

Design for Business



“To promote by all practicable means the improvement of design in the products of British industry”

Vision and mission



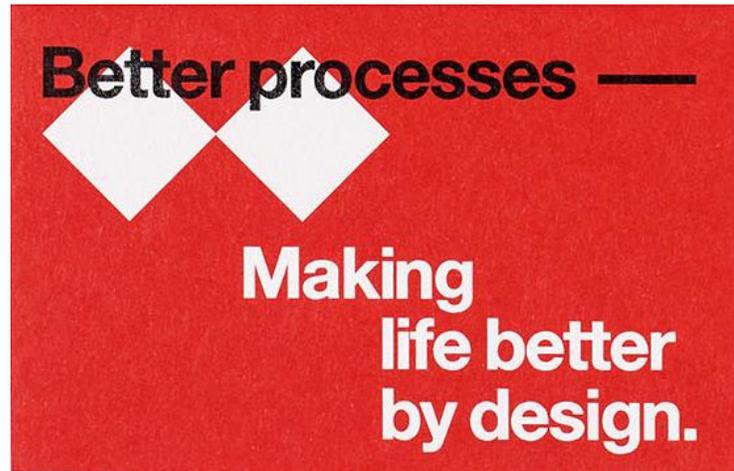
Better places —

Making
life better
by design.



Better products —

Making
life better
by design.



Better processes —

Making
life better
by design.



Better performance

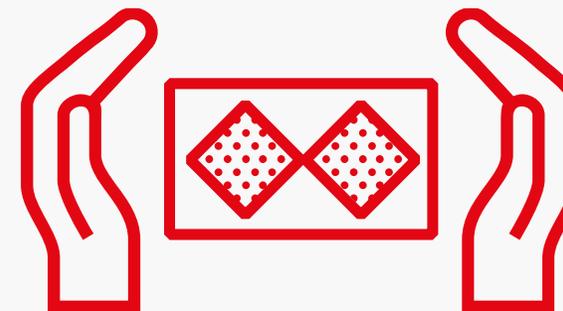
Making
life better
by design.



Sustainable
Living



Health &
Wellbeing

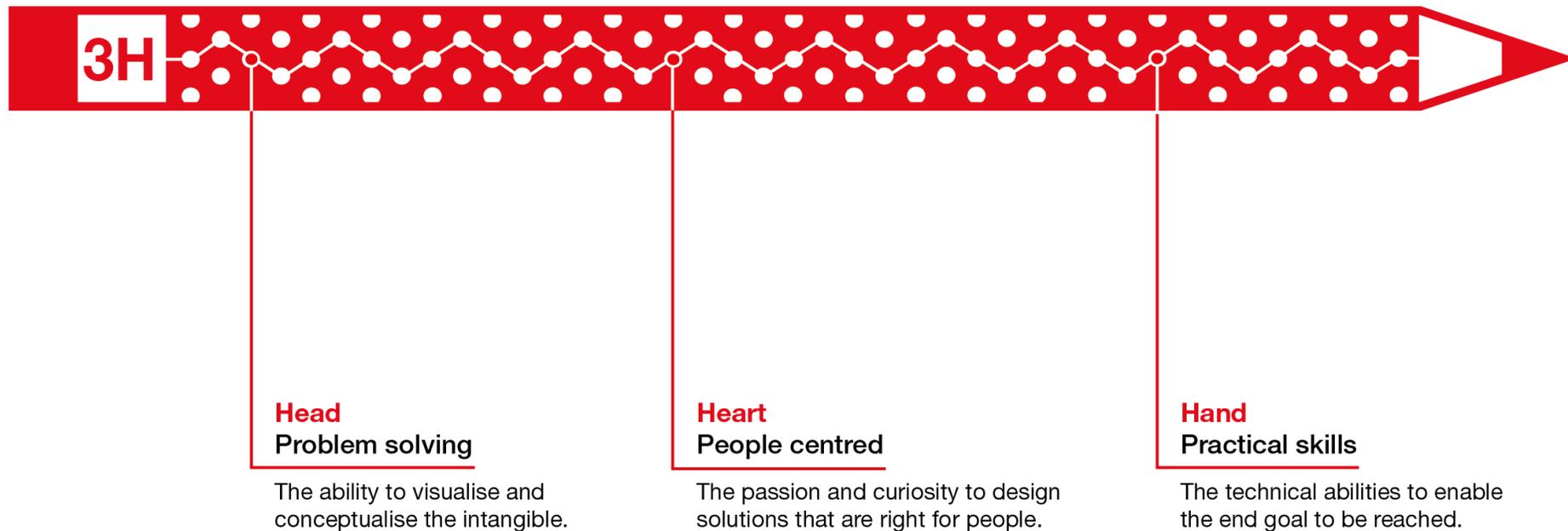


Design
Skills

Our vision is a world where design, as a force for change, makes lives better for all.

What is design?

A mindset and skillset.
Critical thinking and creativity combined.
Much more than aesthetics.



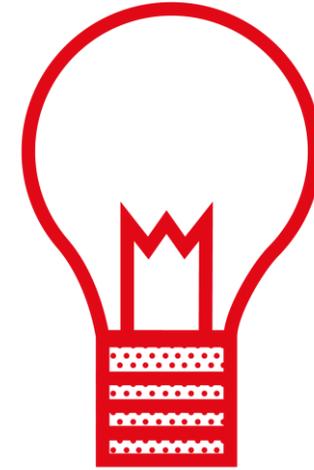
The value and role of design



Design generates substantial revenue for the UK.



Design helps us identify and respond to economic, societal and environmental challenges.



Design is firmly linked with innovation, productivity and business resilience.

Design & the Framework for Innovation

The process: using the Double Diamond

Design Council's Double Diamond clearly conveys a design process to designers and non-designers alike. The two diamonds represent a process of exploring an issue more widely or deeply (divergent thinking) and then taking focused action (convergent thinking).

Discover. The first diamond helps people understand, rather than simply assume, what the problem is. It involves speaking to and spending time with people who are affected by the issues.

Define. The insight gathered from the discovery phase can help you to define the challenge in a different way.

Develop. The second diamond encourages people to give different answers to the clearly defined problem, seeking inspiration from elsewhere and co-designing with a range of different people.

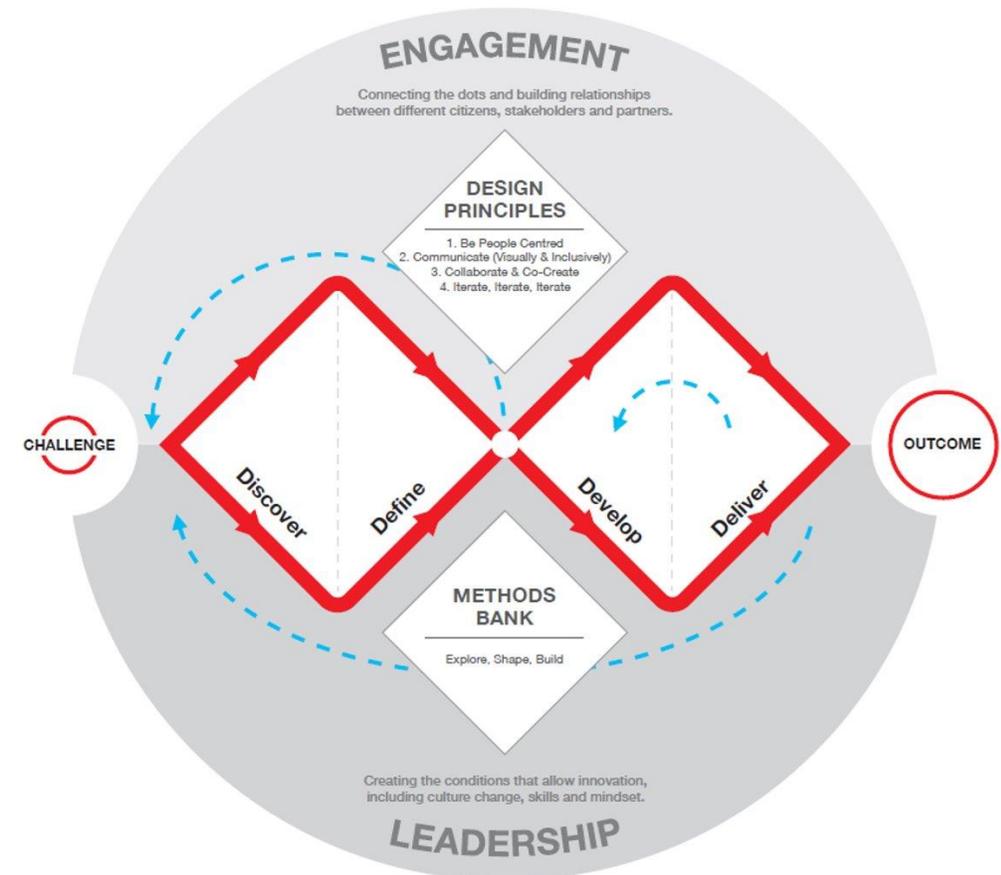
Deliver. Delivery involves testing out different solutions at small-scale, rejecting those that will not work and improving the ones that will.

Creating a culture of success

The problems we face today require more than one idea, they require working with other organisations and supporting people to be part of the solution. As important as the process and principles organisations we adopt, is the culture of an organisation and how it connects with citizens and partners.

Leadership is needed to encourage innovation, build skills and capability, provide permission for experimentation and learning. Strong leadership also allows projects to be open and agile, showing results along the way and being able to change.

Engagement is needed with people who are delivering the ideas and receiving them, but also with other partners who might have other ideas. Developing connections and building relationships is as important as creating ideas.

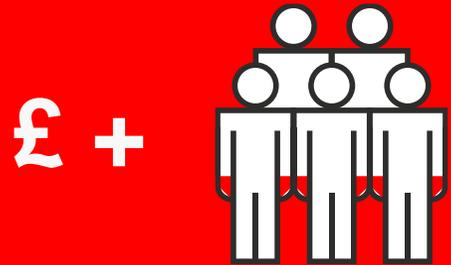


The Design Economy 2018

The state of design in the UK



Design Economy 2018: Design adds real value

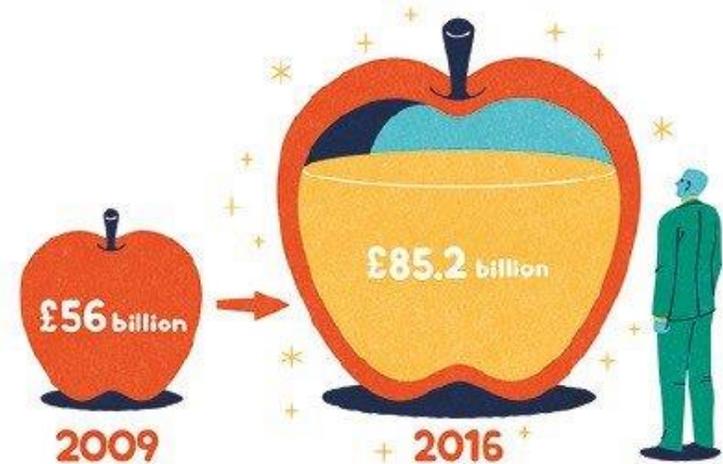


1.69m
designers
across the
economy



Employed by
78k design
firms...plus
non-design
firms

The design
economy
generated
£85.2 billion in
GVA in 2016

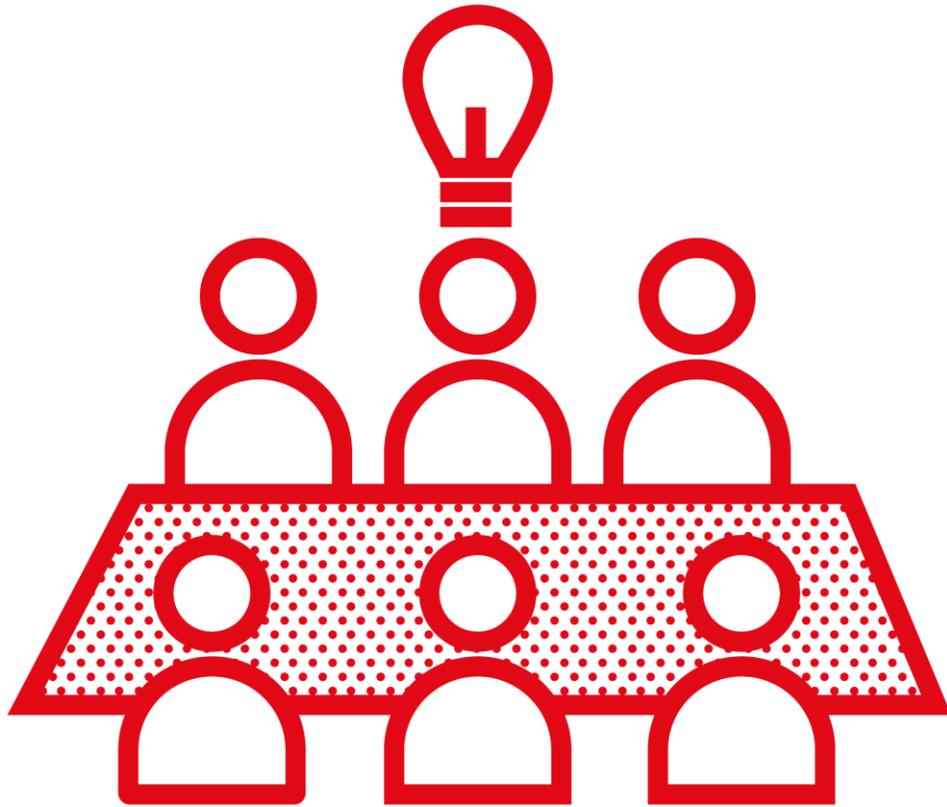




The value of
the design
economy grew

52%

between 2009
and 2016.



People using design
skills in their jobs are

47%

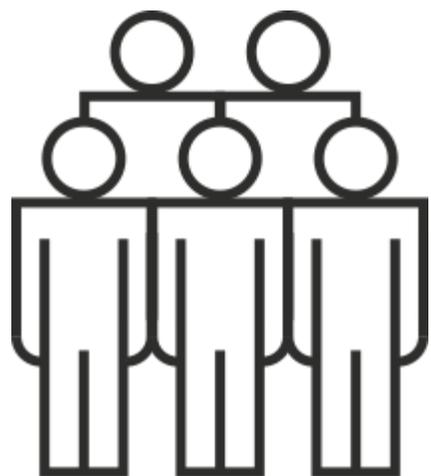
more productive than
the average UK worker,
delivering almost £10
extra per hour in Gross
Value Added (GVA).

Designing a Future Economy

Design Council's new groundbreaking research



**At least 2.5m
people use
design skills
in their day
to day work
in the UK.**



INDUSTRIES USING DESIGN
SKILLS ARE ALMOST

£10 PER HOUR
MORE PRODUCTIVE
THAN THE UK AVERAGE

The difference design makes

For every £1 spent on design,
businesses experienced:



Survival

Businesses we supported were more likely to still be trading after 5 years, compared to a control group

91%

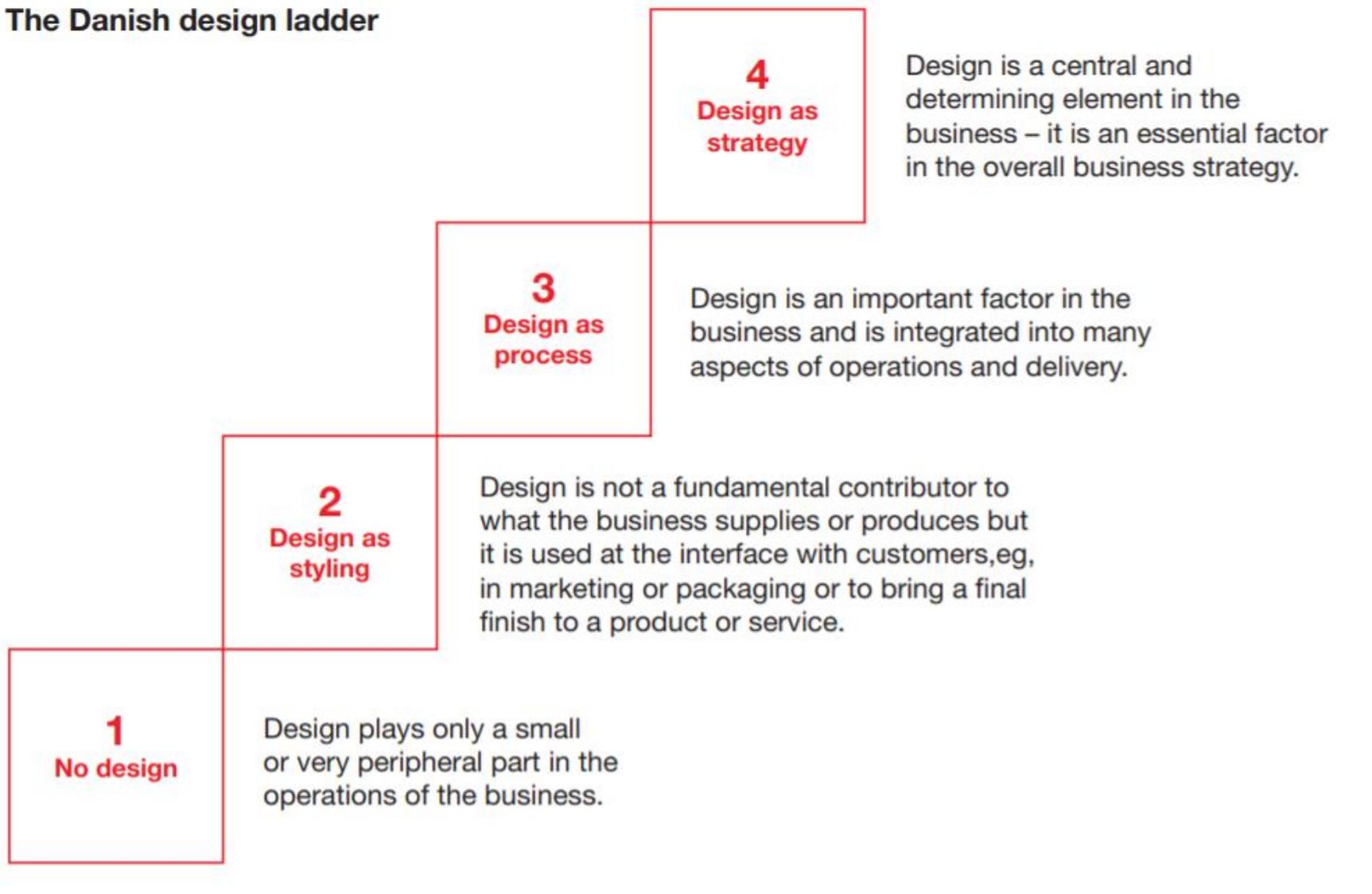
Design Council supported
businesses

vs.

49%

Control Group

The Danish design ladder



Challenges in using design

1. Awareness
2. Capability
3. Culture
4. Collaboration

Priority 3: Increasing design skills

Our response

By 2024:

We will have helped close the skills gap across the UK through our design skills-led approach.

We will have built on our existing programmes to reach another 500 businesses, 5,000 community members, and 2,500 public servants and their stakeholders who will be enabled to use design skills.

We will have continued our work with central and local government to help their younger and older learners to unlock their full potential. They can then pass these skills on to thousands of others.



The design economy was worth

73%

of the financial services and insurance industry in 2016.

Potential challenges for SMEs

“We have identified areas of our business that we need to transform digitally, but our work-force are already over-worked and have been through a period of intense change. **How can we effectively implement change across our team and maintain staff morale and well-being?**”

Change and uncertainty are the future. **How can innovation, pivoting and resilience be a normal way of working?**

“Our local customers have become more important than ever, **how can we use digital to meaningfully engage with this new customer base** and learn from best practice elsewhere?”

“We need to switch our delivery model to digital to re-build our lost revenue streams. **But I don't have the confidence or knowledge to know where to start with leading this**”

Our team has been working flat out during the pandemic. **How can we enable a culture change internally to embrace digital innovation and change?**

“We know we need to integrate the use of digital into our business processes, but **I can't see how to do this within our current resources and capacity.**”

Summary

Design skills are vital for the future: Design requires the mix of technical skills, subject knowledge and creative thinking.

High value: Workers using design skills contribute £209bn to the UK economy (GVA) – equivalent to value of the wholesale retail or real estate sectors.

More productive: Those using design skills are 47% more productive, producing £10 more per hr (GVA) than the average UK worker.

More innovative: 43% of workers using design skills are in jobs developing new ideas, products and services, compared to just 6% of the wider UK workforce.

Building relationships and increasing demand between SMEs and designers from all disciplines

Embed design skills across the economy knowledge is a barrier to using design