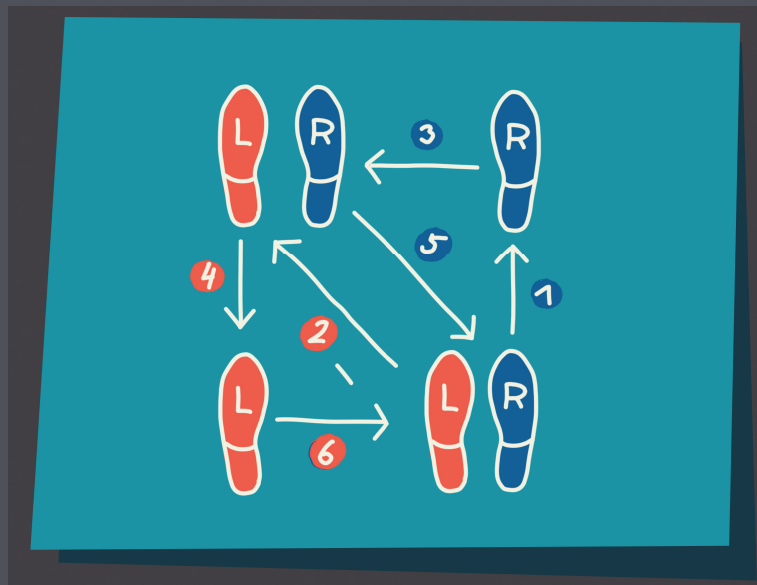


# Business Design

Getting things done with innovation

Designation

In future, corporate development will focus more on open, value-based design skills and opportunities than on managing self-contained systems. Working continuously with data, customer focus and model testing will be crucial.



**de-sign** v 1 **(a)** [l, Tn, Dn·n, Dn pr] **sth for** decide how sth will look, work, etc, esp by making plans, drawings or models of it: *Do the Italians really design better than we do?* ◦ *design a car dress, tool, office, etc* ◦ *They've designed us a superb studio* ◦ *We design kitchens for today's cooks.* **(b)** [Tn, Tn·pr] think of and plan (a system, procedure, etc.); devise: *Can anyone design a better timetable?* ◦ *We shall have to design a new curriculum for the third year.*  
Quelle: Oxford Advanced Learner's Dictionary

Designation

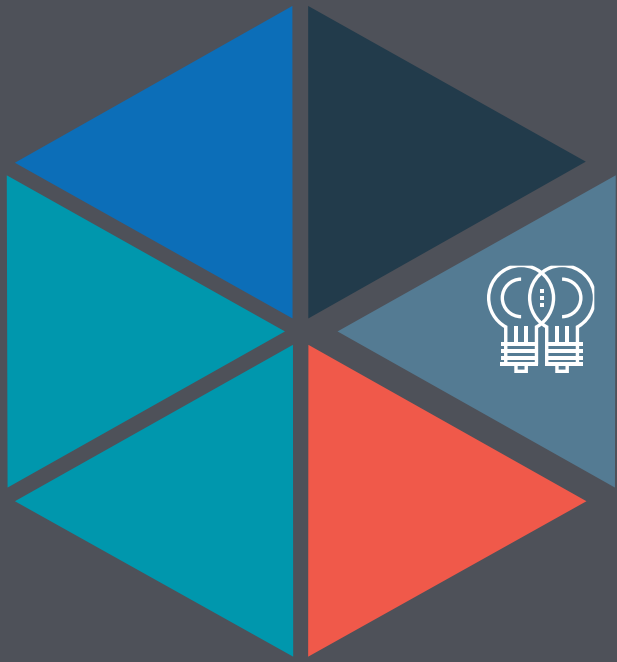


# Need finding

## Companies' constant challenge

How do businesses set themselves apart in the perception of their clients and target groups? Where does potential lie untapped? What opportunities can innovative approaches to development, production and marketing open up to provide you a firmer foothold on the market?

Increasingly, business development is all about need finding, value creation and innovation for customers. Empirical approaches and analyses help you to identify what is feasible, what makes sense for your customer and how you can successfully add value to shape the corporate future.

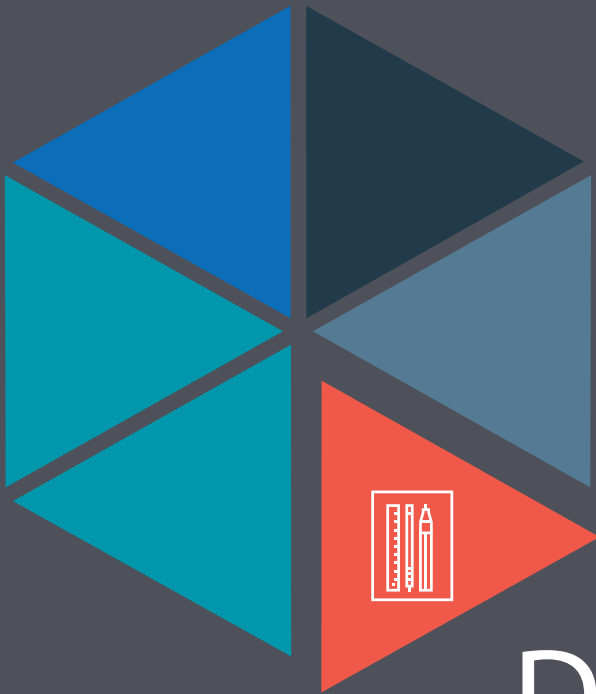


# Ideation

Creativity as a mean to take a step ahead in competition

The world is full of undiscovered potential and the ability to innovate is a powerful driving force. In order to discover potential and develop it properly, you need independent and flexible thinking, proven methods and the experience to put yourself in the customer's shoes.

The systematic acquisition of customer knowledge and the analysis of decision factors is an important step in this direction.



# Designing

## Understanding good design as a success factor

A company's products, services and communication must be tailored to the client and the value that the client expects. There are several areas that are business-critical: product and service design, user friendliness and the customers experience, to name but a few.

What from an internal point may appear to be clear, may still leave your customers mystified. To facilitate speed and to reduce risks, concerted step by step development should hence be taken jointly with the stakeholders' and the outcomes should be reviewed from the customers perspective.

# Customer Creation



## Turning the key with communication

Lack of market access is the biggest challenge many companies face as they strive for new business. If you are selling quality, your products and services must be positioned accordingly. The value they add must be communicated, and that means knowing which levers to activate.

You don't market apps in the same way as apples. A thorough command of communication and the design of both B2B and B2C marketing channels are of crucial importance.

# Scaling

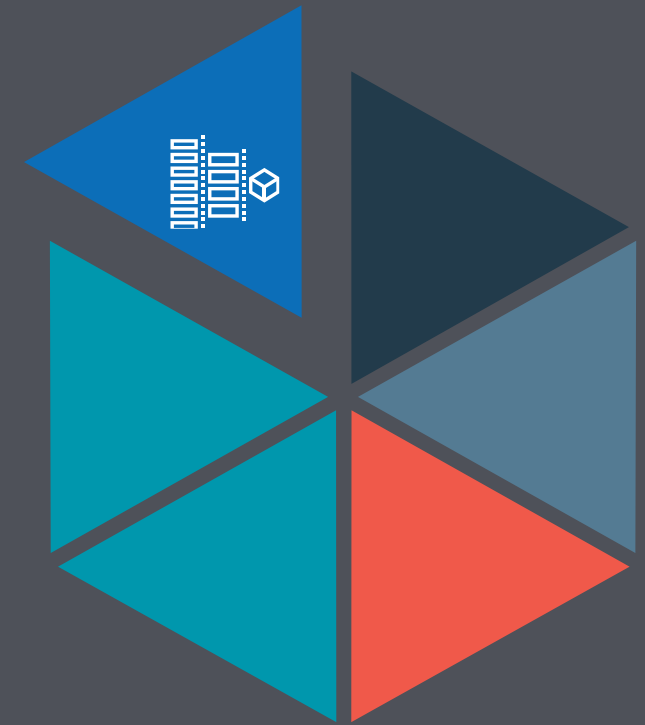
## Delivering agile growth and developing markets

A solid customer base first has to be built. Getting yourself known costs time and money. Yet in many cases, the best way to overtake the stampeding herd of competitors is to differentiate and leave the beaten paths of marketing.

Scaling up your business requires standardization and simplicity – as well as the ability to plug into different market networks.



# Building the organization



## Focusing processes on value added

To flourish and grow at a time when change is critical, businesses need agile processes, clear roles, the right resources, lean structures and good management. Business models as a whole must become more flexible and more modular.

All these aspects affect the way business is led and teams are organized. The right conditions for change must be put in place. In today's digital era, change cannot be confined to individual "silos": It will always affect the whole organization.



# Designation

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