DESIGN VALUE SERIES

VALUE BY DESIGN
DESIGN CREATES VALUE
HOW DOES DESIGN CREATE VALUE
DESIGN IS A BUSINESS DIFFERENTIATOR

DESIGN CONSCIOUS COMPANIES

Apple  Coca-Cola  Ford  Herman-Miller  IBM  Intuit  Newell-Rubbermaid  Nike  Procter & Gamble  Starbucks  Starwood  Stanley Black & Decker  Steelcase  Target  Walt Disney  Whirlpool

LEARN MORE AT DMI.ORG/VALUE
DESIGN CREATES VALUE

- Drives price premiums
- Disrupts the competitive landscape
- Increases brand value
- Opens new market segments
- Creates compelling experiences
- Improves productivity
HOW DO WE TALK ABOUT DESIGN VALUE ??
ROI
Profit
Logical
Metrics
Forecast
Reliability
Predictability
BUSINESS
Empathy
Creativity
Intuition
Making
Inclusivity
Validity
Responsive

DESIGN
Adapted from Martin R. (2009) The Design of Business: Why Design Thinking Is the Next Competitive Advantage
WE NEED
BUSINESS
TO SPEAK THE
LANGUAGE
OF DESIGN
WE NEED DESIGN TO SPEAK THE LANGUAGE OF BUSINESS
DESIGN VALUE

LANGUAGE

USES

MULTIPLE FRAMES
What role does Design play?
How well is Design doing?
What future role should Design play?

Where is Design adding value?
How is Design creating value?
What kinds of value?
How much value?
**What role** does Design play?

**How well** is Design doing?

**What future role** should Design play?

Covers the range of Designs’ contributions

Aligned with the CMM Process Maturity Model philosophy

Is non-judgmental, what’s right depends on organizational needs
DESIGN’S ROLE MAP

Covers the range of Designs’ contributions

Aligned with the APQC Process Classification Framework

Expresses value in terms of a Balanced Scorecard

**Where** is Design adding value?

**How** is Design creating value?

**What kinds** of value?

**How much** value?
LEARN MORE ABOUT DESIGN VALUE
Attend a **curiate** Design Value Workshop

Workshops provide participants with an approach to identifying (assessing) and communicating (expressing) the value of design in ways that matter to key business stakeholders.

Engage with **curiate** directly

Establish a Design Thinking Value System, grounded in your unique strategic intent and brand strategy and useful for aligning current and future investments, expectations and outcomes.

Read more at www.dmi.org/?DesignValue
THANK YOU
How to create solutions for today’s complex world