The Top 10 Organization Benefits

1. ***Complex Problem Solving.*** The Applied Design Methodology (ADM) is a practical approach that enables organizational management teams to solve difficult problems. The design approach facilitates understanding of an organization's current environment and development of solutions to the problems associated with accomplishing the organization's goals. The Applied Design Methodology helps to overcome externally-generated problems or problems derived from organizational initiatives by ensuring that the "right problems are being solved versus merely solving the problems right."

2. ***Socially Created Solutions.*** The intent of the Applied Design Methodology is to harness corporate intellect, innovation and creativity, and the critical reasoning skills of personnel in an organization. The approach also leverages others from outside an organization to collectively develop solutions that can iteratively and dynamically solve complex and challenging problems for a business more rapidly.

3. ***Business Environmental Understanding.*** The ADM ensures that corporate management possesses a nuanced understanding of all relevant aspects of the business environment and that leadership is prepared to anticipate and manage major transitions. This systemic understanding is accomplished through brainstorming, extensive research, discourse, meta-questioning and mind-mapping in an effort to see the business environment as an interrelated and interdependent system.

4. ***Structuring Organizational Learning***. Design creates a learning system; the learning system then creates the Design. The application of the ADM will enable corporate leadership to develop and refine organizational learning systems which in turn will enhance decision making, the distribution of resources and will improve profit margins. The design approach moves an organization from mere knowledge, comprehension and application to in-depth analysis, synthesis and evaluation of information and business intelligence to rapidly and effectively take advantage of future opportunities and to overcome emerging challenges.

5. ***Timely Assessments.*** Organizational success hinges on how well management teams learn, make assessments, innovate and adapt. Effective assessments in the application of design thinking are the direct result of coherent organizational learning systems that measure performance in terms of effective task execution and through achieving the desired effect in the market*.*

6. ***Organizational Adaptations.*** The ADM optimizes a leadership team's ability to understand, visualize, describe and direct timely micro refinements to a business strategy. The strategic thinking design framework also enables corporate leadership to understand when their business strategy no longer conforms to the current reality, which in turn requires an organization to reframe its strategy given it is no longer relevant. Failure to

conduct a holistic reframe of an irrelevant corporate strategy will have predictable and devastating effects on any organization.

7. *Critical & Creative Skill Development.* Critical and creative thinking skills underpin the Applied Design Methodology and are essential for long term organization success and profitability. The ability to take information and make informed decisions without being influenced by cognitive or experiential bias is an enormously powerful aspect of the design thinking approach. The methodology promotes comprehensive workforce development of critical and creative thinking skills and disciplined thinking that is clear, rational, open-minded, and informed by evidence.

8. *Systems Thinking.* The ADM uses a holistic systems thinking approach to analysis that focuses on the way a business systems' constituent parts interrelate and how systems work over time and within the context of larger systems. The systems thinking approach contrasts with traditional analysis, which studies systems by breaking them down into their separate elements, missing critical characteristics of the relevant systems. Instead systems thinking in Design accounts for external and internal relationships, independencies, patterns, identities, boundaries and emergent activity that is prevalent in the globalized business world today and costs organizations millions of dollars in lost revenue each year.

9. *Team Building & Work Efficiency.* The art of design encourages team building through increased understanding of individual attributes and leveraging the unique capabilities that exist internally and externally in management teams. Working as a design team incorporates group accountability rather than individual accountability, and results in an enhanced collective product. The design leadership approach embraces flexibility in skills, abilities and group goals to accomplish more beneficial organizational tasks with increased efficiently.

10. *Leveraging Difference.* Understanding the "Difference" that makes the "Difference" is what matters in any endeavor, and this is the core strength of the design methodology. Diversity in design teams is a major asset to problem-solving in an uncertain information age environment. Different types of diversity, from thinking and creative style, through personality, values, gender and culture, to ethics and technology, all offer different strengths and resources towards problem solving, solution development and return on investment.

Prepared by:
Steve Banach
Director, Strategic Planning and Design
Abrams Learning and Information Systems, Inc.
sbanach@alisinc.com