Are you design led?

Do you dream of high fidelity of your customers? You hope to design and release a completely disruptive product yet so obvious that everyone would say "why we have not thought about it earlier?

Most of the companies that dominate and transform the market today are focused on design. They operate according to a strategy focused on finding the best performing, value-creating user experience, the most intuitive and the most desired by the user. This is what the so-called "design" approaches allow.

They encompass many trades and appellations such as UX (user experience), CX (customer experience), Design Thinking, Service Design, Business Design etc.

But the ROI does not go through the simple hiring of a designer. It is a matter of infusing this mode of operation in all strata of the organization and to create a culture of design. This involves inserting design into the company's "traditional" business processes, introducing new roles and changing business models.

And the game is worth it because companies that claim to be design-oriented perform much better than their "classic" competitors, as the Design Management Institute says for example **"Design-driven companies outperform the rest of the S & P index by 2 19%"**

According to Forrester Consulting: "Design led firms win the business advantage," 2016:

50% of design led companies believe getting loyal customers

46% of companies consider getting global competitive advantage

But maybe your company / team / project is already focused design? **Make this auto-assessment to see clearly:**

01 What is Design for you?

a.   Make things nicer

b.   Make wireframes, mock-ups, or web-design

c.   Designer products, services, experiences

02 How do you do design?

a.   We have a graphic designer (UI)

b.   A Design Lead is systematically engaged in all project launches

c.   We have User Experience Designers (UX)

03 How do you work with designers?

a.   We have a partnership with a design agency

b.   We use an agency when needed

c.   The designers are part of the internal teams and we use external services in case of shortage

04 How is design integrated into the development process?

a.   We have a Design phase

b.   We call a designer when we need it

c.   Design is integrated into the overall product lifecycle

05 Are your design assets shared and unified?

a.   We have a shared library for everything related to the brand

b.   We have a System Design

c.   Our community of designers and developers contribute to enrich and instantiate the group system design

06 How do you interact with users?

a.   We have an NPS program

b.   Someone represents them in all projects (Product owner, Business owner ..)

c.   We interact with our consumers and process their feedback rigorously

07 How do you follow the design performance?

a. We follow it every pre-launch, and post-launch, as we measure it for cost, quality, delivery
b.   We do not follow it
c. We do regular reviews

08 What is the level of commitment of the management team

a. They are committed (they say Design is important and act accordingly)
b. Lip commitment (they say it is important but do not act accordingly)
c. No commitment (they do not know the design or do not believe it)

Calculate your score:		1	2	3	4	5	6	7	8
	A	0	2	2	2	1	1	3	3
	B	2	1	1	1	2	2	1	2
	C	3	3	3	3	3	3	2	0

Your results:

6–10 : You can do better.
We can not say that design and customer centricity are considered critical in your organization. A small part of the organization is initiated but it takes more to feel the concrete impacts. It's time for you to invest in design, especially if your competitors are not there yet. Start by requesting a specialized compnie in this area to identify and frame a first test project to deploy a design approach and initiate customer orientation for at least one of your products. And prepare a program to raise awareness of the competitive advantages of design.

10–1: It's not bad, but go further to bring more value to your customers and get ahead of your competitors.
The role of designer is recognized in your organization, unfortunately it is isolated.

Push the design to the same level as other vital functions of the company and draw its results with the same rigor. Set clear design goals for the majority of teams. Integrate the managers of all services — sales, marketing, IT, products, etc. into the process. They should understand both the issues and their role in this approach. Identify shared KPIs, the NPS is a good start, but it's really not the only one.

Give you the means to institutionalize customer-oriented approaches. Put the ability to understand what they want and why they want it at the top of the pyramid of skills expected of your managers and your employees.

18-24 : WOW.
Design is an integral part of your business model and your business model is fully integrated into your business processes and decision making. Use these abilities to be the launcher of the next big thing.