Five models, five trends
Design and creativity for furniture companies

09 November 2017

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Hello

Design Management Services
for businesses and design agencies:

- Fixing design problems, design for future plans.

- Facilitator, project manager, consultant.

Five models

- Unlocking the creative potential in your business.

Why?

- We face unprecedented disruption, ever-changing customer behaviours, new technologies and increased Globalization. Businesses need to innovate more than than ever. Not only to stand-apart and grow, but to survive.

How are you skilling up?

in 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

in 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity

What technology investments are you making?

DesignRally

KOCles 2.0
Kompetenčni center za
razvoj kadrov v lesarstvu

How are you combating stress, anxiety and depression?

DesignRally

KOGles 2.0
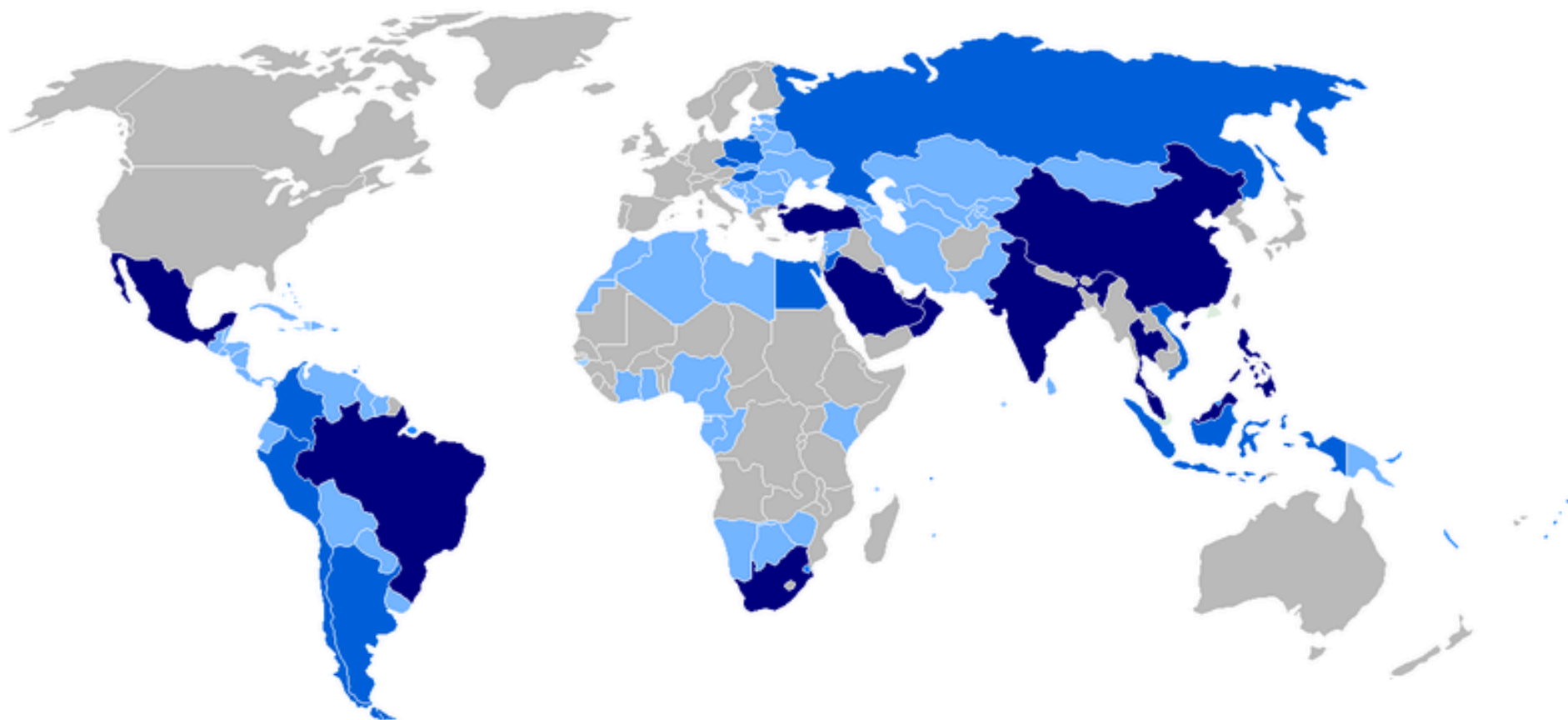Kompetenčni center za
razvoj kadrov v lesarstvu

"Have Everything, Buy Nothing"

Where is your next market?

Five design management models
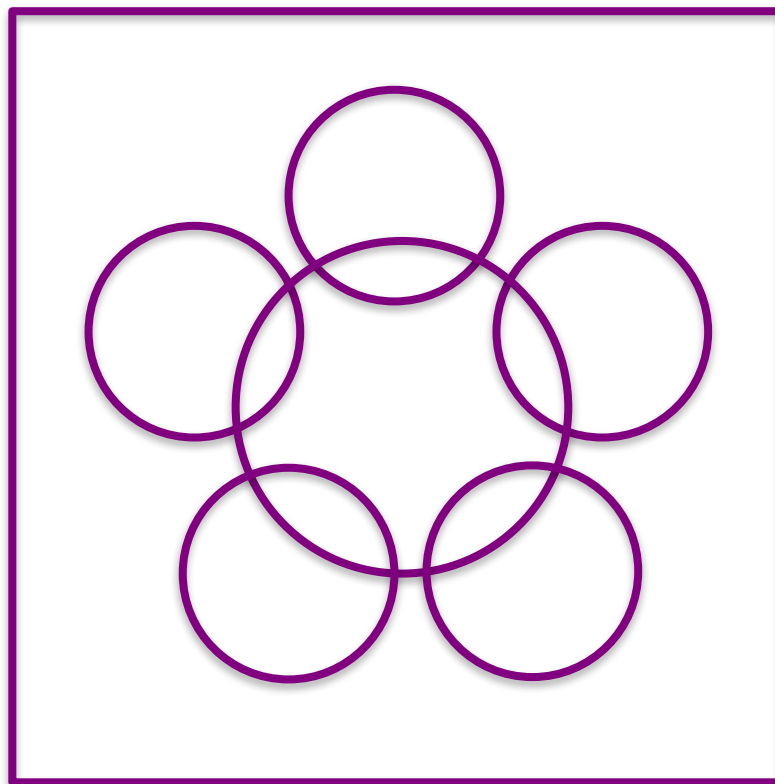
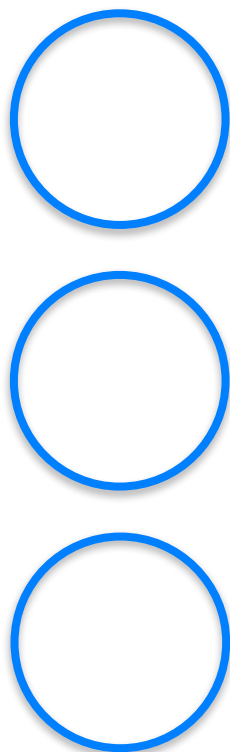- Unlocking the creative potential in your business.

Design is good for business

Design links creativity and innovation. It shapes ideas to become practical and attractive propositions for users or customers.
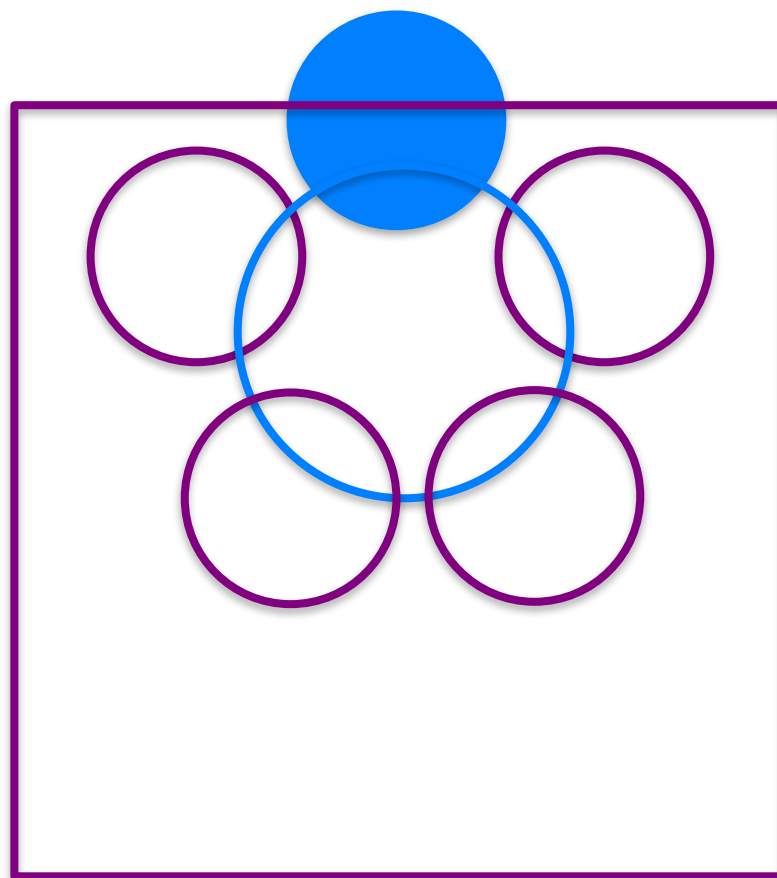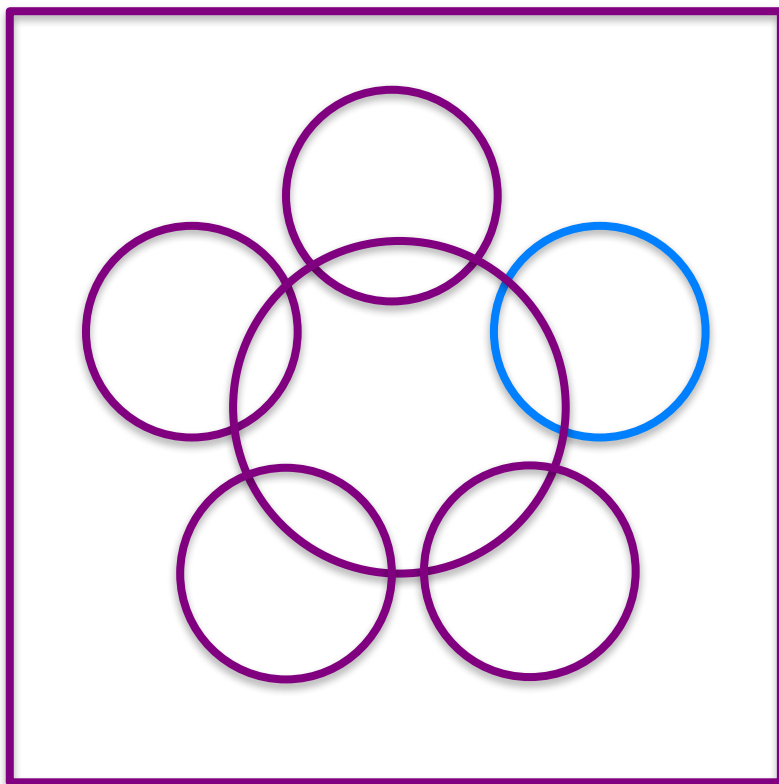
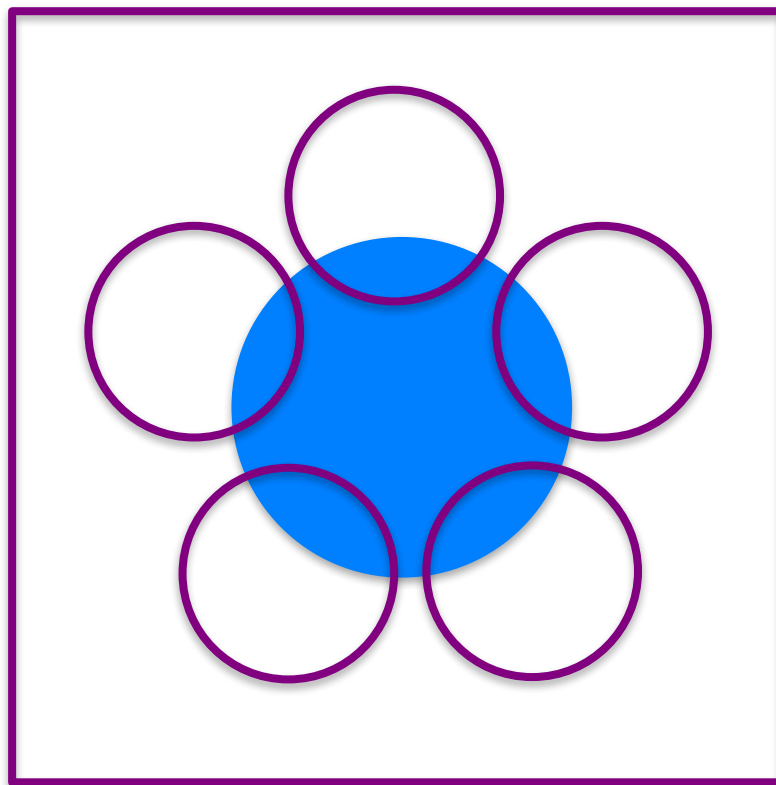The Cox Review, Sir George Cox

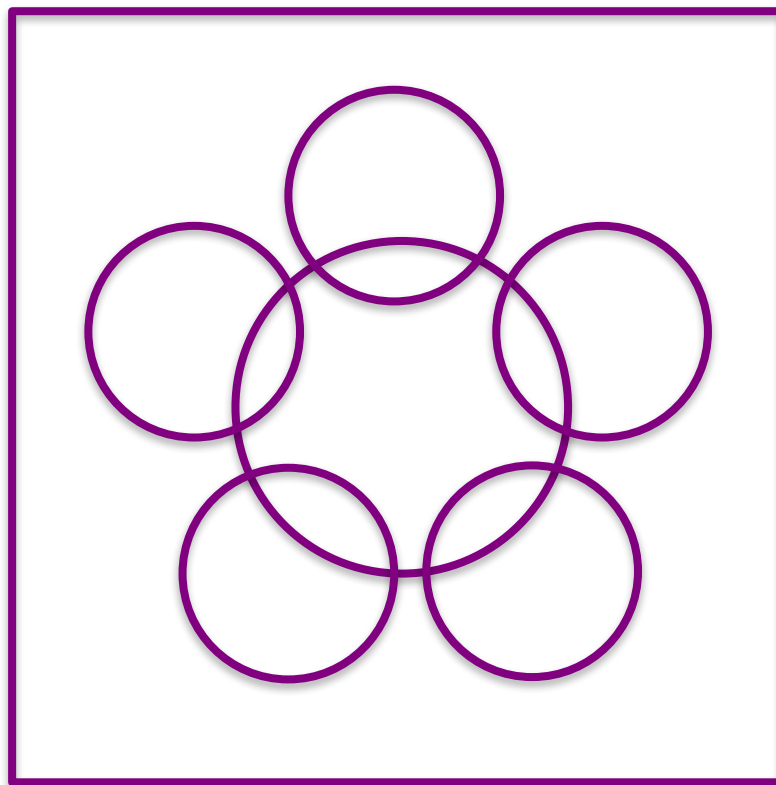# External agencies

In-house teams

KOCles 2.0
Kompetenčni center za
razvoj kadrov v lesarstvu

Design leadership

Design-led clients

Fast learners

DesignRally

KOCles 2.0
Kompetenčni center za
razvoj kadrov v lesarstvu

**Design Management
as Culture**
Design is driven from
the top and across the
entire organisation.

**Design Management
as Function**
Design is coordinated
proactively with
dedicated people.

**Design Management
as Project**
Design is used for
style changes and as a
marketing tool.

**No Design
Management**
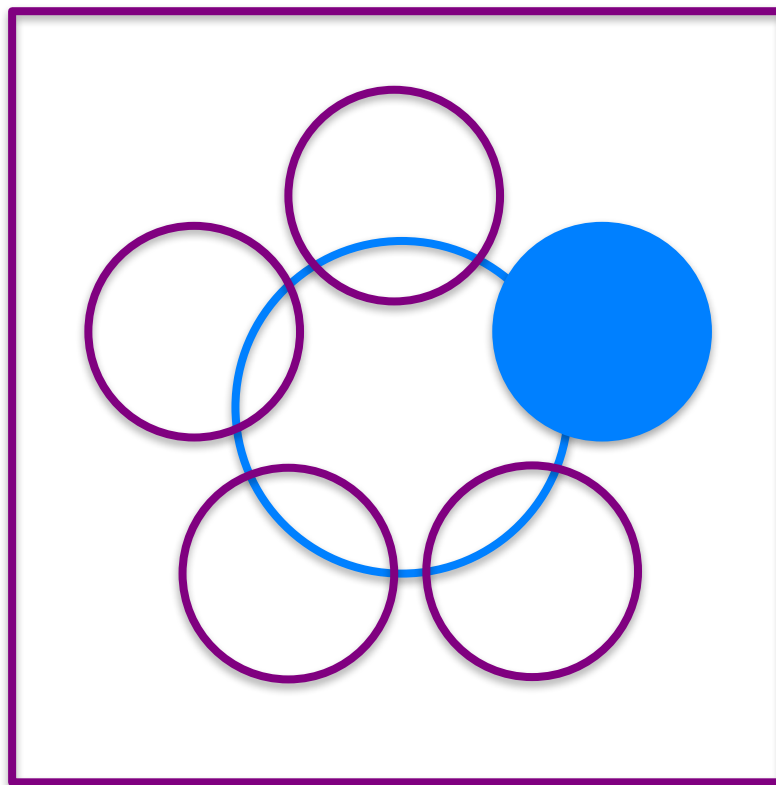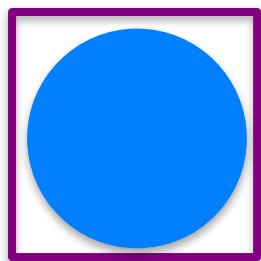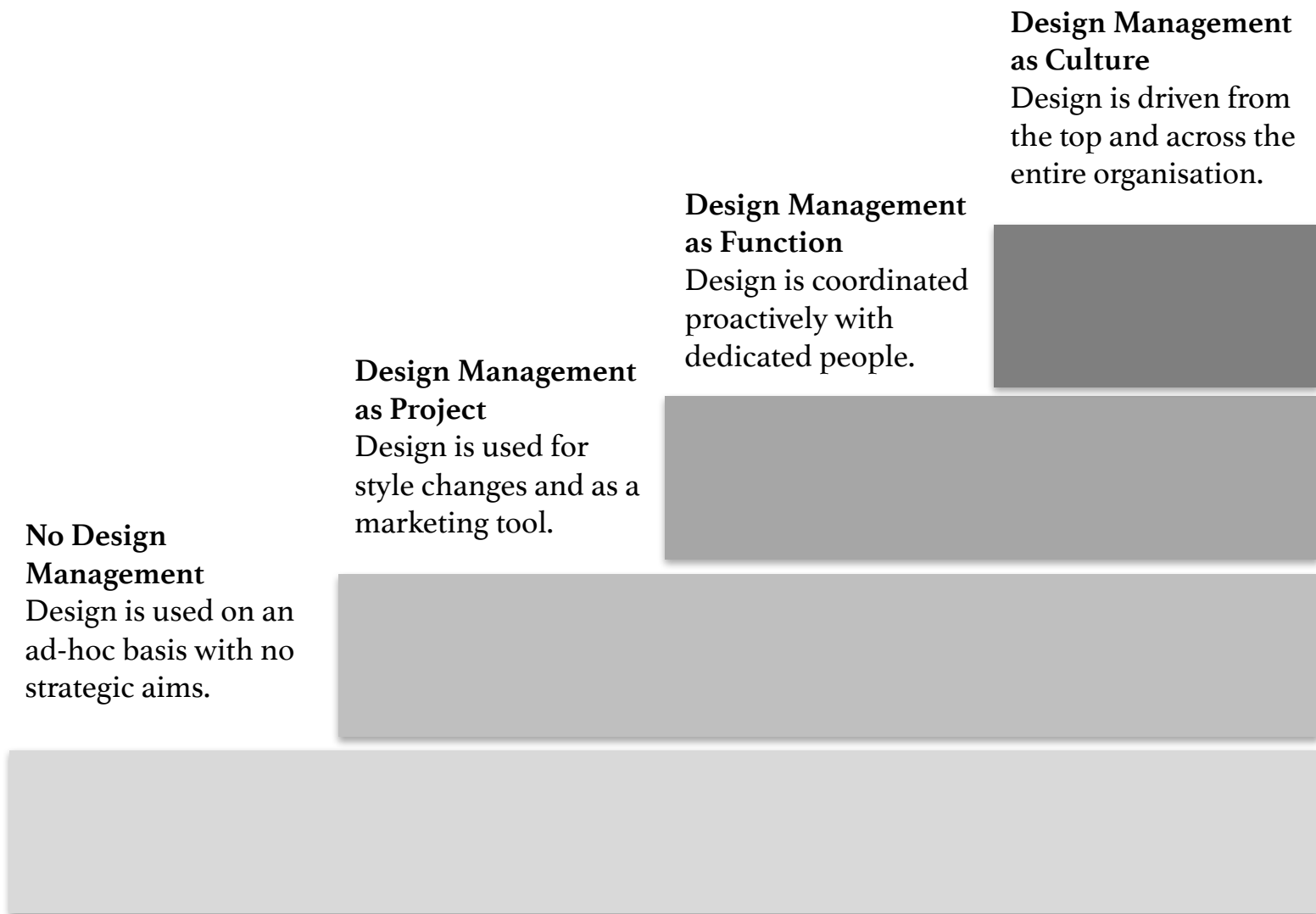Design is used on an
ad-hoc basis with no
strategic aims.

DME: Design Management Staircase

Design thinking is a culture

- Creative, playful, exploratory, emotional
- Open to uncertainty, risk and failure
- Insights more than surveys or polls
- Visual based – sketching, modeling
- Rapid testing and pilot projects
- Capture and learn from outcomes, move on

Thank you

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