

10 Small Ideas with Big Results

Project: Bill Grant
Follow-Up Workshop

Client: Triad Design
Leadership

Date: October 7, 2009

DESIGN THINKING

“Choose your corner, pick away at it carefully, intensely and to the best of your ability and that way you might change the world.”

– CHARLES EAMES (Multi-Disciplinary Designer)

“Design is not for philosophy, it’s for life.”

– ISSEY MIYAKE (Fashion Designer)

“It used to be that designers made an object and walked away. Today the emphasis must shift to designing the entire life cycle”

– PAUL SAFFO (Technology Forecaster)

“Our guiding principle was that design is neither an intellectual nor a material affair, but simply an integral part of the stuff of life, necessary for everyone in a civilized society.”

– WALTER GROPIUS (Architect, founder of Bauhaus)

“If I’m going to talk about design, that purely arbitrary and immensely human construct, I should say that by design I mean the process both physical and mental by which people give an order to objects, community, environments and behavior”

– BILL STUMPF (Furniture Designer)

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1. MASS INDIVIDUALIZATION

Post-modern consumers value mass individualization over mass customization.

2. KEEP IT SIMPLE

Make it easy for your customers to do business with you by focusing your brand and products on their criteria instead of yours.

3. SHOW YOUR PASSION

Really great brands know their customers better than they know themselves.

4. TELL A GOOD STORY

A great brand is a story that is never completely told.

5. ELEVATE YOUR CUSTOMERS' BRANDS

Demonstrate how your products and services can be used to help your customers.

6. SUCCESS IS NOT SEASONAL

Great brands do not rely on typical industry sales cycles.

7. HONOR THE PAST BY REINVENTING THE FUTURE

Great brands honor their heritage by continuing to be relevant to their customers.

8. CREATE TIES THAT BIND

Create tools that facilitate and foster loyal relationships and knowledge sharing between your business and its customers.

9. INNOVATE FROM PRODUCT TO MARKET

Craft a strategic position for your brand and innovate at every level.

10. CONTINUE TO TAKE RISKS

Design and apply innovative solutions to common problems by utilizing all of your physical and human resources.

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