IMPLEMENTER
+
STRATEGIST
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Getting your hands dirty while keeping your white collar clean
IMPLEMENTER + STRATEGIST:

- **Stay relevant** at all points of the design process to have greater influence over project outcomes

- **Steer project strategically** while owning the processes that deliver against your company’s goals

- **Break down the hierarchy** & enhance project continuity for more innovative design solutions
Is design becoming a fad?
Anti-fluff and Anti-stuff
Is design becoming a fad?
There was...pride taken by academics in not knowing how to make things with their hands...why ignorance of anything should be cause for celebration I really don’t know
Coca-Cola is BIG
PROCESS
Design is a process

- Create a strategy to educate people about design
- Empower yourself to lead design, not just manage it
The Power of Design
an Evening with Yves Béhar

Presented by: The Coca-Cola Company, MODA and IDSA
Demonstrate thought leadership
Process Ownership

- Position yourself and your team as strategic partners, not as a service organization

Design Support Group
Design Services
Art Department
Art Director
The Creatives | Creative director
Style Vendor
Client – Brand/R&D managers are not your clients
Process Ownership

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Style Vendor
Client – Brand/R&D managers are not your clients
“When do we get to vote?”
Own the design direction
- Design round table
- Make up your mind
"We can potato head some of these concepts."
your design partners

- Make them aware of your process
- Work with designers who will challenge you and your team
Evangelize

- Create your process and tell everyone about it
- Own the vision – be the thread of consistency
MARKETING
Coke Contour
“Make better products, not better advertising.”
Mexico

How can we create meaningful products to engage young adults?
Get to know people
Make meaningful products
Create optimism through actions
Vault
Holistic Design

- Work with design partners to drive brand strategy
- Make it part of your process
Targeting

- The future lies in the ability to connect resources to people

- If it's perfectly targeted, it isn't advertising, it's information
BMW

“No.”
RESEARCH
“Study life, not design”
What do people really need?

- Consumers know what they want, not what they need
- Design research – build this into the design proposal
- Semiotic Disobedience
Coke M5 Aluminum Bottle
“The best way to predict the future is to invent it.”
Design trends are a crutch
- Solve problems
- Think
Why is it important?
-Not thinking about how something was made leads to mass consumption and waste.
“Engineering is a state of mind.”
The Partnership

- Engage and create something – skunk works or something symbolic of your work together

- Define processes – checks and balance that help the technical team understand the role of design from the beginning
Create a dialogue between engineering & design
- Involve engineering with consumer and design research

- Recognize the difference between tools that enable design vs novelty for the sake of it

- Share prototypes as soon as possible

- Communicate the need for parameters to drive the design
Why do something just because you can?
Design depends largely on constraints
PURPOSE
“Civility is comfort, hidden goodness, social lubricant, personal worth, helping others, play -- civility is the joy we take in our human achievements and the compassion we show towards our all-too-human faults. Civility can be extended by technology and can be obliterated by it. Civility is toleration, understanding. It is the integration of differences, not the heightening of them.”
Vessel
- Create long-life concepts
- Only design products you would use yourself
Super Normal
Find your purpose
Inspire others
- Think
- Read
- Write
- Teach
- Design
Do and think.
- Stick to your process
- Make better products
- Get to know people
- Celebrate constraints
- Work with integrity
To create things to be used, to be love, to be with, to give as a gift, to fit into a normal day, to match a festive mood, to be proud of, is to create the culture of life that surrounds us. This is a personal activity, a thoughtful activity of imagining and visualizing and making critical decisions. Neither the juggling of basic forms, nor the fortuitous artistic accidents, nor the insertion of the computer as intermediary, can replace the personal dialogue between maker and thing, which leads to a design that communicates to others.
Thanks.