

A stage with red curtains and a wooden floor. The curtains are drawn back, revealing a wooden floor. The text "floeren door creëren" is centered on the stage.

**floeren door
creëren**



China – Xiaogang – dec. 1978



na 1 jaar x6 – na 40 jaar 6% BBP



**Co-creatie
Value design
Intrapreneurship**

floreren door creëren



Rudy
Lefèvre





de wereld
verandert snel

€

50%

5 jaar



erosie van
marge of impact

€

50%

5 jaar

RELEVANTIE



RELEVANTIE

noemer



RELEVANTIE

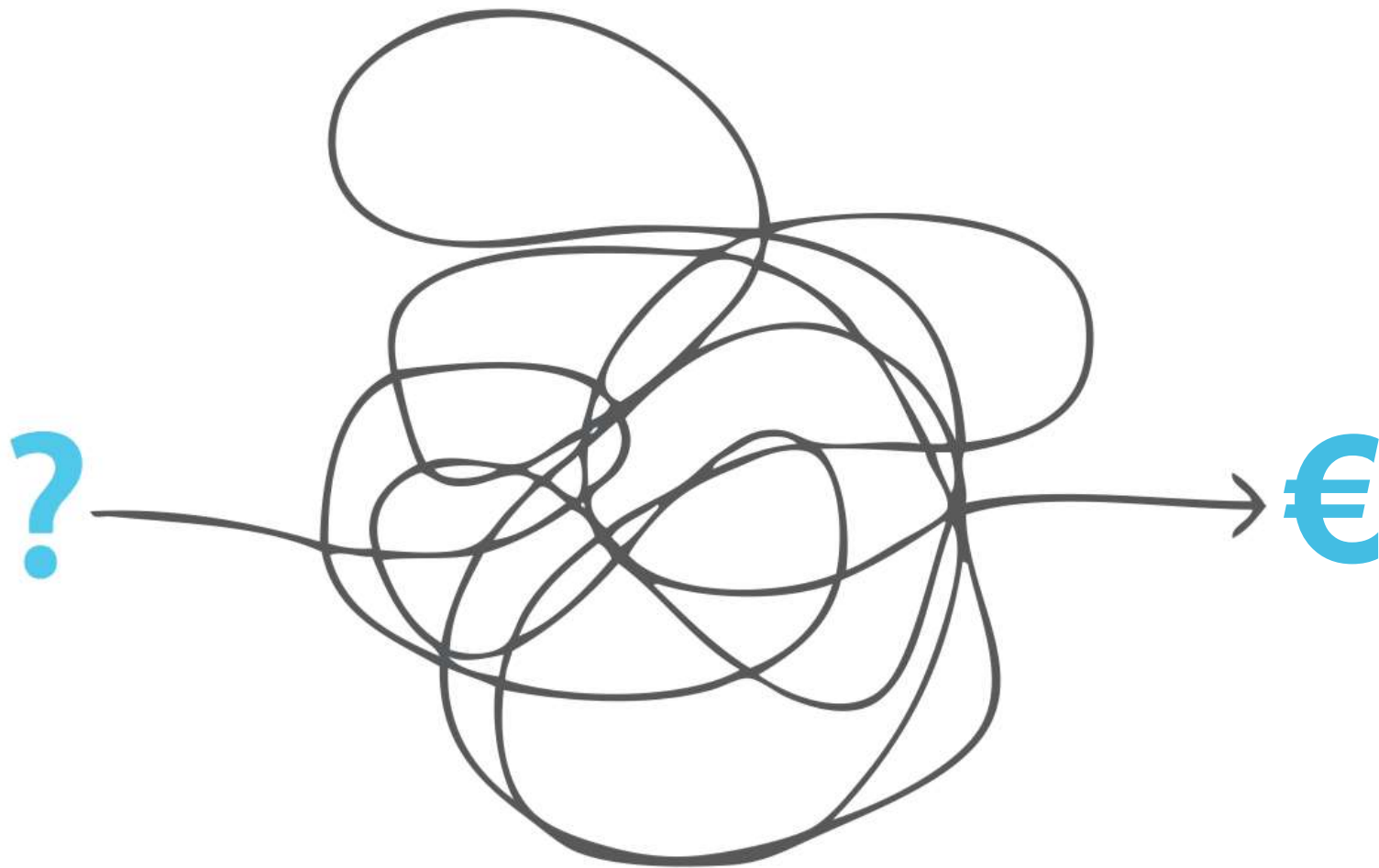
teller

noemer

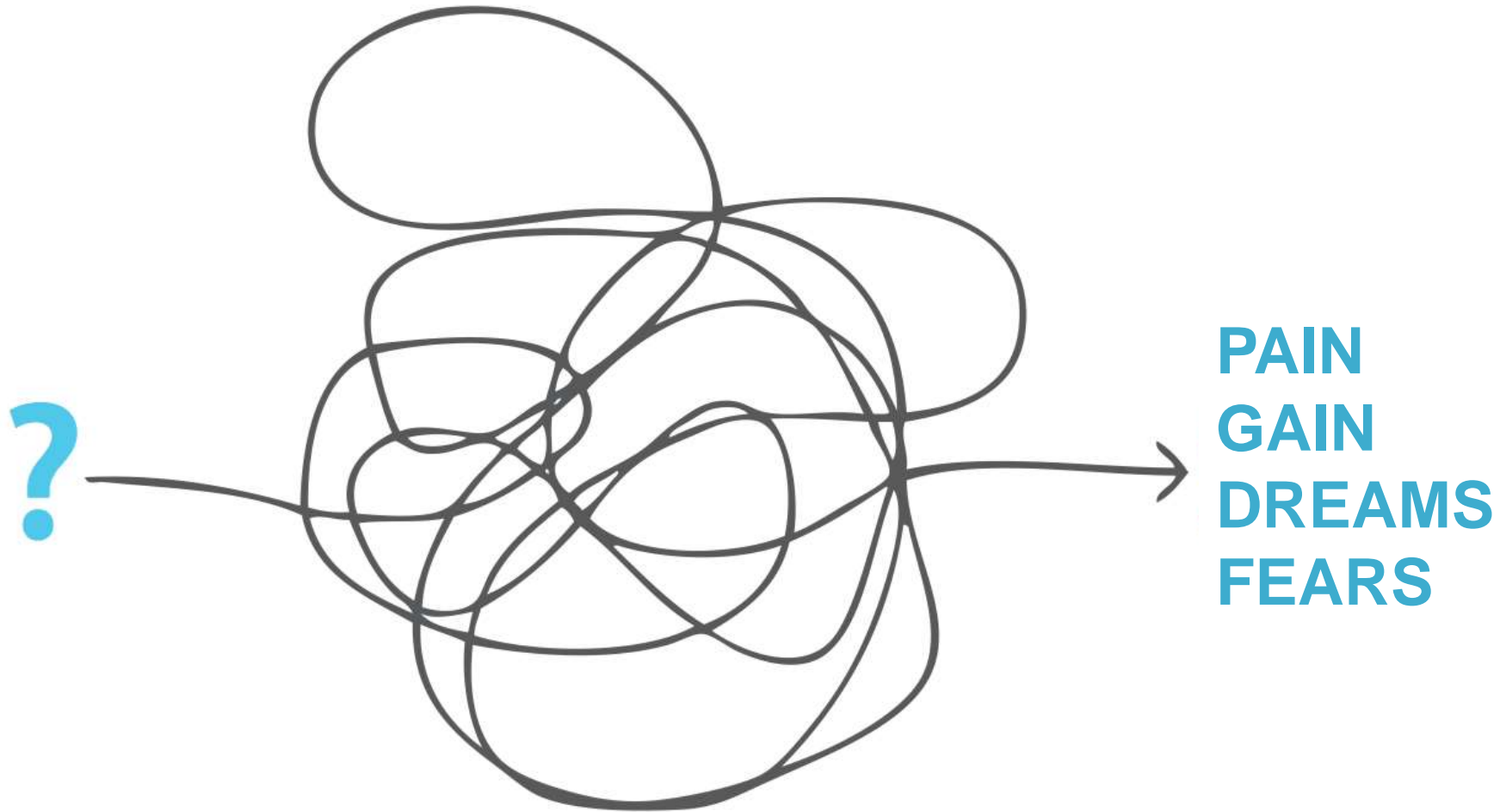
wat is 'waarde'?



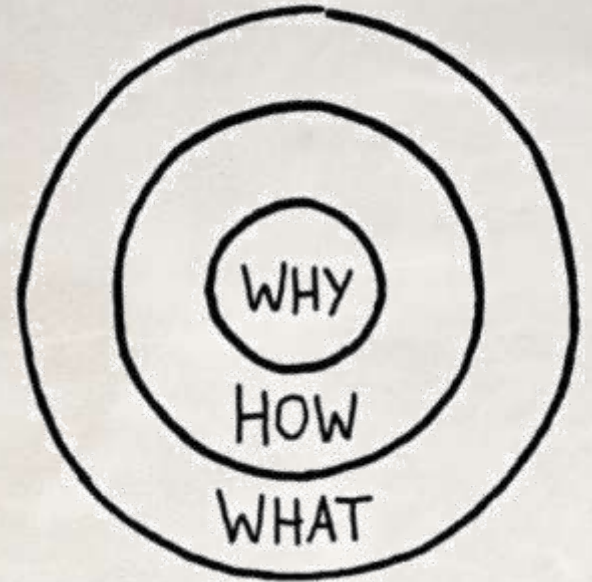
wat is 'waarde'?



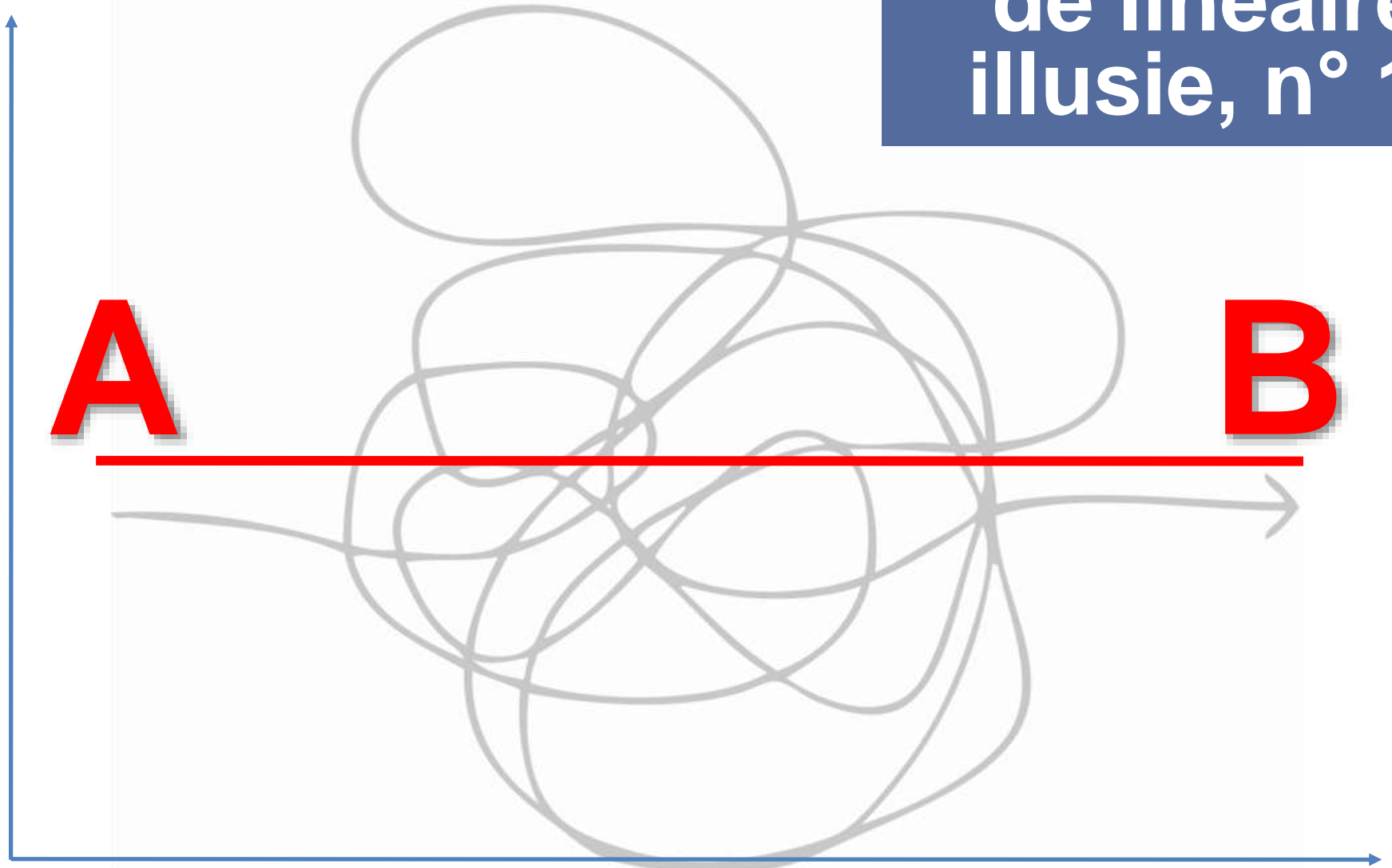
wat is 'waarde'?



WAAROM?



de lineaire illusie, n° 1

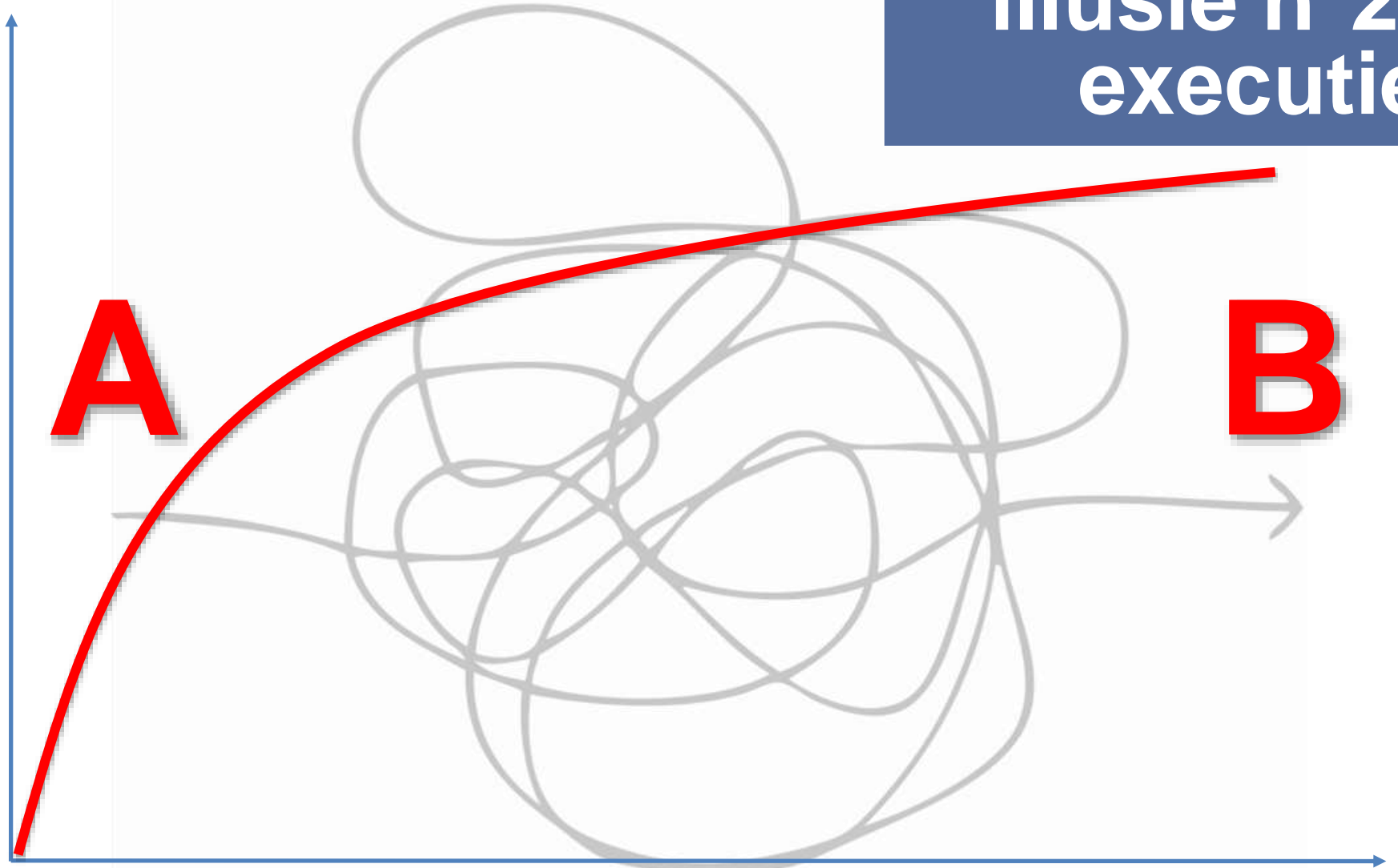


VOCA- wereld



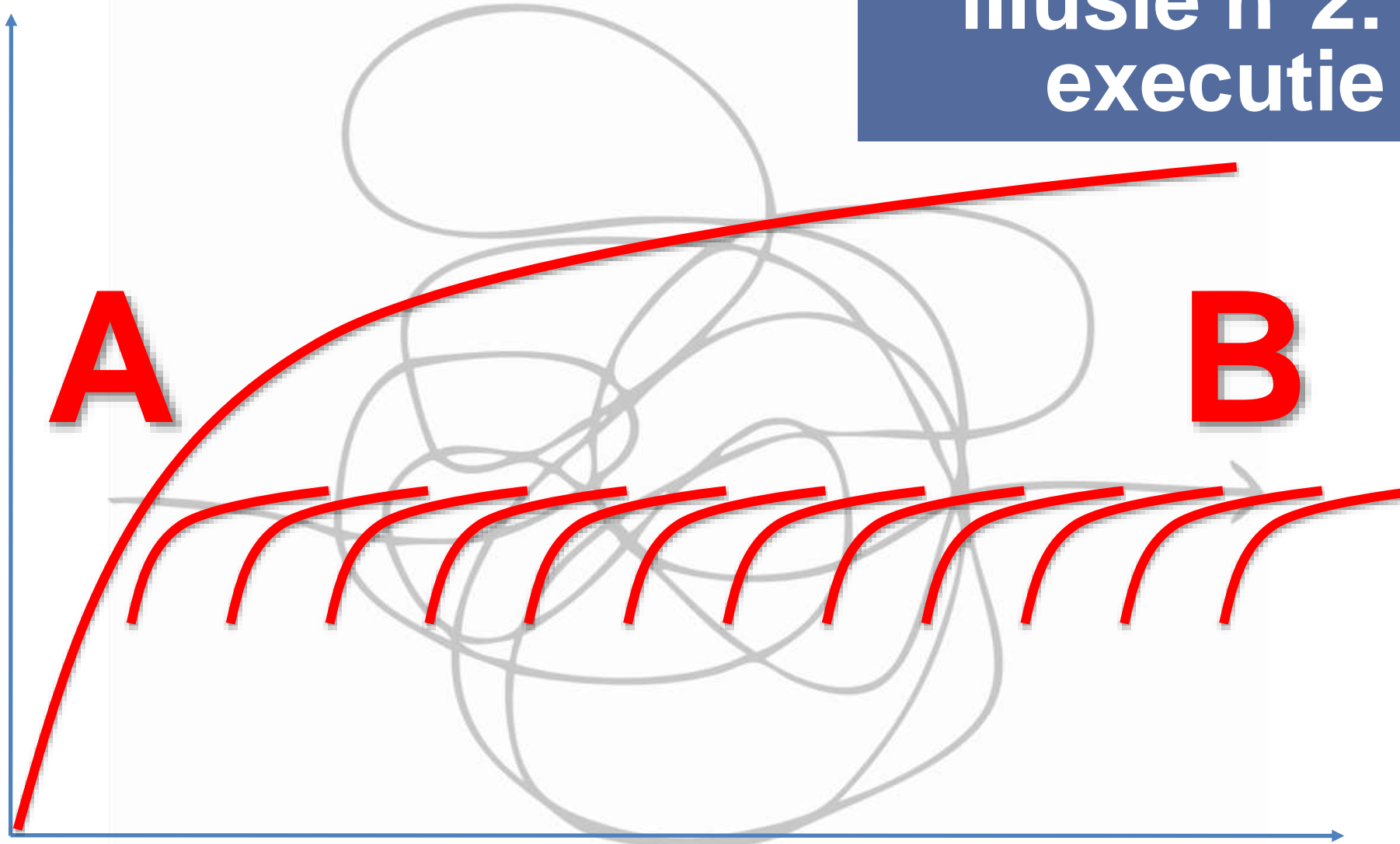
volatiel - onzeker - complex - ambigu

**illusie n°2:
executie**



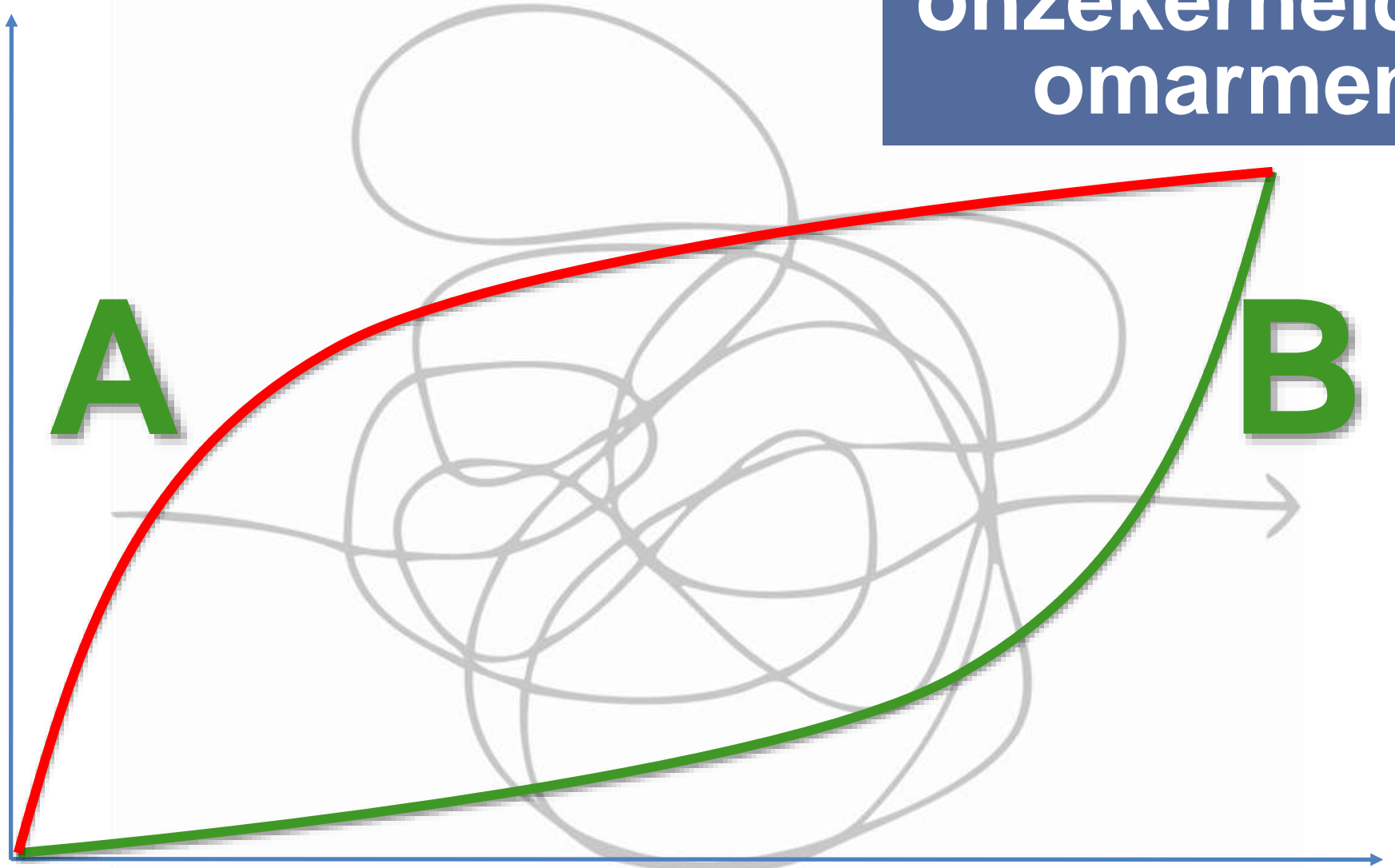
Projectmanagement = 'beloven'

**illusie n°2:
executie**



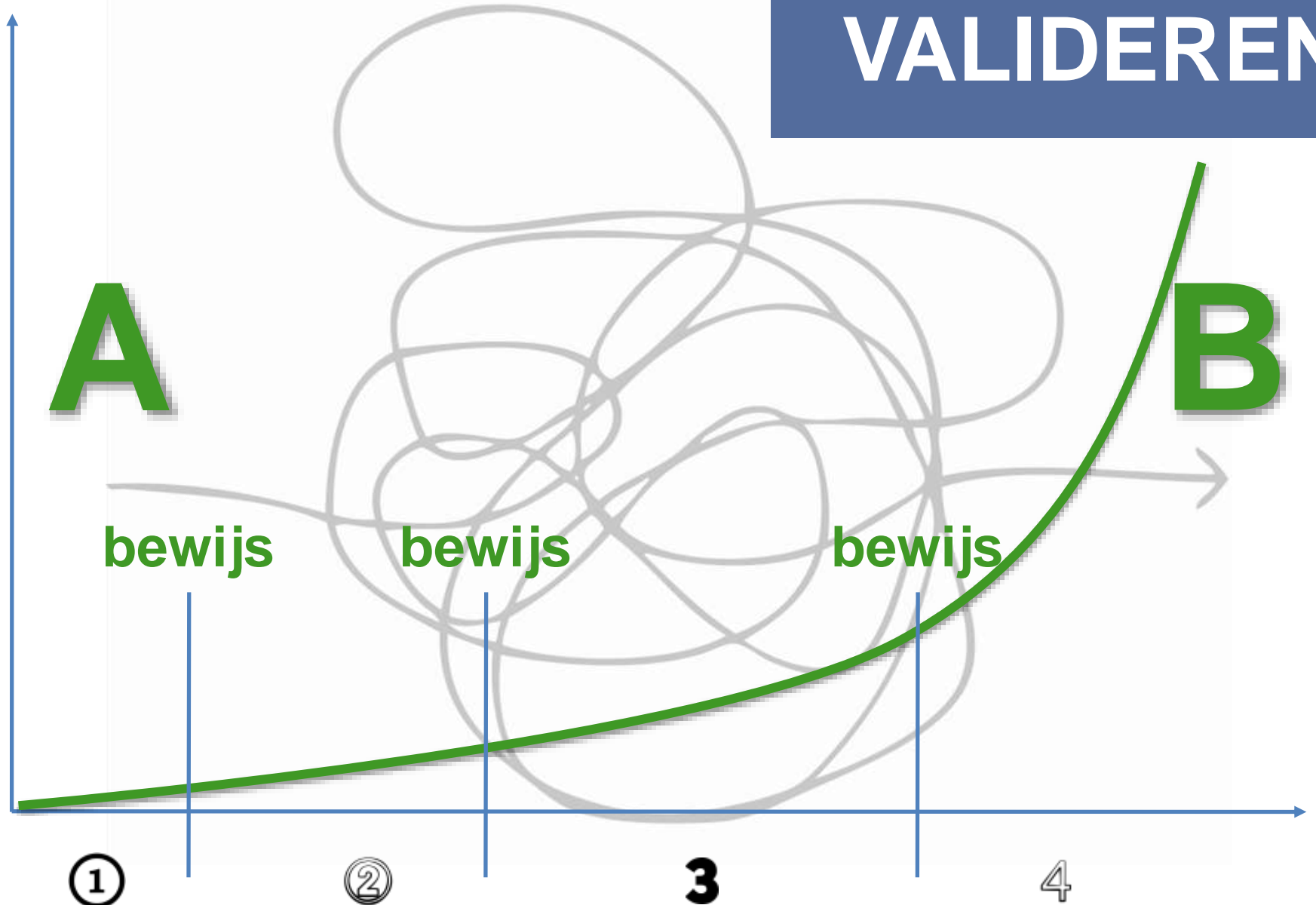
**PROJECTMANAGEMENT = 'beloven'
'execute' = HIGH RISK**

**onzekerheid
omarmen**



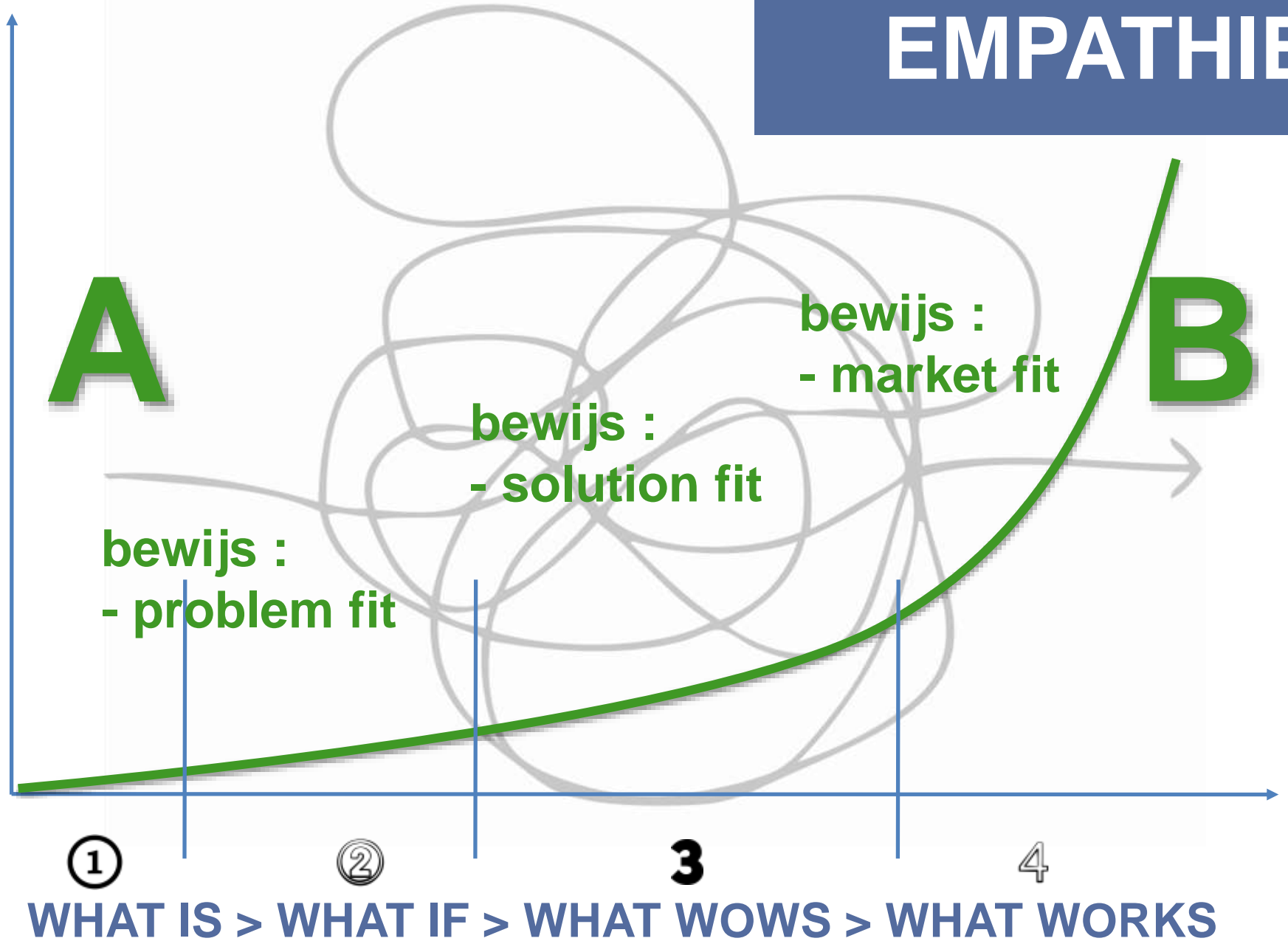
**VALUE DESIGN = 'co-creatie'
'learning' = LOW RISK**

VALIDEREN



WHAT IS > WHAT IF > WHAT WOWS > WHAT WORKS

EMPATHIE





OLIFANTENPAADJES



INNOCENT JUICE



CO-CREATIE

Co-creatie is een vorm van samenwerking waarbij alle deelnemers-individuen en groepen of organisaties vanuit een gezamenlijke opgave, en ieder met een eigen belang, invloed hebben op het proces en het resultaat ervan.



CO-CREATIE

A PASSIEF

‘ik roep, ik toon en
ik lever’

B ACTIEF

‘ik kom, ik luister
en ik verkoop’

C CREATIEF

‘ik kijk, ik begrijp
en ik creëer’



CO-CREATIE

1. 'op ooghoogte'





CO-CREATIE

2. 'empathie'





CO-CREATIE

3. 'geduld'





A young boy with brown hair, wearing glasses, a light blue shirt, a red bow tie, and dark suspenders, is pointing his right hand upwards. To his right is a large, ornate gold trophy with two handles. The background is a dark, textured grey. The scene is set on a wooden table.

MOMENTUM

Momentum levert exponentiële output

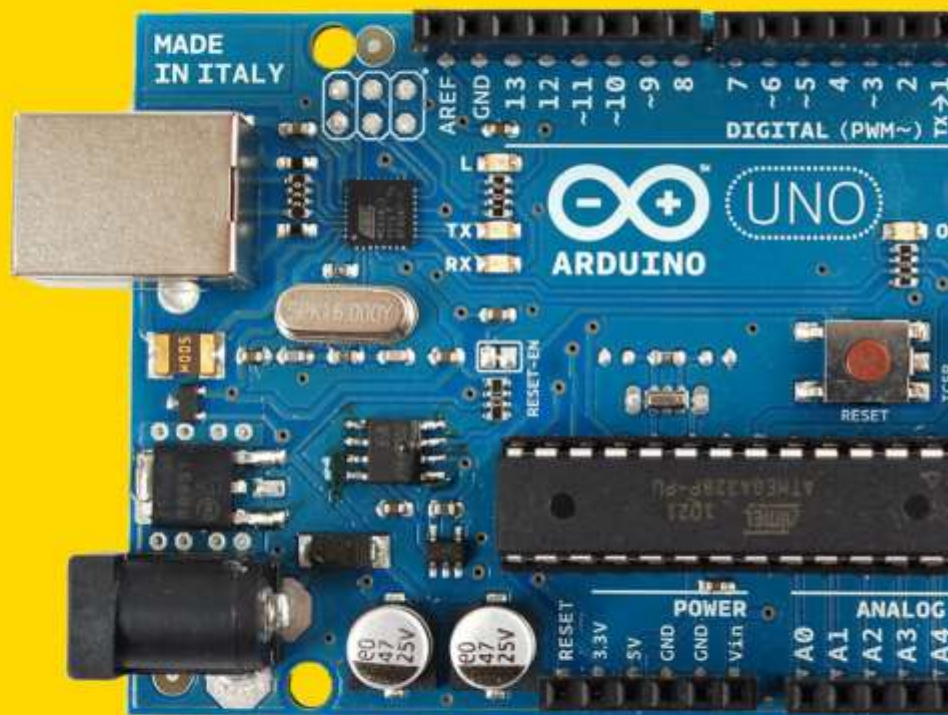
Gewone mensen, die op gewone dagen, speciale dingen realiseren!



Linux™



Servo - Arduino



SWOP
the job you love

Swop jezelf een vaste job!

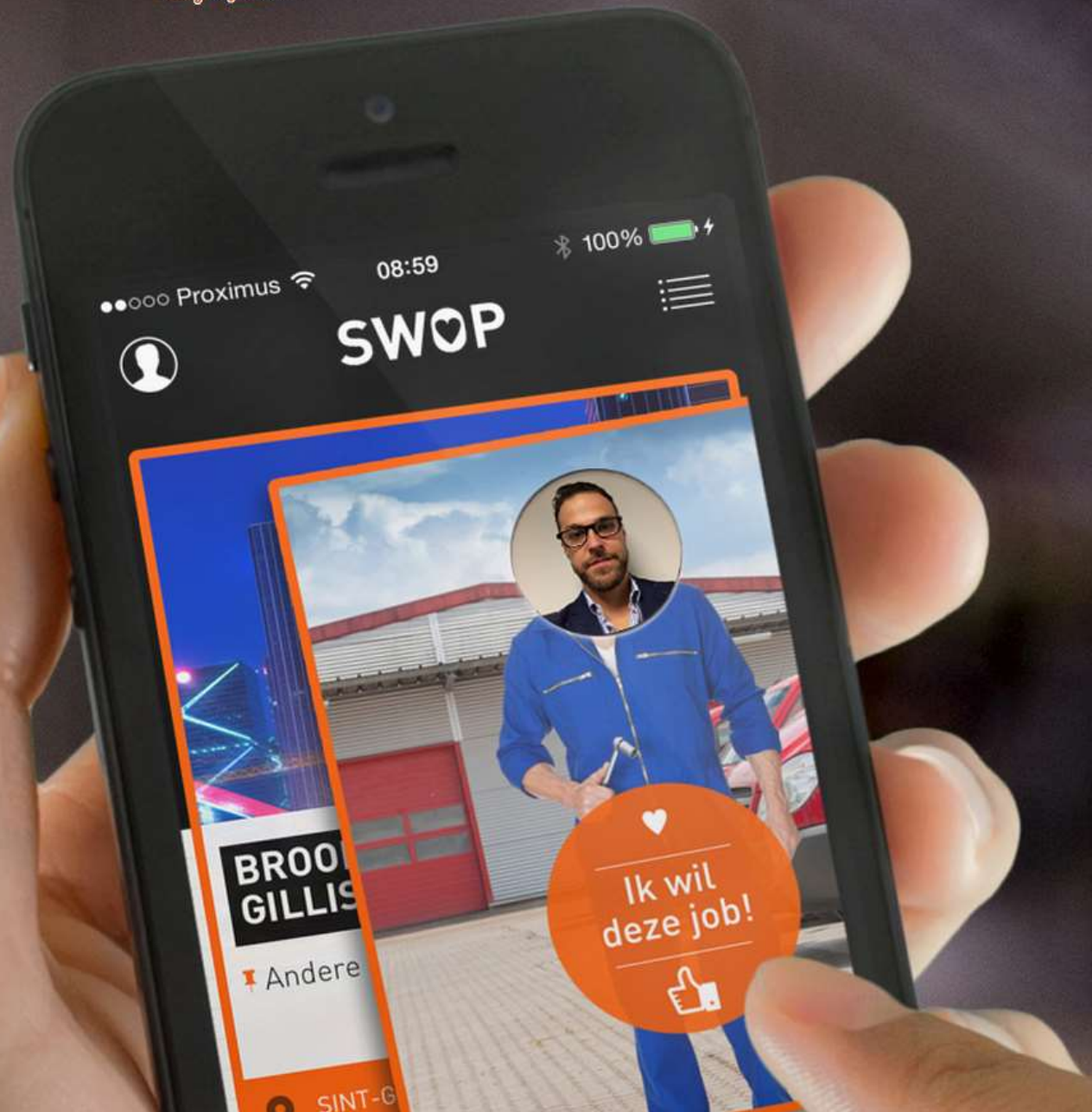
Beschikbaar op de App Store en op Google Play

 App Store

 Play Store



Scroll omhoog





Hello
bank!

by BNP PARIBAS PORTO

Meer dan een bank

Ontdek 



Hello bank! zichtrekening

Open je gratis zichtrekening en krijg €50 cash of een kriebelende wintertrui.



Het Hello universum

Concerten, nieuwtjes, wedstrijden, exclusieve voordelen en tal van andere ervaringen maken van Hello bank! écht iets unieks.

[Meer info !\[\]\(c50c8b7b2cc2cf9ff925edec0ee94c0d_img.jpg\)](#)



Hello overall

Via onze website, onze app, het Hello Team of de Blue room helpen we je graag verder.



বিতারিত: www.grameenphone.com/theirkhushi

BUILDWORKS





BUURTZOR

De beste zorg th











CAMPAIGN OBJECTIVES



CAMPAIGN MOOD BOARD



CAMPAIGN OBJECTIVES



CAMPAIGN MOOD BOARD





Electrolux AB [+ Add to myFT](#)

Electrolux gives ‘Uber for laundry’ idea a spin Swedish appliance maker tests concept of sharing washing machines



© Dreamstime



49 [Save](#)

NOVEMBER 27, 2016 by **Richard Milne** in Stockholm

Electrolux, the Swedish appliance maker, is exploring starting an “Uber for laundry” in which consumers would use their own washing machines to wash other people’s clothes.

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- EDITION 1 -

THE CLUB



MOTOR

HARLEY-DAVIDSON

CYCLES



JÜTTU
BRANDS & FRIENDS



Adobe Kickbox
Personal Innovation Kit

PULL
IN
CASE
OF
IDEA

A man with short, light-colored hair, wearing a dark blue or black sweater over a collared shirt, is speaking. He is positioned in the foreground, slightly to the right of the center. The background is a modern city square with a large, multi-story glass and steel building. There are several white benches, some with people sitting on them. A large, tiered stone sculpture is visible on the right side of the square. The sky is blue with some clouds.

**Dan is de kans veel groter
dat je productief bent.**

A young boy with brown hair, wearing round glasses, a light blue shirt, a red bow tie, and dark suspenders, is pointing his right hand upwards. To his right is a large, ornate gold trophy with two handles. The background is a dark, textured wall. The scene is set on a wooden table.

MOMENTUM

Momentum levert exponentiële output

Gewone mensen, die op gewone dagen, speciale dingen realiseren!

Bewijs 1



25x - Mount Everest
50x - de Maan



Bewijs 2



Team

4 x 4

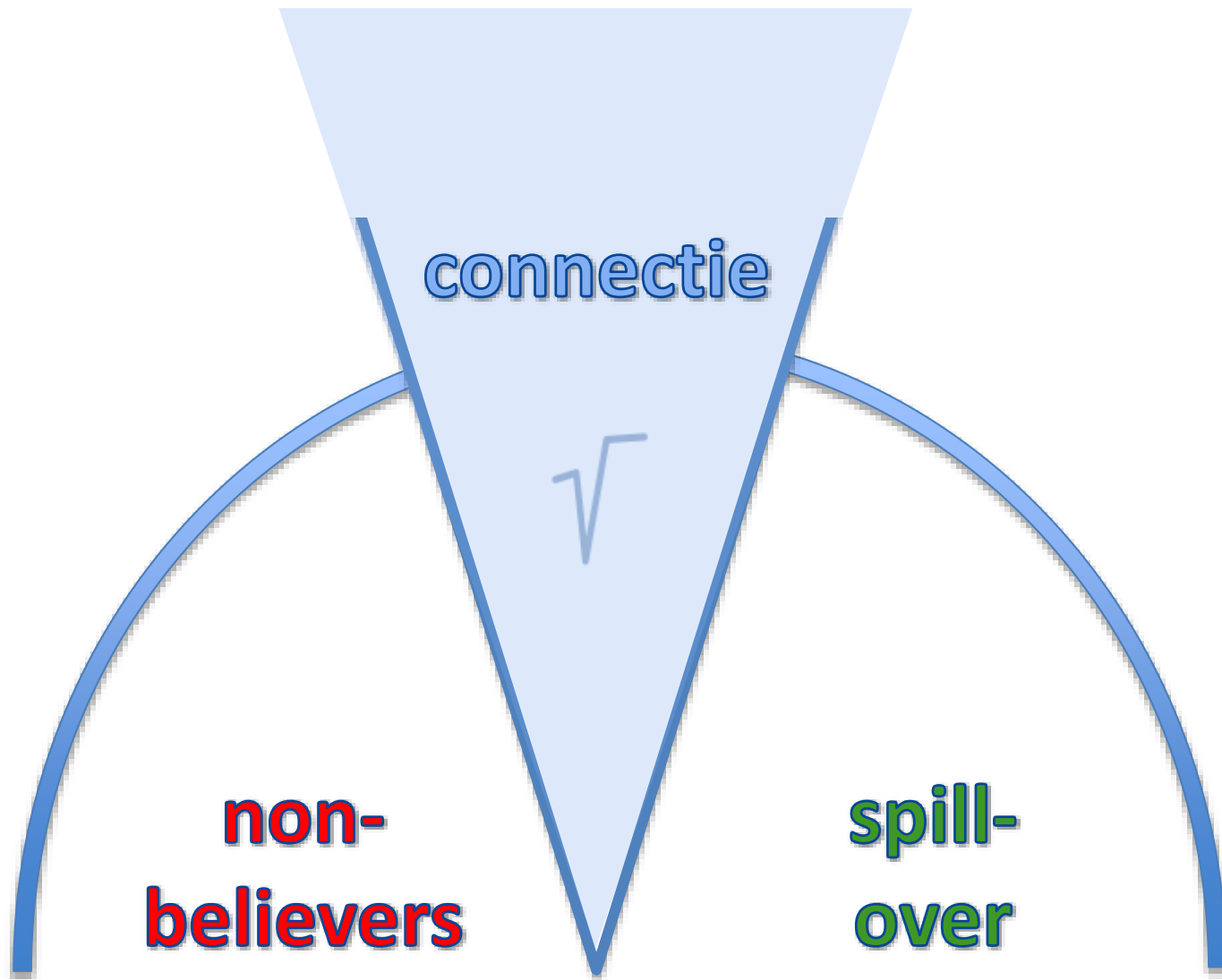
Team

2 x 2



TEAM 4 x 4		Team 2 x 2
400	aantal klanten x10	4.000
4	aantal bezoeken	2
40€	ticket	20€
40%	marge	20%
1/4	kosten	1/2

TEAM 4 x 4		Team 2 x 2
400	aantal klanten x10	4.000
4	aantal bezoeken	2
40€	ticket	20€
40%	marge	20%
1/4	kosten	1/2
19.200 €		16.000 €



hefboom

Bewijs 2



Team

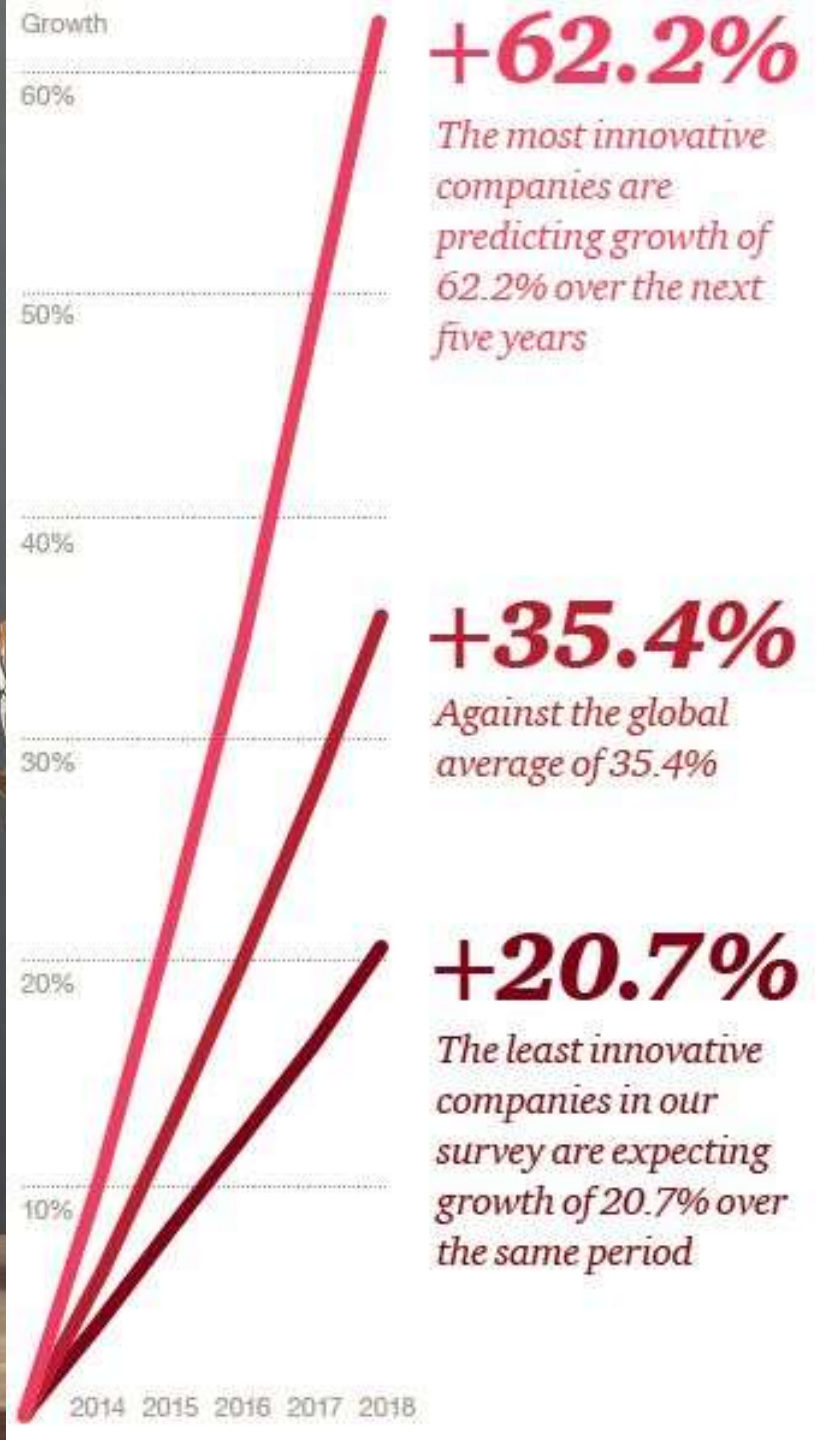
4 x 4

Team

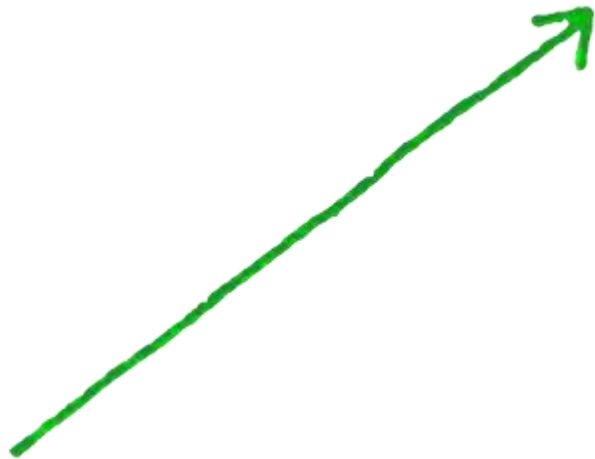
2 x 2



Bewijs 3



Success



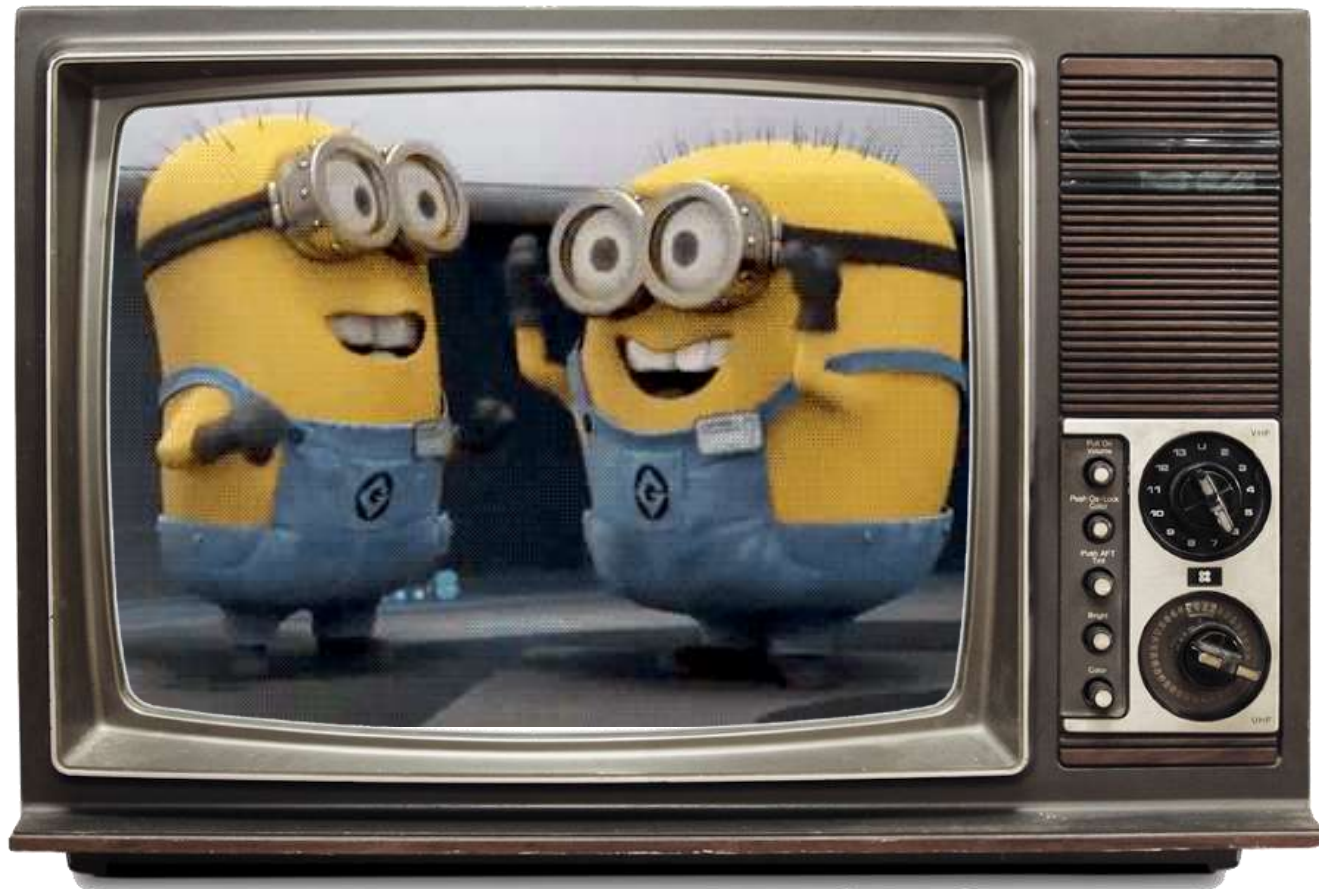
What people think
it look like

Success



What it really
looks like

3 take-aways



N° 0 'veranderen zal het'



N° 1 'waarde = creëren'



N° 2 'co-creatie is middel'

- OOGHOOGTE
- MET KLANT
- KUNDE
- GEDULD



N° 3 'groeï is exponentieel'



geen project-
management
maar 'VALUE
DESIGN'

N° 3 'groei is exponentieel'

- LAAG RISICO
- HOOG RITME
- VALIDEREN
- EMPATHIE



A close-up photograph showing a person's hands cutting a piece of white paper with black-handled scissors. The paper has the text "I can't" printed on it in a black serif font. The scissors are positioned to cut through the paper between the apostrophe and the letter 't'. The person's hands are visible, and they are wearing a blue long-sleeved shirt. The background is a plain, light-colored wall.

I can't





2,49 €/persoon

תודה
Dankie Gracias
Спасибо شكراً
Merci Takk
Köszönjük Terima kasih
Grazie Dziękujemy Děkojame
Ďakujeme Vielen Dank Paldies
Kiitos Täname teid 谢谢
Thank You Tak
感謝您 Obrigado Teşekkür Ederiz
Σας ευχαριστούμε 감사합니다
Bedankt Дěkujeme vám
ありがとうございます
Tack



floreren door creëren



**Rudy
Lefèvre**

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rudy@ufactory.be
rudy@wellopet.be**

Transcriptie verkrijgbaar op aanvraag

A stage with red curtains and a wooden floor. The curtains are drawn back, revealing a wooden floor. The text is centered on the stage.

**floreren door
te creëren**