



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

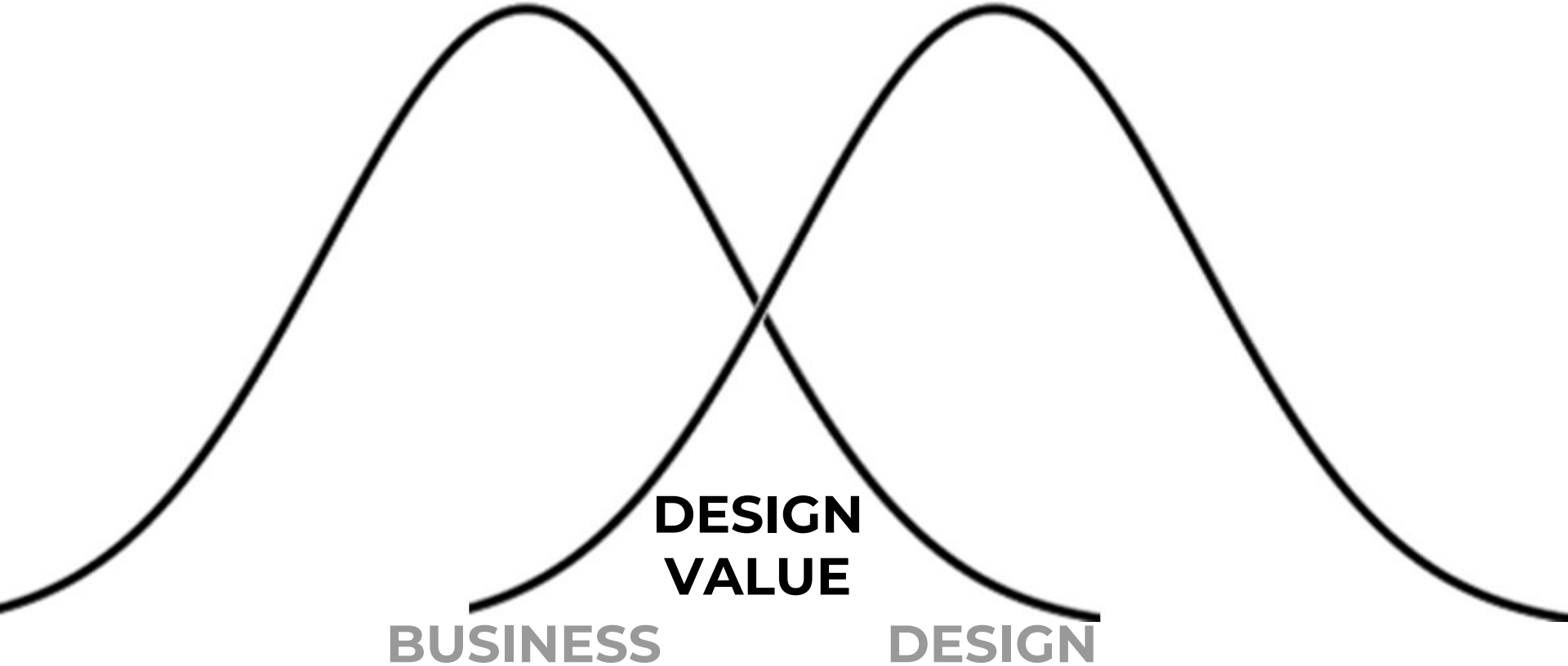


BUSINESS

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BUSINESS

**DESIGN
VALUE**

DESIGN

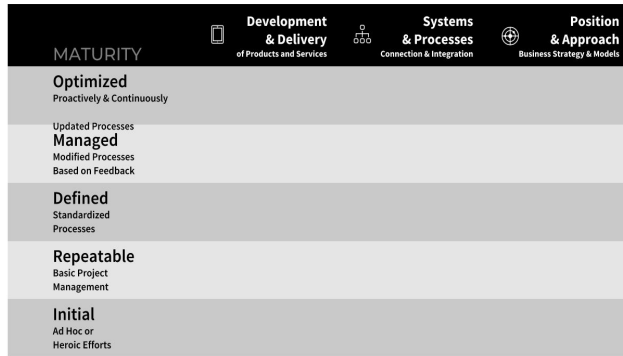
Adapted from Martin R. (2009) The Design of Business: Why Design Thinking Is the Next Competitive Advantage

WE NEED
BUSINESS
TO SPEAK THE
LANGUAGE
OF DESIGN

WE NEED
DESIGN
TO SPEAK THE
LANGUAGE
OF BUSINESS

DESIGN VALUE
LANGUAGE
USES
MULTIPLE FRAMES

DESIGN VALUE SYSTEM



What role does Design play?

How well is Design doing?

What future role should Design play?

	Financial	Customer	Process	Capability
OPERATIONS AND PROCESS				
Develop Vision & Strategy				
Develop & Manage Products and Services				
Market & Sell Products and Services				
Deliver Products and Services				
Manage Customer Services				
MANAGEMENT AND SUPPORT				
Develop & Manage Human Capital				
Manage Information Technology				
Manage Financial Resources				
Acquire, Construct & Manage Assets				
Manage Risk, Compliance & Resiliency				
Manage External Relationships				
Develop & Manage Business Capabilities				

Where is Design adding value?

How is Design creating value?

What kinds of value?

How much value?

DESIGN MATURITY MATRIX EXAMPLE

MATURITY	Development & Delivery of Products and Services	Systems & Processes Connection & Integration	Position & Approach Business Strategy & Models
Optimized Proactively & Continuously			
Updated Processes Managed Modified Processes Based on Feedback			
Defined Standardized Processes			
Repeatable Basic Project Management			
Initial Ad Hoc or Heroic Efforts			

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

	 Financial	 Customer	 Process	 Capability
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LEARN MORE
ABOUT
DESIGN VALUE

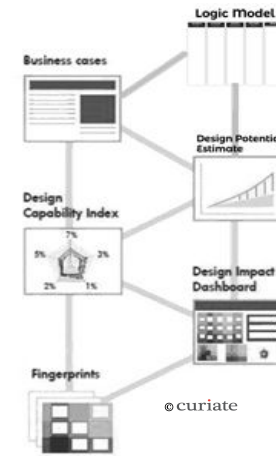
Attend a **curiate** Design Value Workshop

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



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institute



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DESIGN VALUE SERIES

THANK YOU

How to create solutions for today's complex world