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Design Management and Management By Design

Tal Ronen

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“ I work in Procter & Gamble for almost 30 years, and the company has always been affectively organized. So where does design become relevant? We would like to design the purchasing experience, what we call ‘the first moment of truth’; we would like to design every part of the product; we would like to design the interaction and the experience of the end user. In essence, everything is design. which is hard for people to understand.

Lafley, CEO Procter & Gamble

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“The old weapon with which we achieved differentiation stopped fulfilling it’s purpose. It is no longer possible to maintain the competitive advantage for long periods using lower costs or advanced technology...

The design dimension is no longer a part of the marketing and strategy of a company that can be either considered or not, but stands in the center”

Christopher Lorenz
“ The design dimension “

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“In many ways, the nature of management is becoming more abstract, and the most successful managers are those who learn how to deal with these abstractions in a way that translates effectively into new organizational concepts offering concrete results.”

James Selman
Vincent F. Dibianca

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Context

Work principles / assumptions from which the content is derived, Or frame of reference and point of view from which we observe and create content.

“The ground of being from which content derives”

Paul Tillich

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“Putting management into a new context (creating a new design for it) will permit new ways of thinking about management and organizations to surface and take hold”

James Selman
Vincent F. Dibianca

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Content



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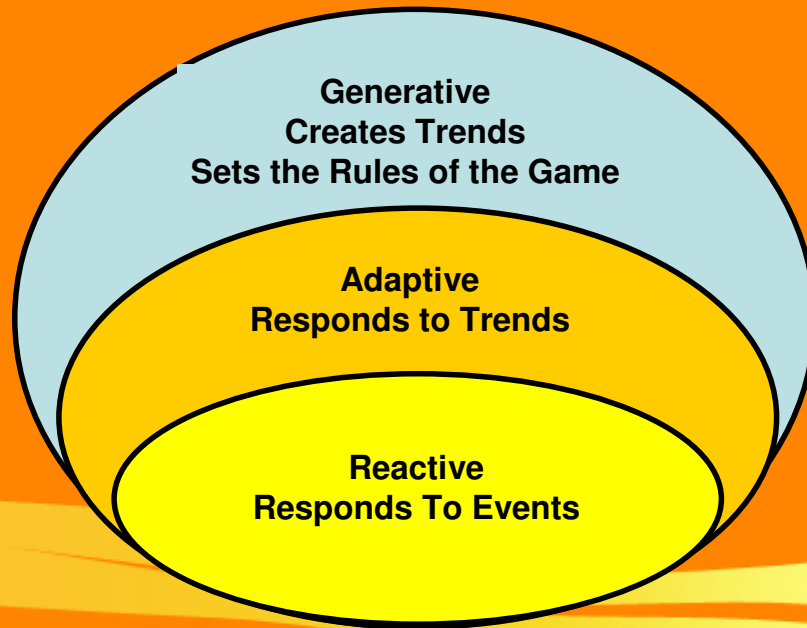
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Context



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3 Types of Organizations



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Design a new
Invent a new
Create a new

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“Our purpose is to give the client not what he wants, but a thing he never dreamt that he wanted.

And when he gets it, he will realize that it is something he had wished for all along”

Dewis Ladson - Top Designer

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Context / Design Shift

Old Weapon

READY – AIM – FIRE

New Weapon

READY – FIRE – AIM,
AIM,
AIM

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The Zerox Way

Existing Paradigm

Capture
Printing
Distribution

New Paradigm

Capture
Distribution
Printing

Example from the business world for a paradigm shift:
Identical to a shift of : **ready, aim, fire.**

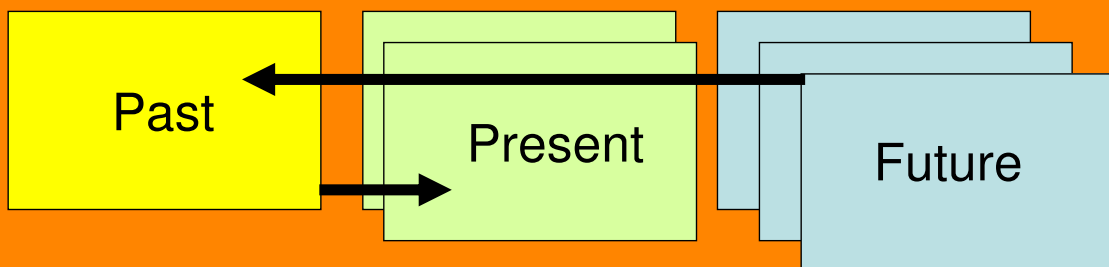
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Questions for system design

- Survivability or Sustainability?
- Power-driven or Energy-driven?
- Ownership or Endorsement?

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Past Based Design

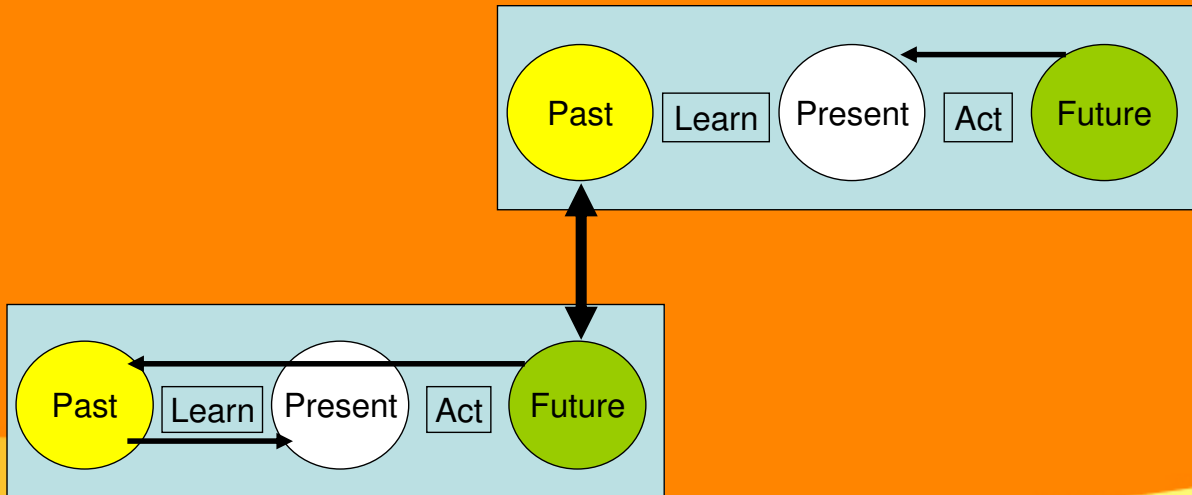


“The World we have made, as a result of the level of thinking that we have done, thus far creates problems which we cannot solve at the same level at which we created them”.

Albert Einstein

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Potential Structure of Thinking



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Dealing Creatively with Change

Principles:

- Challenge the limits (Paradigms)
- Clarify the intention
- Create a vision
- Define the “purpose”
- Deal with the system’s condition
- Commit to expanded levels of integrity, trust, and responsibility (Walk the Talk!)
- Take action!

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