



SUSTAINABLE DESIGN
GROUP NEW ZEALAND

CAPABILITY IN THE PROFESSIONAL DOMAIN

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dinz designers institute
of new zealand

sustainable
BUSINESS NETWORK



Ministry for the
Environment
Manatū Mo Te Taiao

Better by Design[®]



CAPABILITY IN THE PROFESSIONAL DOMAIN

1. The Design Industry
 - Survey
 - Report to BBDAB
 - Consultancy capability – Brand and Product
 - Design in Business / Master class
2. Sustainable Design for the Bottom Line
3. Better by Design D360 assessment and plan



CAPABILITY IN THE PROFESSIONAL DOMAIN

Survey

- ▶ Rationale
- ▶ Survey conducted September 2007 to November 2008. Updated.
- ▶ Visited most product and many brand consultancies



CAPABILITY IN THE PROFESSIONAL DOMAIN

Brand sector

- ▶ Producing world class work.
- ▶ Winning global awards.
- ▶ Working for offshore clients.
- ▶ Form strategic partnerships underpinned by shared vision, process, risk and reward.
- ▶ Actively work to convince their clients of the value of strategy at business and at brand levels.
- ▶ One using sustainability as a core strategic weapon.



Product design sector

- ▶ Graduates. Best graduates. Leading around the world. Struggle to find work here. For business, integration is a challenge.
- ▶ Consultants. Declining in number.
- ▶ Consultancies. Some growth. Use process. Employing product engineering internally. Some use business development managers. Don't know their limits. Have a poor reputation for delivery. Have an increasing awareness of the value of sustainability, one using it as a core strategic weapon.
- ▶ In house product design. Engaged at a strategic business level. Too much work, not enough resource. Too little time.
- ▶ Master class - Key issues
 - Cultural alignment.
 - Maintaining product identity / brand alignment.
 - Finding, motivating and retaining talent.
 - Using consultants to augment talent pool.
 - Interdisciplinary communication.
 - Leveraging the value of design with management.
 - Space / time for innovation.
 - Sustaining design quality.



Product / Industrial design - Summary

- ▶ Develop and communicate a business strategy that will lead to growth internally and externally.
- ▶ Build capability at a business leadership level to deliver a powerful message to clients at CEO / board level.
- ▶ Consistently engage with clients at a strategic level, in the way that the brand consultancies do.
- ▶ Understand limitations, focus on what adds real value to the client – pull in external resource to assist in areas where there is a shortage of capability.
- ▶ Work with clients to define business strategy and product strategy. Find ways to share risk
- ▶ Always deliver on time and to budget. Avoid going back and asking for more of either.
- ▶ Build capability and capacity to drive the increasing demands of the business community around sustainability. Make it a strategic weapon.

Sustainable design for the bottom line

1 September 2008



- ▶ Along with the two DINZ conferences in 2007 and 2008 this delivered a powerful message to design and to business on sustainability as the business imperative.



Better by Design D360 assessment and plan methodology

- ▶ 2 new initiatives – Business and Sustainability
- ▶ Re developed and relaunched - September 2008
- ▶ Assesses a businesses capacity to integrate sustainability
- ▶ Delivered to all clients assessed since that date.
- ▶ Built into D360 plans.
- ▶ Maintaining momentum is a challenge
- ▶ Review in August.