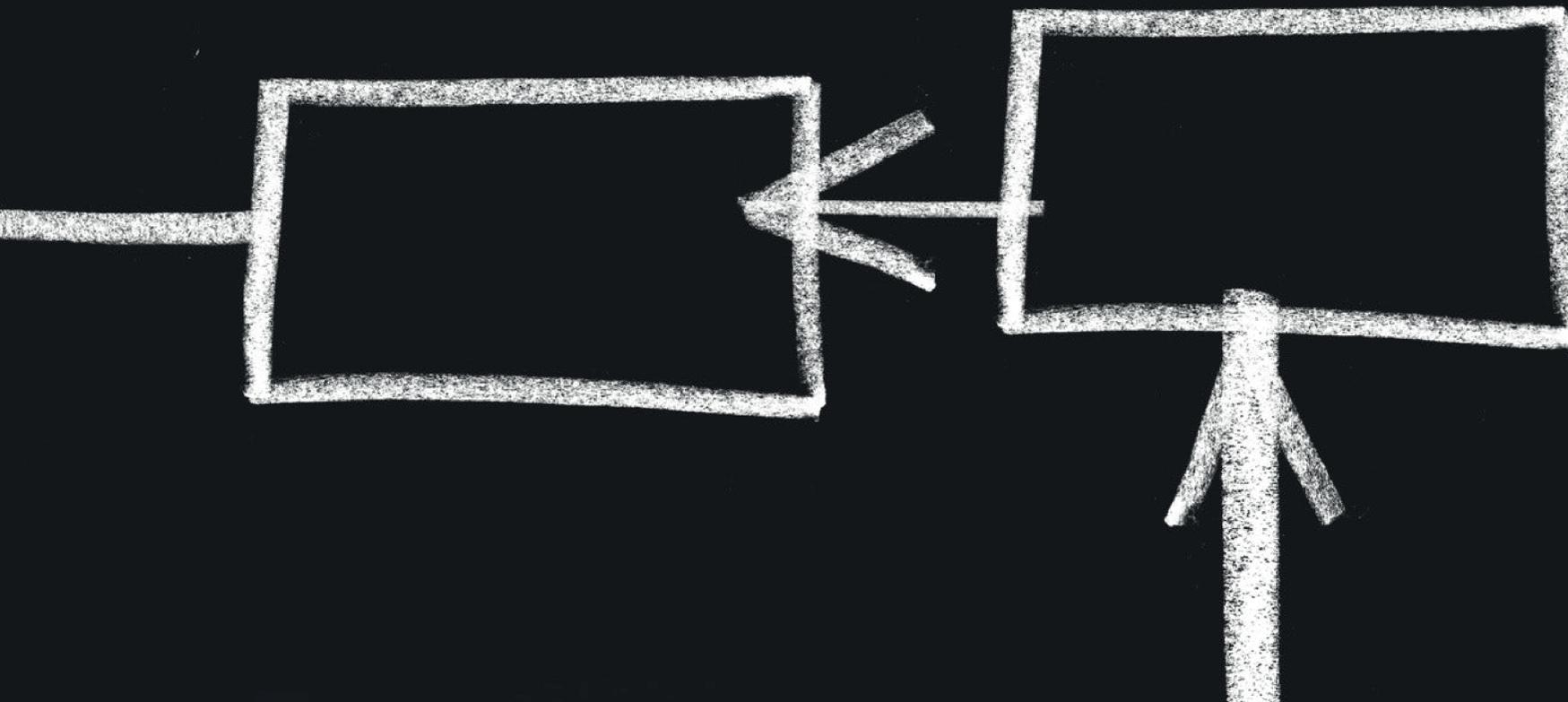


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DESIGN AS A THINKING STRATEGY



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Design thinking is a methodology for enhancing corporate strategy and innovation. In addition to design thinking to generate corporate innovation, it has become a thinking and strategy methodology, where post-its emerge as a form of hierarchical methodology of priorities, towards a result. As pointed out in the MIT Sloan Manage Review story, applying the creative tools and processes of this design approach requires a trained and qualified team to meet an innovation challenge with relevant, mature, and achievable answers. Design thinking can be used not only in specific situations, but also in a broad overhaul of the company's internal and external processes to create value at every stage.

According to the article, design thinking methodology requires egalitarian, self-organizing teams, but that is not yet how most large companies work. Typically, companies have project leaders



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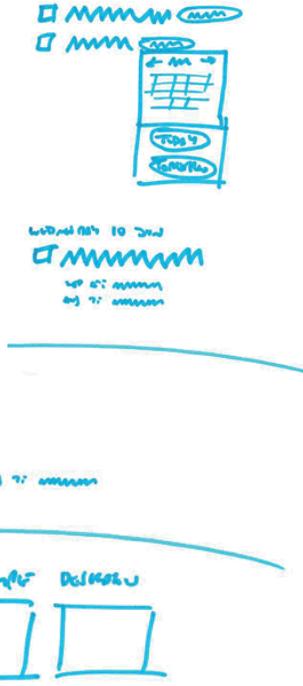
who often oversee 12 to 15 projects at the same time. This maximizes leader's time, but reduces team efficiency, hinders passion and commitment, and slows progress.

The root of most problems lies in the disconnect between critical design thinking and more conventional business processes. Most successful companies rely on delivering predictable products through repetitive means. This means that organizations almost instinctively resist a distorted and abstract view of the equation. Employees often avoid strategic methodologies, moving to the background of schematic logic. The logistics of a team, as Nigel

Cross mentions, should then be based on the application of a creative method of problem solving. The designers of this team must possess the exclusivity, commitment and, above all, the distance needed to effectively address the corporate challenge.

Therefore, Design Consulting has the ability to track, manage and innovate in internal corporate challenges such as defining strategic plans, team alignment, production redirection, product and service innovation, but can also assist in external challenges such as: the evaluation of a product in the market, customer satisfaction, generation of experiences to

promote new products and services and etc. Many companies that invest in design skills and their employees will then be disappointed when they don't see a tangible impact on their intended results. For a service to be successful, it is necessary to have a common strategy and prioritization within the assembly of all the material, accompanied by a consultancy that has this knowledge as a way to create links between the social dynamics of the company and innovation. Without these properly engaged support mechanisms, it is difficult to achieve the desired results.



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