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reliability, or combining intuitive thinking with analytical thinking to get design thinking.

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6) And finally, Business Design stands or falls on its ability to tell the right story at the right time to the right person. This is a classic design skill: the ability to communicate well, and get everyone else as excited and on board with the vision, but also the practicalities, talking the language of the user, and the language of the business

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because in short, design
is fiscally beneficial. In
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companies that traded on the FTSE (Financial Times Stock Exchange) over the course of a decade.

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service that is just a marketing stunt and one that is a sustainable business. Fig. 3— The tools and methods of Business Design can be ordered on two axes to create a 2x2 matrix — one of our favorite charts.

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knowledge, producing
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writes Roger Martin,
dean of the University of
Toronto's Rotman
School of Management
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Business Why Advantage is a 2009 book by Roger Martin, Dean of the University of Toronto's Rotman School of Management. In the book, Martin describes the concept of design thinking, and how companies can incorporate it into their organizational structure for long term innovation and results.

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reasons why good design

is good business (and

how you can use design

to increase your small

business revenues). 1.

Good design makes a
strong first impression.

Good design is about

using colors, shapes,

textures, space, forms,

images, and content in a

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harmonious, balanced
way.

Design Thinking

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human-centred
approach to innovation.
It applies the principles
and practices of design to
help organizations create
new value and new forms
of competitive advantage.

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| David John Kaye

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With the help of website

design, business owners

are able to create a user-

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online environment

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