

SIMPLICITY

An Elegant and Powerful Business Concept

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MAIN IDEA

Simplicity is going to be a key business value in the future. Already, most consumer products have become too complex -- by most estimates, only 10-percent of the population use more than 10-percent of the features of their video recorders because they are too complicated. The same holds true for many other consumer products and processes. The added value of the future will not only be generated by those who develop new technologies and new processes -- it will also be created by those businesses which can take common processes and simplify them. That takes some focused creative thinking.

1. The Value of Simplicity Page 2

Simplicity is one of the most valuable business objectives because:

1. Simplicity saves time, money and energy.
2. Simplicity is elegant and powerful.
3. Simplicity makes life easier and creates more freedom.

2. The Challenge of Simplicity Page 2

On occasion, simplicity might just happen. More frequently, however, simplicity will not happen by chance, and will only occur if a drive to simplify has been undertaken.

3. Why Some People Love Complexity Page 3

People love complexity because it allows them to create the illusion that they understand something the masses do not and can not. It provides job security.

4. How To Simplify Page 3

The three possible approaches to designing for simplicity are:

1. To take something that is already in existence and look for ways to simplify it.
2. To develop something new choosing from a variety of options the most simple way to go.
3. To develop ideas on how to make that process even simpler.

5. Using the Tree Metaphor for Simplicity Page 4

In the tree metaphor:

1. The trunk of the tree is the underlying objective.
2. The branches are the delivery mechanism
3. The fruit at the end of branches represents the added value.

6. Key Methods of Simplifying Page 4

The methods, approaches and techniques of thinking simply are:

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|-------------------------|----------------------------|
| 1. Historical Review | 2. Shedding |
| 3. Listening | 4. Combining |
| 5. Extracting Concepts | 6. Bulk and Exceptions |
| 7. Restructuring | 8. Starting Afresh |
| 9. Modules | 10. Provocative Amputation |
| 11. Wishful Thinking | 12. Shift Energies |
| 13. The Ladder Approach | 14. The Flavor Approach |

7. The Dangers of Simplicity Page 7

Simplicity, carried to extreme lengths, can be viewed as:

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|-------------------------------------|---------------------------|
| 1. Boring | 2. Unfair |
| 3. A killer of evolution & progress | 4. Uncommercial |
| 5. Socially dangerous | 6. Economically dangerous |
| 7. Vulnerable | 8. Insensitive |
| 9. Difficult to understand | |

8. Simplicity in Every Day Life Page 7

Something does not need to be complex to be useful. In fact, designing a simpler life can be just as valid an application of the simplification concepts as any other. You just need to clarify your own personal values, priorities and other considerations.

9. The Ten Rules of Simplicity Page 8

1. You need to place a high value on simplicity
2. You must be determined to seek simplicity
3. You need to understand the matter very well.
4. You need to design alternatives and possibilities.
5. You need to challenge and discard existing elements.
6. You need to be prepared to start over again.
7. You need to use concepts.
8. You need to break things down into smaller units.
9. You need to be prepared to trade off other values for simplicity.
10. You need to know for whose sake simplicity is being designed.

