

Innovation Workshop Content

Design your way out of the downturn

When times are tough it is change, dynamism and vitality – not battenning down the hatches – which are the keys to success.

Design allows businesses to compete in numerous ways: Creating new products and services, adding value through innovation, stimulating exports, attracting investment and identifying markets. All of which can increase profits. And investment in design during tough times can ensure that a company is best placed when the market recovers. Take Virgin Atlantic. During the last recession, Sir Richard Branson put all of his faith in a designer called Joe Ferry who came up with innovations that moved his airline forward while others stood still.

In this interactive session you will be introduced to examples of how other companies have used design strategically to perform better and grow faster, and how you can use design to shape your decisions and implement them. The session will be run by a Design Associate, an experienced design manager used to solving business problems. You will also be introduced to the Design Council's business support programme, Designing Demand, which to date has helped over 1,300 companies to improve competitiveness by using design to bring new products to market, improve products and services, streamline strategic processes, and strengthen branding and promotional activities. Designing Demand is part of the government's package of publicly-funded business support products, Solutions for Business.

Find out why design is an investment, not a cost, to any business aiming to grow.

For more information on Designing Demand visit www.designingdemand.org.uk