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When design principles are applied to strategy and innovation, the success

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rate for innovation dramatically improves. Design-led companies such as Apple, Pepsi, IBM, Nike, Procter & Gamble, and SAP have outperformed the S&P 500 over a 10-year period by an extraordinary 211% according to the 2015 Design Value Index created by the Design Management Institute and Motiv Strategies. 1

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demanding and sometimes conflicting needs from existing and potential customers, in industries facing fierce competition.

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Products, like their customers, are always on the evolution curve, & require

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Forget the old ideas; differentiate your business model with strategic innovation and design thinking. Design thinking is an approach used to solve problems by keeping users at its core, creating multiple prototype solutions using different perspectives, and iteratively solving the problem in a way never done before.

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Strategic innovation & Design Thinking - Tadafur

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