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for me

strategic design is the use of design principles and practices for the core formulation and co implementation of an innovation strategy

so we are taking the core principles of design

human centricity experimenting

visualizing future oriented look

and applying to the strategy of company

that's what strategic designers do

so for me strategic design

so if you wanna help companies excel in innovation

and in strategic design

it boils down to what we call strategic

human centricity so it's still about human centricity

but yes some additional nuances

so using human centricity strategically

human centricity starts from the very basic use

of human centricity that you can think

so you use the experience of the users

those wonderful insights

the designer have about the users

to direct the strategic choices of

of a company so any new step

any new direction that the company chooses

any new product product service

system value proposition that the company thinks about

should be driven by a user inside

second aspect of human centricity

is a humanizing of technology

so it is when

it's when you operated the strategic level

the human become the driver of technological choices

that company do

so a strategic designer is human

because it helps technologies becoming more human

third aspect of strategic human centricity

and then we go to the employee

topic that was the louder explored so well

so really create the stage for me

another way in which strategic designers are

human centricity is by involving the employees

by making innovation and employee driven process

so employees becomes the drivers

the main drivers the main source of ideas

to help the company moving forward

and let me go to the fourth element of strategic

human centricity is the stakeholders

so again in previous presentation was set  
engaging and satisfying  
internal stakeholders  
is part of the job of a strategic designer  
it's not something that you can ignore  
it has to be part of how you set up your project  
and it's not only about engaging  
but it's also about satisfying  
so stakeholders they all have their KPI's  
they all want to sell more  
to have a stronger brand or whatever  
so a duty of a strategic designer is to integrate  
these business assumptions  
from the very beginning of of  
of their of their process  
so from when you start diverging  
so what from when you start looking at what employees  
what what your user want  
one of the criteria to come up with ideas  
should be those 2  
3 key business assumptions  
that are important for your stakeholders  
so  
those are the four elements of what we call strategic  
human centeredness  
again about making the experience  
the main driver of innovation strategy  
it's about using human centeredness  
to humanize technology  
it's about engaging the employees  
and engaging the stakeholders um  
the research that I'm involved  
um with  
at the moment  
is looking at how large organization grow  
strategic design so what are the main actions  
the main techniques that they use to scale  
strategic design and um  
it emerged that strategic designers  
use different narratives needs  
different ways of promoting the design  
probably the most frequent is the sell narrative  
so they treat they go for the value of design  
they treat design as a um  
product is a transaction so if I give you design  
you'll get more any KPI  
more return on investment on your technology  
you'll get more sales you get more brand lawyers  
then there's a second narrative  
that is becoming really popular nowadays

which is to convince the company to do more design  
more strategic design  
we're gonna teach to them strategic design  
we are going to involve them in all sort of lectures  
experiences  
seminars  
hackatone whatever  
so that they can learn the basics of design  
so this is an interesting strategy that is used today  
use it carefully or you're gonna see it in a moment  
use it in combination with other things um  
what I find particular  
interesting is the problem solving narrative  
so if you want your stakeholders to give credit to you  
stay through to yourself  
to being a designer and offer to solver  
to solve a problem for them  
so scout for problems  
for unsolved issues within a company  
and then quickly have a design session about that  
a creative session and hacketone about that  
so in terms of narratives advice here from from  
from the research that I'm doing  
in the best practice that I've seen um  
for me the best place to start is the problem  
so everyone so start being an entrepreneur  
work on the ground to solve problems in your company  
and then perhaps grow by training  
and perhaps by showing the value of what  
what you're doing so what we also would  
we also illustrate in the book a little bit is  
how do you plan for scaling  
strategic design and it's really  
really a very basic framework  
but really few designers think about that  
or plan strategically about strategic design  
and this goes into uh start with preparing the ground  
so don't start big start small and have um  
create awareness about your different way of working  
about the creative nature of design  
about the importance of being human centered  
when you have done that for a little bit  
then you go for a big design project  
where you transform the company  
and when you're done that with that  
make sure that the company follows on that  
so pursue try to buy  
to get the business buying  
that it's important to keep growing  
um I wanna give you an example about how we this works

um with a company that if we  
to you doubt  
are working with in implementing this plan  
and it also gives you an idea about the kind  
of work that we do at  
at the university um  
so we started a partnership with K L m K L  
m maybe some of you flew in here with the Blue Company  
and um  
they have as a goal to become the most um  
a customer intimacy driven airline  
so we start with preparing the ground  
so in this preparing the ground  
we are using  
really using the problem solving narrative  
so we are finding little  
sometimes very random problems within the company  
in the inflight services in the airport  
in the few in the cruise center  
in their offices  
and using a design approach to try to solve them  
we have been doing that for a couple of years and um  
well just a little bit of um  
some of the tips that we use to make that part  
that preparing the ground effectively  
it's really about being having this gear approach  
wherever I find a problem I try to solve  
I try to do something for them  
and we try to make a lot of noise about that  
so communication about your results  
um inside and outside the company  
is really important to create that understanding that  
that that appetite for more design  
once we've done this for a couple of years  
the company was ready so we are now doing some um  
bigger project where we are redist using a design  
helping them design um using a design approach  
um to really develop new services for their  
in flight services  
and at the same time  
we are starting the embedding phase  
so we are trying to create business buyout for buying  
for for  
for strategic design  
and there are different things that we are doing  
as I said we start talking about Kpis  
they are interested as it is about customer intimacy  
they are interested into this happiness dynamics  
so that's what we are now trying to prove to them  
um we

this is now now we are teaching them strategic design  
so now they are ready they have already seen it  
they are ready to start adopting a new behavior  
so now we are using the narrative  
the teaching narrative  
and we are also trying to discuss  
we are giving them own methods  
and we're also trying to discuss new governance  
direction so  
how  
they don't really have a strategic design department  
we are talking to them about  
giving advice about how that should look like  
in which part of the company should it seat  
under which sea suit should it be  
should this department be placed