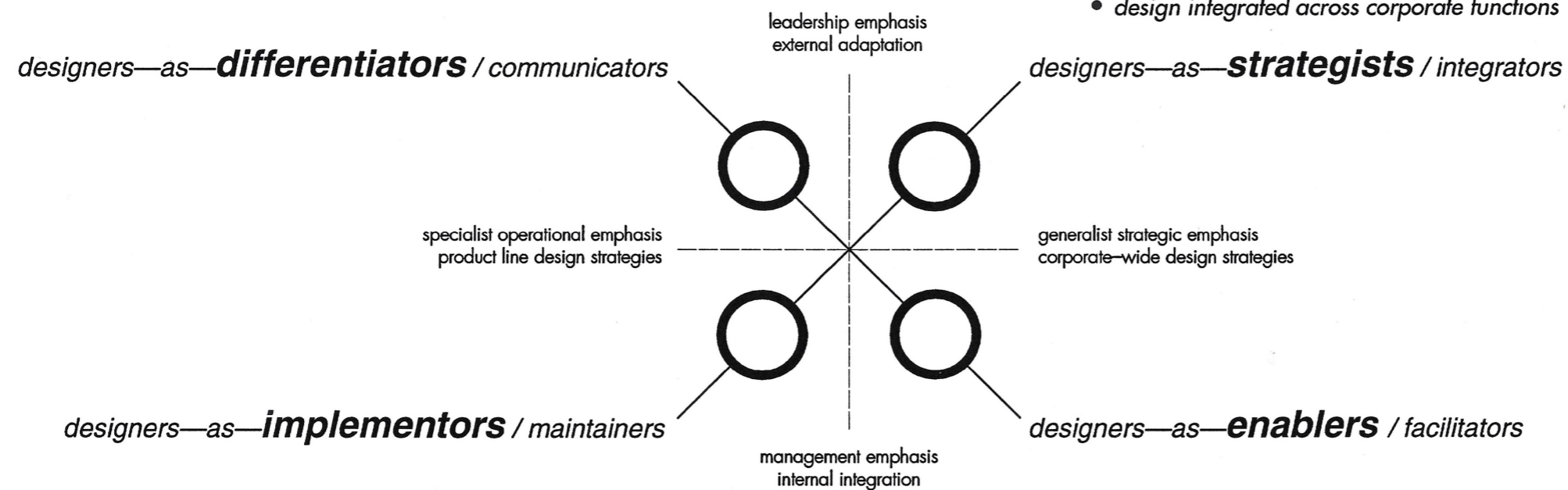


strategic role of design in business

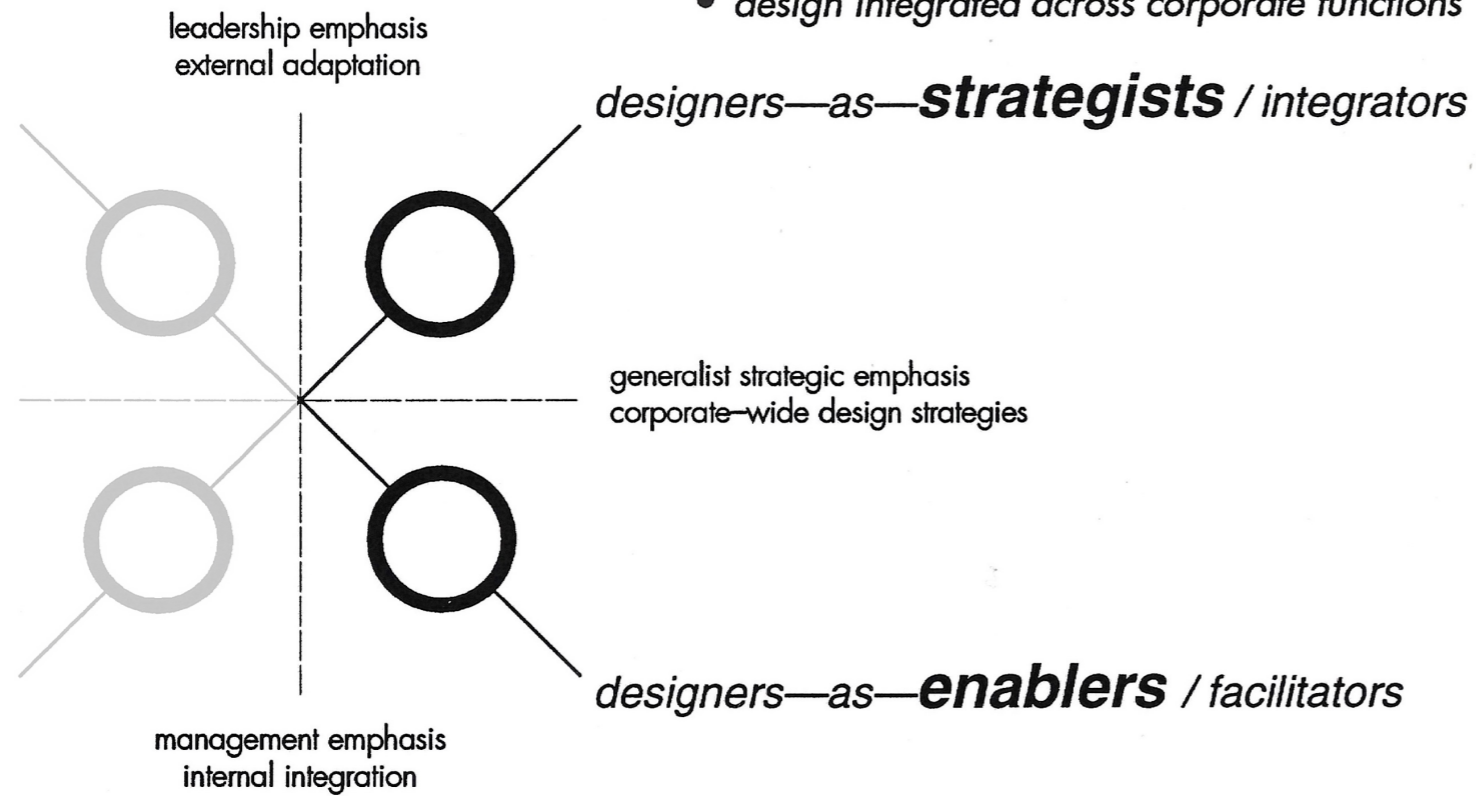
## corporate functions of design ...

- *strategic partners*
- *plan the company's future*
- *fundamental or breakthrough innovation*
- *systemic innovation/platforms*
- *design integrated across corporate functions*



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## **the strategic role of design is to**

- **actively participate in the process of creating and shaping business strategy**
- **optimise differentiation according to strategic objectives**
- **make the product/brand position visible, understandable and desirable**
- **ensure the semantic, sensorial, aesthetic, expressive, communicative content and standard of products and product systems**
- **design economically, ethically and ecologically responsible and responsive processes, products and product systems**

**to be strategically significant design must supply or help supply ...**

- 1) **significant and perceivable customer benefits which are both distinctive and desirable ...**
- 2) **benefits which apply across a variety of product/service applications, product/service generation, markets, businesses ...**
- 3) **benefits which are difficult for competitors to copy.**

**brand reputation** — it is the third criterion, of Hamel and Prahalad's core-competence criteria, which proves most difficult for organisations to attain. However, this is where an 'intangible asset' such as a companies favorable 'brand reputation' or 'brand-position' can help satisfy all three criteria. This is why brand-building has become a strategic priority for many organisations in todays increasingly competitive global business environment.