



#1 2026: Innovate by Design

Speaker: Jonathan Knight

Date: Tuesday 13th January 2026

Time: 10.00am GMT / 2.00pm GST

Duration: 45 minutes

This session will be delivered by Jonathan Knight, a renowned expert in the field of Design Thinking, who is actively involved in the British Standards committees and the development of the ISO Innovation group of standards (ISO-56000 series), plus has taken the lead in the re-write of the British Standard BS 7000-1, Design Thinking in Managing Innovation. Jonathan's background is in industrial design and design consultancy. To learn more about Jonathan, visit his website: www.knightdesigninnovation.co.uk

Today's session will cover:

- A brief review of the meaning and history of the terms design, design thinking and innovation
- Design thinking and innovation - the differences and how they how they interrelate
- Reference to the ISO 56000 series and how design thinking is reflected
- A couple of case studies to illustrate how to innovate by design!

Dial-in details as follows:

Join Zoom Meeting

<https://us02web.zoom.us/j/88236568831?pwd=dU0zK25GZWl3bGlHUFEzSlZnRVBpUT09>

Meeting ID: 882 3656 8831