

# Leading Business by Design (Роль дизайна в бизнесе)

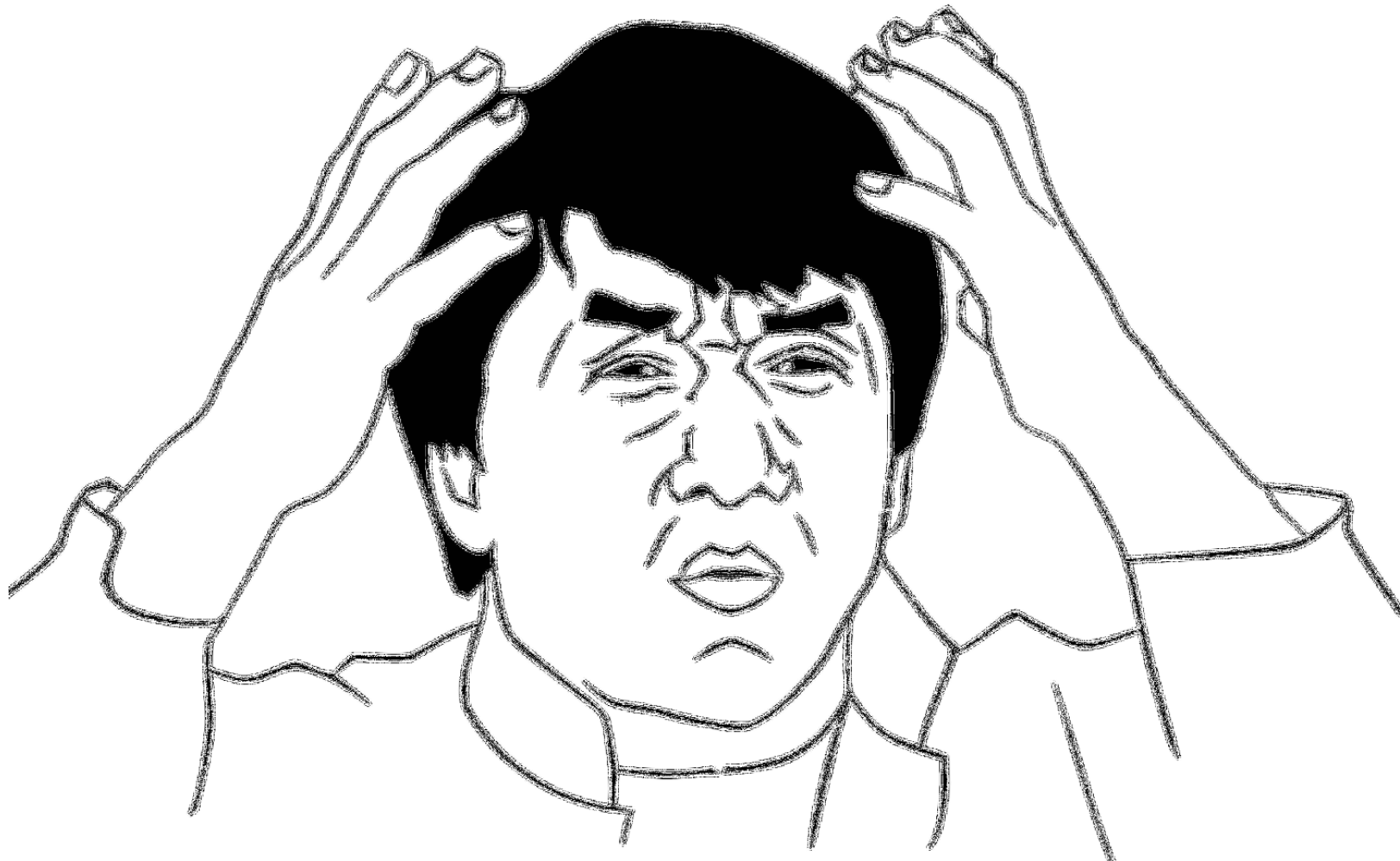
ДАНА АЙДАРАЛИЕВА

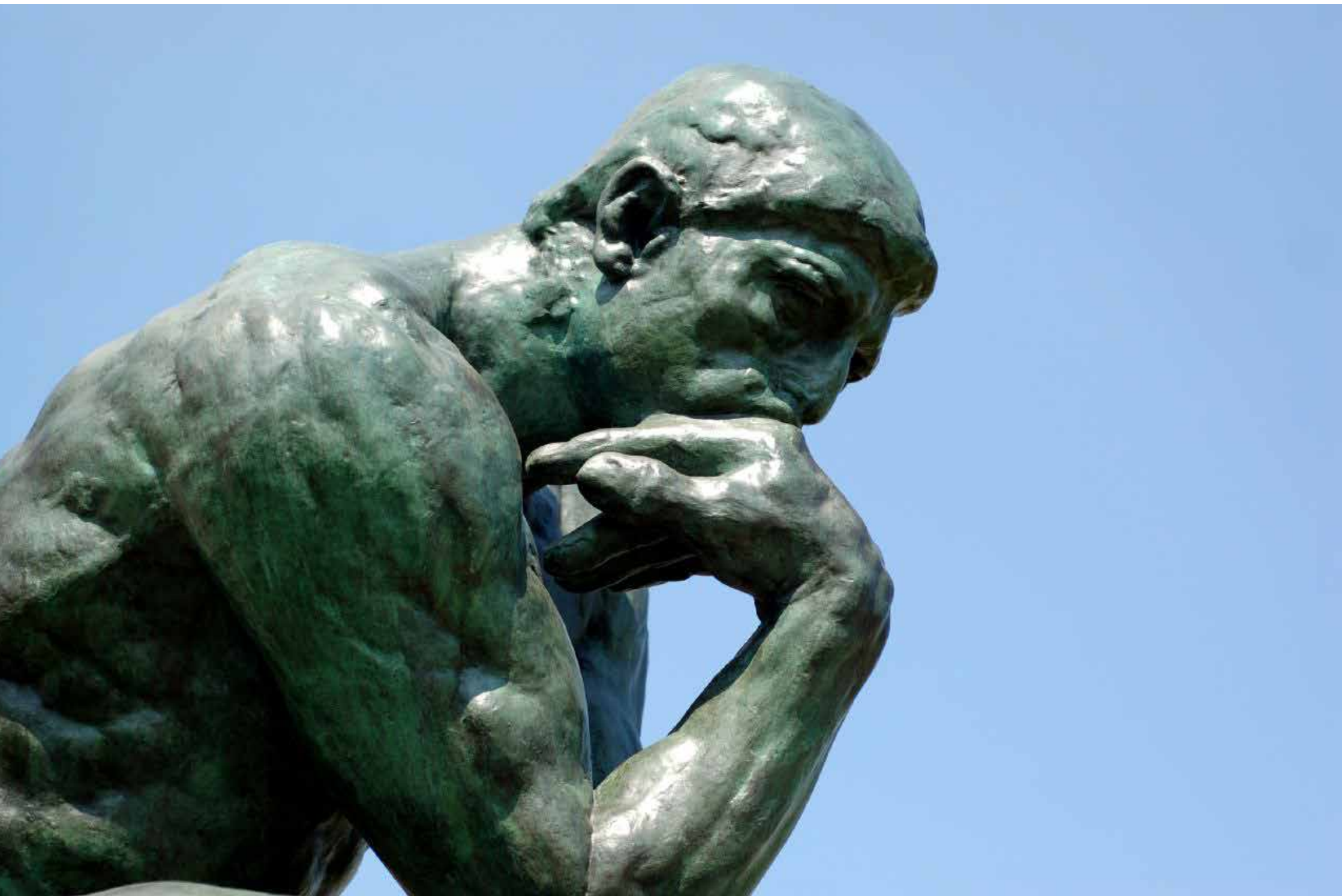


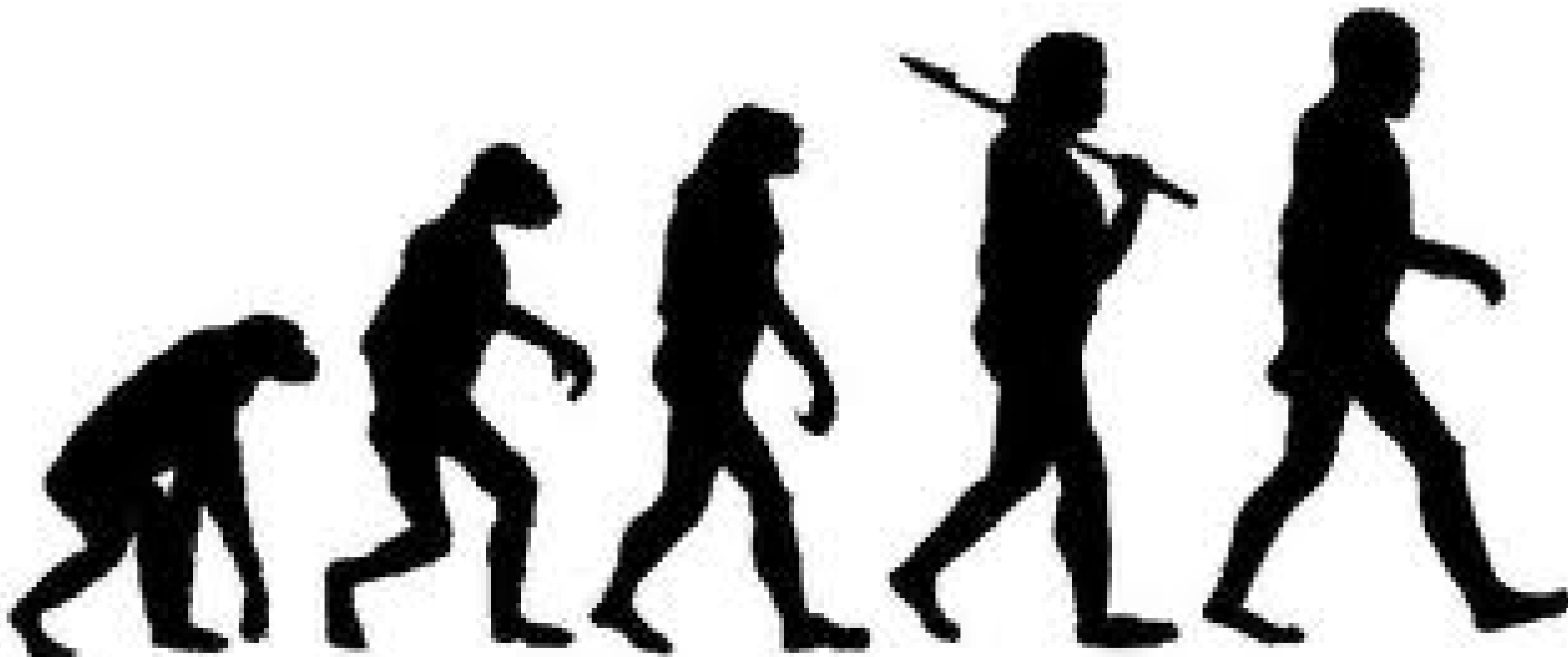




CorelDRAW X4







**Зарождение  
дизайна**

**Дизайн как  
искусство**

**Дизайн  
как  
функция**

**Дизайн как  
эмоция**

**Дизайн как  
мышление**

# ДИЗАЙН - ЭТО РЕШЕНИЕ



ДИЗАЙН-АУДИТ

ДИЗАЙН ИССЛЕДОВАНИЯ

ДИЗАЙН МЫШЛЕНИЕ



# Design Summit 2014







THOMSON REUTERS



lastminute.com

lucky voice

# Adding value: using design to improve products and services



Interbrand

📍 Clarendon  
Tower House  
#designcouncil  
#leadingbydesign

## The Designer

- The word “engineer” covers a variety expertise....the *crème de la crème* of these are the designers.
- They are enthusiasts who seek something more than wealth and power.
- Not only must they create the drawings which can be explicitly interpreted into instructions which can be manufactured...but they must liaise with other designers to ensure that their parts will match exactly ..and that the whole can be manufactured and assembled as an engine .
- [Designers] are the “Keepers of the trade”....They are indeed an elite body.
- At the end of the day, they have the most satisfying and rewarding job of all. They can look at an engine and say, “ I created those parts and they are exactly as I saw them in my mind....and they work!”

Sir Stanley Hooker (1907 -1984)  
from his book “*Not Much of an Engineer.*”



> Design happens in your hands, not in your mouth.

Jack Schulze



1

**Design is customer-centered** (Дизайн ориентирован на потребителя/клиента)

2

**Design is most powerful when culturally embedded** (Дизайн становится мощным инструментом, когда внедрен в культуру компании)

3

**Design can add value to any organization** (Дизайн способен повысить добавленную стоимость продуктов любой компании)

Дана,  
покажи мне  
цифры!



# 1994 - 2004

Value on 29 December 2004 of £1,000 invested on 28 December 1994

...in the Design Index

£3,626

...in the FTSE 100

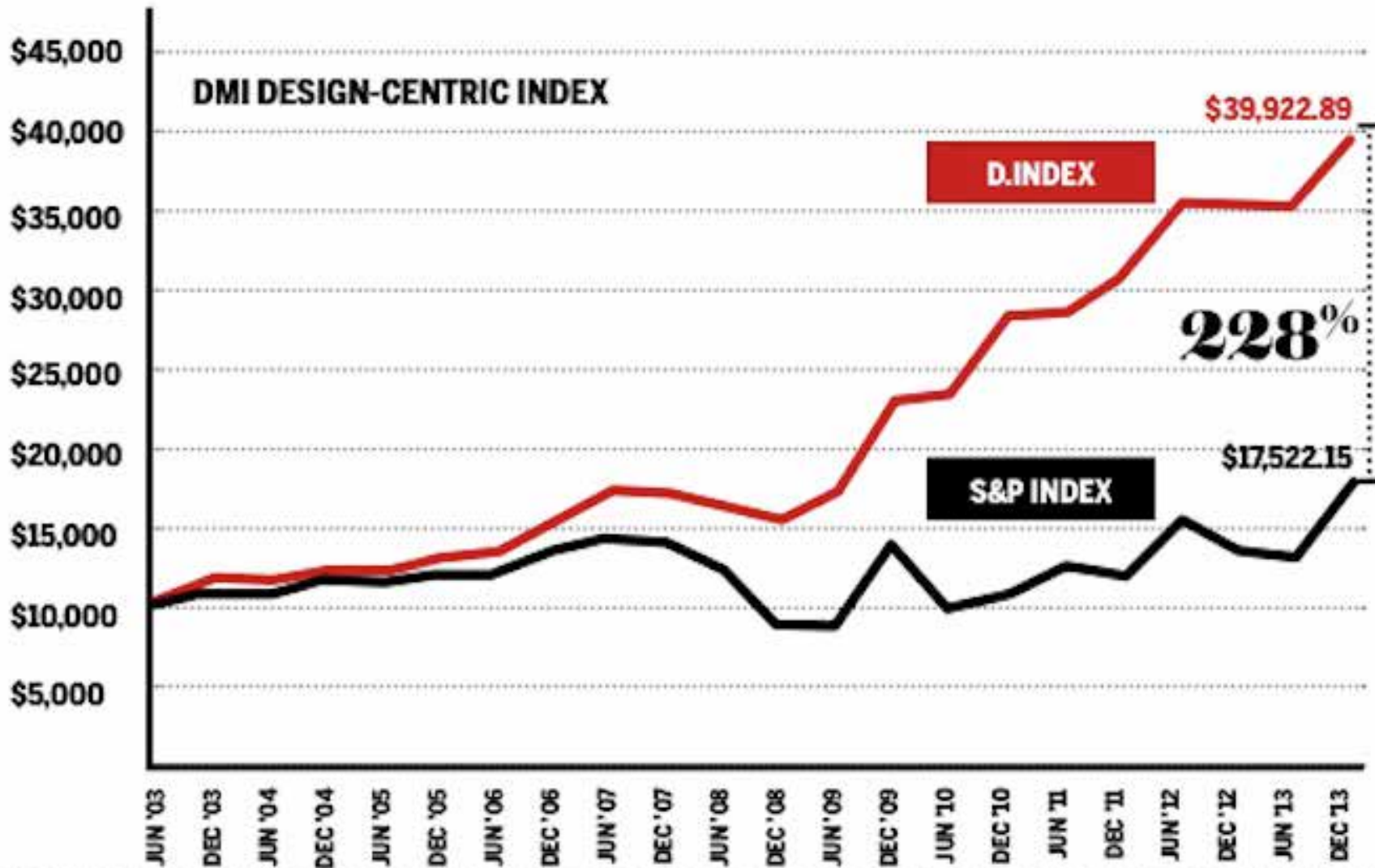
£1,570

Chart 1: Ten-Year Performance 1995-2004



# 2004 - 2014

DMI DESIGN-CENTRIC INDEX



## DESIGN-CENTRIC ORGANIZATIONS:

APPLE  
COCA-COLA  
FORD  
HERMAN-MILLER  
IBM  
INTUIT  
NEWELL-RUBBERMAID  
NIKE  
PROCTER & GAMBLE  
STARBUCKS  
STARWOOD  
STEELCASE  
TARGET  
WALT DISNEY  
WHIRLPOOL

# каждый £1, инвестируемый в дизайн

**£20+**

каждый £1 приносит £20 дохода

Дизайн увеличивает  
доход

**£4+**

каждый £1 приносит £4 прибыли

Дизайн увеличивает  
прибыль

**£5+**

каждый £1 приносит £5 экспорта

Дизайн увеличивает  
экспорт

**ЭВОЛЮЦИЯ ПОНЯТИЯ ДИЗАЙНА**

**НОВЫЕ КОМПЕТЕНЦИИ В РАБОТЕ ДИЗАЙНЕРА**

**ДИЗАЙН - ЭТО РЕШЕНИЕ**

**НАЧИНАТЬ ОЦЕНИВАТЬ ДИЗАЙН В КАЧЕСТВЕ  
БИЗНЕС-ИНСТРУМЕНТА**