product will deliver a lot of value for the customer, but also the retailer and everything. And by doing so, we've been increasing the profit margin by another three, then I will get their attention and say, Oh, how do you do that? And I say, Well, I will answer when one of the ways is included a sustainability methodology, like let's say Cradle to Cradle methodology, for example. And by doing so, we go and simply find a number of material we're going to make sure that it's easily dismantle and quite a number of benefits and those many feet also translate into financial benefits. And that's why we have the profit margin. And so if I approach our discussion this way, then I can get their attention, I guess. But if I talk about sustainability, then very often it's perceived as an extra cost, an extra investment and extra cost. Yeah,

Kevin Cottam 13:19

it's kind of a debit instead of a credit, sense. Yes, in many ways on their bottom line. And again, it comes back to who is the audience and speaking their language in many ways. So knowing what do they want to hear? How do they want to hear it from what angle do they want to hear it from? They want to know quickly from early part, I suppose is what you're probably find is from a financial aspect. Give it to me quick.

Philippe Guichard 13:47

Yeah, exactly. Usually, that's that would be a trigger and I would explain the, the shift of mindset that is possible to achieve. So very often, the initial conversation will go along the lines Have, you want to do environmental sustainability and have a positive social impact? That's all nice and great. But you know, I have stakeholders, and I need to take care of the bottom line. And this is how we do take care of the blind. That's the way we do it. If you just approach it from that angle, then you realise that there's a kind of an issue in the conversation. So education is just saying, Okay, well, how about you include that from the very beginning? you include that mindset with all your team. And then you realise that it's actually not a constraint, but it's an opportunity. And if you work on the opportunity side of things, then you can shift the whole thinking and then you can discover new ways to design products and services.

Kevin Cottam 14:47

How do you then you talked about team and so how do you then go in when you work with a client to work with the team to get them in that right mindset and on board.

Philippe Guichard 14:57

Usually it's by again, Showing case studies that it is possible. And then also sometimes having those personal conversation about values and beliefs. Most of the time people just want to do well. They just want to contribute to positive world and all that. So it doesn't take a lot of convincing what it takes is this conversation and make, make sure that conversation can happen. So that we can lay different thing on table and then try to see okay, how we can turn that constraint into an opportunity and then try to brainstorm and bring the creativity aspect in that and then move things slowly and then design something that is a better outcome for everyone.

Kevin Cottam 15:42

That's a wonderful way of doing it. And what comes back to my mind and in actual fact, the case study is like storytelling is about sharing with them a story that will be will entice them to move to the next stage. Would you say that are

Philippe Guichard 15:59

you ready? Definitely, yeah, I yeah, I think that's that's a very clever way to summarise that a case study is is not a scientific proof. It's sharing a story that can inspire people. I think that's the main, the main thing, and it's a real story. So it's not something that I made up or something, most of the types of project I was involved in. And I'd been successful in different aspects of the product, and sharing the story and saying sharing the journey, I think people are really interested in the journey. So this morning, I had a meeting with a client and the general manager of the company. And I shared a story of one of the product. And people look very often at the outcome, but it will look at the journey. And this morning I shared a story about the journey, not in details, because that's confidential, but there are common traits to stories. So in that context, what I was explaining is at the beginning, when you start shifting your mindset You discovered opportunities, that option and you get this kind of curve of time and excitement in different axes and the curve goes all the way high. And you get really, really excited because

you can see different opportunities you can see study haven't discovered before and you competitive haven't discovered before. So it looks and sounds really, really exciting. And then you go into what we call the deep, which is okay, so we start working on it. And then you realise that the other thing that quite work, but they don't really work as well as you were expecting. And or sometimes the costs are a bit too high and you need to review that. Or sometimes that business model doesn't quite work or sometimes a market feed is not quite there where you were expecting and you need to shift that too. So you go into the deep end people sometime give up at that stage and you think is too hard. It doesn't work and everything. But I've been doing that for long enough and I know that you just need to go through too deep. Yeah. The question is like your nomadic mindset. You know, when you cross the desert, there's a time where it's like, it feels quite long and you you feel maybe a little bit lost and everything, and it's a bit of a grind. But if you keep pushing, if you keep going, you're going to cross the desert. It's just a fact. Sometimes the question that you can't really answer is, How deep is the deep? And how long are we going to stay there? And that's where the mindset also is very important. Because if your mindset is, oh my gosh, we're stuck and you know, it's not gonna happen and all that stuff, then it's harder. But if the mindset is, it's just a dip. It's just a matter of keep working on it, having those conversation coming back to the drawing board, and trying over and over again, and eventually, you will find the right so to speak, answer in bracket or the proper insert on your market.

Kevin Cottam 18:54

I think this is a this is great, the way you explain it. It's very, very clear and picture out. In many ways, what I design actually in the book is a five DS journey map. And I think what you're explaining to me is exactly that journey map, which I believe is clear. And I just want to, if you can take a case study and go through these different and just share, what you see is the different parts of the five DS, the five DS, step four, direction, departure, discovery, destination and distillation. So you're setting up a direction for the product, right? And so that's one thing that you do and then you need a departure. So you need to collect a lot of information and a lot of different ideas and thoughts and processes. And then you go through the the valley and the discoveries where that dip can happen right is to looking at the all the opportunities and and finally reaching and coming out of that with the wonderful destination of Oh my god, we've got the product and it's here. And then going back and looking well. How was that process? What did we learn you Whereas the sustainability in that and how can this now move forward? So what do you think? Do you think that's an interesting process of way of looking at that journey? Because you're talking about journey as a story, and I love what you're saying.

Philippe Guichard 20:14

Yeah, I completely agree. I think the the your five D journey map is extremely similar to the kind of the design process that I go through. So yeah, you need direction at the beginning, you need to set a very strong intention. I really believe in intention. I'm trying to have conversation around that very early in the process. And then the departure is like, you know, really taking action. So that's, that's definitely part of the journey, the design journey. And yet the discovery, as you know, could be positive evil perceived as negative. I don't like the term failure. I'm not sure why I don't like that term as much, but there's no failure. There's just learning. You know, I have a son, he's gonna turn seven, but you know, a few years ago, he was just Starting to walk and and speak and all that. And I never said to my son Oh, you don't know how to walk you

just barely crawling, you're a failure or you've been failing. No, you just learning. And then you know, he's gonna bump into your chair and next time on the table, and you know, and that's how you learn. You don't from the experience. So for me, there's no failure, just experimenting and learning. So I like that was your discovery process or the five the journey map? Then the destination? Of course, when you arrive there, and the distillation, what do you do learn from the experience? And that's where maybe the storytelling really lies,

Kevin Cottam 21:37

huh? That storytelling, the distillation, that's a great one, because now you're looking back, right? Instead of looking forward, you start looking forward from the direction forward and then back, and you retell the story, and then you've got your case study and then you can go on to manifesting with another client. You've got a story to tell.

Philippe Guichard 21:55

Exactly. Yeah, yeah. And I really believe in the power of story. I can explain a case study from the methodology standpoint. But that's as you know, that can be very boring for the audience. Because you know, it's a seven steps methodology. And so step number one is this and everything. So that's not very compelling for the listener. But if I grabbed the listener with their particular angle, like, let's say the CEO, is like, well, I'm going to share this case study on his experience we have with a client where we've been able to multiply the profit margin by three, would you like to listen to this? Usually I have their attention. If I say oh, I mean, designer, I design for the triple bottom line, and I really want to make sure that this is what you're supposed to do, because it's good for the people in the planet and everything. It's a different story is not as compelling because it may be, you know, some people don't really relate to that. It's like a worldview or a point of view. But if I take their angle and then write a story around That's that's a, it's a more compelling way of doing things.

Kevin Cottam 23:05

That's a good question. Because what if you don't have that honest and true and real research of the comparison of Yes, we did increase your profit by three times? And how then can you mould that story? You feel?

Philippe Guichard 23:25

I'm not sure exactly how to answer this one. How would you mind reframing that question for me?

Kevin Cottam 23:30

Yeah. So for example, in your story that you said at the very beginning, that you could capture that CEO by sharing that I can Would you be interested if I show you a way to increase your profitability or whichever you said by three times? And, of course, then instantly get that answer. But what if you don't? What is another way if you don't have that knowledge behind you? That you can do that? Honestly?

Philippe Guichard 23:59

Oh, okay. I see. So well do you need to start somewhere. And I didn't start by making design or designing products that were for the triple bottom line and benefiting everyone and everything. So it's been a journey also. So I think you need to start where you are, and you still need to have this vision. So I started where I was when I was 22. And I started my first design studio. And I had this background in mechanical engineering and industrial design. So what I would say at the time is what I sketch I know how to manufacture. So that gave me an edge from other designers most of the time. And I studied building from that and very early because I had this personal interest in environmental sustainability. I studied to baby Kate and put that on the table. So one of my very first client that was a startup company and I had a discussion with the CEO where that was early days making sketches and early prototypes and and I raise a question and say, you know, we're going to use composite material and then not to burn Mentally friendly? Would you mind if we have a look at the environmental impact of of your product and what maybe we could do about it? And the immediate answer of the CEO was, I'm not here about that I'm here to make money. And I'm like, Okay, I understand. And I kind of drove that. And then two weeks later, he came back and said, Well, you know, I also have a family. So what kind of world I'm going to leave to my kids, if I just trash the planet was my product. So can we have that conversation again? And we had a conversation at a time the technical limitation for composites were such that we couldn't quite achieve the goals that we had in terms of environmental impact, but at least we studied to have the conversation. And because of that, then I can move to the next one. And then Okay, it's a case study where we try to have sustainability and is we faced limitation where we could do a number of things. And then it's a personal journey. So One of my most profitable product was designed was a cradle to cradle methodology. So we try to make sure that the environmental impact was not too bad. And then I realised also that the social impact wasn't there for that product. So I started to focus more on the social impact. And then I started another journey around that. So in a nutshell, you need to start where you are, and just keep pushing the boundaries until you can really express fully your own values and your own self.

Kevin Cottam 26:29

I like that where you say, just start where you are, because people sometimes try to stretch that and you aren't really authentic, then, as you try to create something that you're not at that point in the design. Yeah,

Philippe Guichard 26:40

I think you need authenticity and credibility. If you want to have the trust of the company and the CEO or the founder. You need to be comfortable with what you have and what you can deliver, and then you need to continue to learn from them.

Kevin Cottam 26:55

Right. You talked a little bit in your last statement about the social impact. And so do you want to just talk a little bit more about that? Because I'm quite curious what you mean? Because it seems to be the environmental and the social, you split that up. And so I'd like to know what you mean by that.

Philippe Guichard 27:12

Yeah. So again, we all have different opinions when it comes to social impact. But I like to think in terms of ecosystem. So for me, the social impact is how do I impact people that are involved in the product that I'm going to design? Okay. So they are the user, of course, but they're also all the different stakeholders that are involved in the whole process from logistic manufacturing, extraction of material and everything. And I understand that you cannot solve all the problems at once. But again, if you have the mindset at the very beginning, then he can also direct your choice of material design and how you're going to express the product. So for example, one of the classic scenario that seen his company that would design a product and then They would try to find a cheapest supplier so that they have the most comfortable profit margin. And then they would send you know this sales rep or the IRS actually and try to negotiate You know, every six months or every year the terms and everything. And if you do that long enough was enough pressure, then some of those suppliers will go out of business. And for me, that's not a very positive social impact and you can still continue to shop around but my philosophy is more around Okay, how can I work with you so that you have the profit margin you need to continue to be an operation and we work together so that we have this kind of mutual Win Win outcome and you have a good business and have a good business and everything. And again, it start where you are when I started with that thinking I was 22 I just started my first design studio. And I approached the first supplier and I shared that with a supplier and I said, Okay, I need to know exactly what your profit margin and where you make the profit margin and and also Today I can design a better product and design the product with you so that I can help you increase the profit margin and maybe split the difference between you and my client. And they looked at me with very big eyes, like I was an alien or something. And it took them some time to trust me to come maybe a year or two was different project before they could really trust me. And then they open the books and so okay, this is where we make the money. And so this is quite comfortable here here to be tight and everything I say, Well, okay, how about we start working on it? Because if I modify the design of that part here, it's easier for you to manufacture, right? That's a yet so I can do that that will not impact the product, you know, in terms of production and everything, but in the product in terms of manufacturing, so you have a better profit margin. Is that right? Yes. Okay. How about you keep out 60% of that, and the 40% of different you do that as a saving for the client is still a good deal. And he said yeah, so that was a type of situation when when you gained And have this conversation, then you can really have Win win. So from their perspective, it was easier to manufacturer one of the product from the client perspective, the work had an impact in their own profits too. Because suddenly, the, the product was slightly cheaper to make. And then that was, you know, those two extra cents or 10s of cents per product. And when you combine that with, you know, thousand units or more, sometimes it really impacts the bottom line. So everyone's happy. So that's, that's one nice thing about social impact is trying to see how you can really benefit the whole ecosystem. And you can push further than that was, you know, further, like the manufacturer, the raw material and everything. But that's just an example to illustrate the point.

Kevin Cottam 30:45

It's a great point. There's a lot in what you just said, and one of the things that came out to me was, which is often very big today and talked about and it's probably it has been since the beginning of time and that is gaining trust and There are lots of situations that we know today

that there is this very low trust level. When I go into organisations, for example, they will often talk about the fact that the trust is very low. Now, in your field, it's about gaining trust. But every aspect of the line of command is about gaining trust because of the product is not just one way that it takes a lot of different stakeholders within it to be able to create that one is correct. So it you have multiple lines of trust, and then cross lines of trust, right. So it's a complete circle and web like a spider's web. And so therefore, how do you go about gaining trust?

Philippe Guichard 31:44

It's a very interesting question too. And it's something that you know, folding specifically in the last three years. One way to do it is by having the conversations as early as possible in the process. So now have the conversation. Not even before we start the work, we talk about the project with a prospect. I will talk about trust. Before we talk about the definition of the scope of the brief from the design perspective. And there's a great book by Steven Coley, I didn't copy yet, thank you called the speed of trust. In a nutshell, if you're having those open conversations, and you really trust that everyone has your back and everything, then the business is thriving, it's shorter time of development, cheaper type of development, everything. Because you need you don't need to cover your bag, or you know, you just need to be really open on what your situation is and what you expect from it. And then ask the network or the team to help you solve that. So it's something I've been talking about more with my prospect and client for the last three years and I can sense today there's a real craving fun and yes, I had a conversation just last week with an entrepreneur. So they Had a hardware product idea. They are looking for industrial designs to to work with. And so we had a conversation and I shifted the conversation very quickly saying, okay, working with a designer is going to be frustrating at times, because that's just how it is. It's all, you know, that's the nature of the beast, you know, that's working with creative, you know, it's the joy of the creativity. And then there's reality, sometimes that kicks in and you need to align that. So that's why I like to call that applied creativity. But I said, you know, if we take the adversarial type of thinking, like, you know, I'm a supplier I need to deliver and then we're going to have confrontations, and that's going to slow everything down. And that might even fail the project. But if we have a really open, trust based conversation, and we're here to help each other, then everything's gonna be fine. It's just a matter of respecting the methodology and the process and you will go through too deep and it's just gonna happen. It's just a matter of time. Pushing and doing the work. And if you have those conversation, people say, oh, gosh, I mean looking for that, that specific entrepreneur send me a text the night after the conversation saying, okay, like, thank you. Because they, they, I think there's a real craving for that type of conversation where you could just lay everything on the table and say, Okay, this is as a creative For example, I could say, Okay, I'm stuck in my creative process, I need to help and you wouldn't maybe not expect that from a designer, but it does happen. You I can get stuck. And sometimes just having an open conversation can help. And that's benefiting everyone benefits me but you also benefit the company and the outcome. So for me is again, it's about creating the proper conversation and the frame for that. So talking about it very openly. And that allows what you were mentioning before we should the shift on mindset.

Kevin Cottam 34:54

That is wonderful, what you just talked about, and I can relate to that. A lot in Mine journey to the book there is a chapter which is a beautiful chapter, I think many people's head itself and that is called the tea ceremony and in Morocco and as many countries such as in Japan or China or India or England or many other countries, they do a tea ceremony and the tea ceremony is a very welcoming ceremony. But there's a lot of underlying nuance to what that tea ceremony is about. And for Moroccans in the southern, especially in the south where I was with Berbers and Tasha my tribes and other nomadic tribes, that is about three cups of tea and they say the longer you expand and lengthen those three cups of tea, the more information you will get, the more pour you'll get, the more clarity you will get, the more trust you will get, just simply by having those conversations and being very open. That is about what I call now. I know you lose uses a circular communication. So there's an equality amongst the people in that circle, so to speak, that is in the conversation. And I hear what that's what you say about your experience. And this is a really valid place to be. And I think that today in the speed of change, that we miss that so much, is that beautiful, what I would call them the journey, the departure learning about where the journey is going to take us. What are your thoughts?

Philippe Guichard 36:34

Yeah, you answer your comment really trigger a number of things for me. One of them is I had these experiences with the Chinese tea master when I was back in France, and I was training to drink your tea cold air, and that tea is unfolding over a number of hours. So you need to use the same T and lead for a number of time and then there is a whole journey of in foreman of flavour, essential oils and everything. It's kind of a magic experience. And one thing I was told at that time is that tea ceremony was also used for social purposes or communication purposes. So you invite people that will have a conflict on something, and they would have tea together. And it's very hard to spend three hours having tea with someone and how you just conventional attitude. So you will have to talk about things and then that would be a way to solve an issue, for example. So your experience of the tea ceremony and my experience, kind of similar, I guess, in in some extent, and I like the idea of circular communication. One of the things I've been working on lately is the circular economy principle, which is very similar to design for the triple bottom line. And the next step that I'm working on will be raging irritability. design but that's another maybe a story for another time.

Kevin Cottam 38:04

Wow that's another episode I think coming on then we need to find that I yeah, I love that about this ceremony that you're talking about because it was very interesting. I would watch the ceremony in this master tea maker you know you coming from France you know that Moroccan tea is is quite delicious and also the way they they make it you know the law and sort of dance of pouring it into each little shot glass and whatever. But there's always three cups of teas, I believe I mentioned and each cup of tea there's more conversation and gathering of conversation. But it's interesting that the pouring is very important to be able to clarify the tea so that you can see through the tea, so that clarity of being able to see it so there's no muck or anything in the tea. And then the foam that's on top has to be so thinly woven. That keeps the sand from going in the tea if you're in the desert, or it's able to see through into the tea, so that it's this whole thing of clarity. And I would imagine, like in everything, and especially industrial design, you need that clarity so much.

Philippe Guichard 39:19

Yeah, yeah, definitely. And I think that boils down also to deep intention. So, you know, when you talk about your five day journey map, the first step is the direction in my line of work would align that with, what's your intention when you start a project. And I really try to dive down into that too, so that I understand what the founder or the CEO the entrepreneur is trying to achieve. And once we clear on that, when you have you know of conversation, and then devices, I would say technical, it's a matter of doing it. But if you don't have a very clear intention at the beginning, or if you just want to chase you know something or make quick money and everything down It's much harder to have a really positive outcome.

Kevin Cottam 40:04

Absolutely. intention is so vital. I totally agree with you. And as we start here, you know, we started with an intention as to where we were going to go with this just to find out and just let it flow. And I think the flowing is something that's extremely important in the creativity. Because I was involved in a lot of my life was about creativity. And it's also important to realise that you said in the conversations is that I had an example of where I was developing a figure skating show for Holiday Inn ice and one of the I had a conversation with the costume designer, and it was over way over budget, and also he was talking with the person who was in charge of budget, and she said, it's too much, it's too much. And so what was the wonderful thing was that was circular communication. And it was about I didn't know where we should go as the designer and choreographer of the whole show. And so what came out of that was that the budget person said, Well, what if we did it this way? And we went, Wow, that's a great idea and a great solution. So that's the way we went, we just divided things into three, and three different types of questions and three different sequences. And so it was much simpler, but it was much more effective. So that journey of that creative journey, I love what you talk about, because it's so valuable, I think, in every conversation, right? And in every aspect of life, we go through that. It's just that we don't see it as creative.

Philippe Guichard 41:39

There's a number of points that you were mentioning that I really resonate with, I think there's an organic shape, I would say to creativity, you know, where you start, you may know where you want to go. But then the trajectory is very organic. It's, you know, you could describe that as messy of Cody, but organic is a very good term to And there is flow in that the one thing needs to the leg next and and, and so on and so forth and then end up finishing the journey where you thought you would lead. So I can I can really resonate with this flow that you were mentioning. A few months ago word wrote an article around creativity and, and you may also feedback on that. So for me, there are three steps in the creative process. The first step I call that immersion, which is you need to immerse yourself in the new challenge of creativity. So if you need to design a costume for ice skating, even with a theme, then you need to really immerse yourself in the theme in the technicalities of ice skating environment that there is a physical environment and everything. The second step is called that just doing the work. It's like sitting down, doing the hard work with a blank sheet of paper and trying to find solutions and everything. The third step, which I find is the most powerful, and I call that letting go. And that's where you have the idea in a shower, or at night, or when you have this work in nature or something, when your mind is completely relaxed, and suddenly you have this brilliant idea

that's gonna pop it in your head. It's like, Oh my God, that's it, these kind of eureka moment. So I don't know if you experienced something similar. Have you have similar framework in the creative process?

Kevin Cottam 43:31

Yeah, I think that my journey is very much similar to that, in that when I go through a creative process is that I first I don't know if you feel this, but I first when I have an idea for a project is that all of a sudden, my senses become extremely peaked. And this begins that what you call the immersion is that everything I see is a possibility and everything thing has a meaning. And it has an internal aspect. There's a emotional aspect there is a mental there's a physical there is complete circle. And then I start to figure out what what is it? What is the show? What is the theme? What are the possibilities? What are the different scenes in this? And then then breaking them creating that and then breaking down what is each scene? And I like to look at them on multiple layers. And I'm sure that that's exactly what you do is to I look at them from a colour layer I look at from a spiritual there I look at from an emotional there. What is the impact? What are the multiple layers that I feel the audience can get involved with, because it's not just one thing. And I would imagine that's the same for you. It's not just the appearance of your product, but it's what is attracting the people. So then I think that it goes through the same process with you doing the work and then let the Letting Go is very important on multiple layers.

Philippe Guichard 45:04

Yeah, I would agree. And that's something I've been discussing also with different entrepreneurs. I'm always surprised that sometimes some company will employ creative people and ask them to stay in a cubicle and a dead desk and you know, and that's not how creativity works. If you want your creative people to be creative, they need to be able to shift environment and they need to be able to have that letting go moments and so that they can process all the experience the knowledge and all the different criteria and constraints for the product or the service of any creative task there has to be involved with someone we're surprised knowing how powerful is that third stage? I'm always surprised that people think that they have to be productive and sitting at their desk or something. Uh, hi my eureka moments having a bath or shower. You know, I kind of wake up in the middle of the night is thinking oh my god. God this is it that's, you know, I will quickly turn the light on sketch something and then fall back asleep. And that's the letting go is you know, my mind is completely relaxed and I'm working on a project but the back of my mind is something still happening.

Kevin Cottam 46:15

Yeah, I think that that you absolutely right about that. And I think personally this what you're talking about comes back to the awareness of which I talked about in my book are the three different mindsets the nomadic mindset builder mindset and the settler mindset. And it's about the awareness of these mindsets of individuals it's and and letting go of each one. So knowing that if it's a builder that is the CEO and saying, Okay, you go and be creative that understand but it's the Nomad if the creator and allow them to explore and if that's the settler is to understand, okay, they're going to hold this project together and keep it functioning and on an ongoing basis and my job job as a builder is to allow that to happen. But to keep it on strategy and on focus, so that all the three mindsets have to work together rather than saying, No, you

cannot do that, or you cannot do that, that doesn't work for a nomadic mindset, which is the creative aspect, because it just stops you.

Philippe Guichard 47:21

Yeah, I'm completely aligned with this. Yeah, I like your definition of the three different mindset. And yeah, it is it is his tendency for people to think that people are employees or stakeholders have to behave the same way that I do. And, you know, I understand there's comfort in that. But I think the innovation comes really from diversity. So I can only talk about my experience, but I think my best work was done and when I could do my creative work and come from that, not in a confrontational way, but in a positive construction way. Confirm that With the marketing team, the engineers or the production people that are more system oriented, and finance people that don't want to understand sometimes how it's made and everything, but they look at the different numbers and they have the template in front of them. And then the, because everyone has their own perspective on things. And instead of fighting that, or denying that or trying to confirm that the traditional way, you can nourish yourself from that. And I'm not saying you know that it's easy. At times, it can be quite difficult. But it's actually quite simple. Also, at the same time, it comes back to the mindset that you were mentioning at the beginning, issue mindset is to have this trusting attitude and kind of open minded, then it's easier to welcome to different aspects and different constraints that are on the table and work with it instead of trying to you know, find and work for your own department or angle only.

Kevin Cottam 48:57

Yeah, I totally agree. I mean, I think that it's very interesting what you're talking about on a very large level. And so I'm going to ask you the last question. And that is, if you were to speak to a new client, or whichever, what are the three things that you feel that they need to know about moving into working with an industrial designer or a creative person? What are the three things they need to know?

Philippe Guichard 49:24

I think I'll come back to trust again, like if you really want to project to work on so many levels and layers and impact. We need to trust each other, I need to trust that the CEO is doing his job and trying to, you know, keep the vision and the direction of the company and everything and they have a view that I don't have, I'll have a view from the outer circle of his company and I have a creative view. So it's, you know, but we need to have this place where we can trust that the conversation would lead to a positive outcome. So trust will be Definitely on the table, then it's about respecting each other's quantities. The marketing of the finance person that he's a round table is not here to annoy you, because you're the creative. He's here because they have their own guidelines, and they need to do things a certain way. And sometime, yes, we have to be challenged, and everyone the wrong table can be challenged. But it's really good to understand that kind of separating and having this adversarial position. If we combine and collaborate, then that's where the real positive outcomes really comes from. So I think I will talk about trust, I'll talk about collaboration, and also respecting and understanding the process. So I was mentioning that kind of curve was on one axis, you have the time and the other you have excitement. At the beginning very often. Everyone get excited because you know, there's a new idea. There's a new potential and everything. And then you're going to the deep and you need to have this spirit collaboration, then you also open to those conversation. And then yeah,

instead of fighting each other, then you seek these Win Win collaborative outcome. And that's, you know, that will be the most beneficial and respecting the methodology. So the design methodology has a deep, and if you just respect that and go through the metallurgy and go through the process, then there is always a positive outcome. So we need to trust that the creative process is not a linear process is kind of organic, to be messy. There are timing to be foggy, and really see where you're going and everything. But I've done that often enough, and for over 25 years now, so I can tell you that if you keep pushing and doing the work, then the outcome will eventually appear

Kevin Cottam 51:44

as wonderful trust respecting the methodology and others and the collaboration. Those are great thoughts, and also actions that actually really are what's important in not only artistic adventures, but also in everything possible, whether it be leadership, whichever. So, Phillip, this has been amazing and wonderful to talk to you. I've really enjoyed this. It's been very flow orientated. And I really have enjoyed that very much. And I can't thank you enough for being here. I mean, it's, I've loved it.

Philippe Guichard 52:18

Oh, thank you, Kevin. Thanks for your incisive questions. I really enjoyed the conversation too. And I'll hope the audience will get some benefit from both your experience and they will

Kevin Cottam 52:28

absolutely. So I want to thank you very much and we will be signing up.

Kevin Cottam 52:35

You've been listening to the nomadic mindset season one. My name is Kevin Cottam, and invite you to find out more about the nomadic mindset at the nomadicmindset.com. Until next time, make it a point to go nomadic and start discovering your nomadic mindset.



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