

# UTS:SHORT COURSES

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## Strategy by Design

Strategy by Design teaches people to use their thinking hearts and feeling minds to create strategy innovations that deliver unprecedented value for themselves and their customers, transforming their organisations, their industries and our world.

This course will focus on how to create strategy innovations and solve problems using the models, tools and techniques that are successfully used by designers, including architects, graphic artists and industrial designers. Combining comprehensive interviews with over 60 designers from Australia, the US and Europe, and drawing on professional design literature, presenter James Carlopio has distilled a strategy by design process as well as a set of tools and techniques that can be used to create breakthrough strategy innovations and solutions.

Participants will benefit from a program that is very hands-on and experiential. All students will receive a copy of "Strategy by Design" by James Carlopio.

### Who Will Benefit?

This course is particularly useful for:

- Senior executives
- CEOs and
- Strategy professionals.

### Course Objectives

Participants will gain:

- New and innovative ideas about their products/ services and business
- Stimulating strategies and strategy innovations as they workshop problems, issues and organisations during the program
- Increased ability to think creatively and generate strategy innovations
- New tools, methods and techniques for thinking and solving problems
- New tools, methods and techniques for developing strategy innovations.

### About Strategy Innovation

Organisational strategy is typically conceived as an extension of the past and present into the future. Rational analyses of our internal and external environments, however, will not help us create a future that is radically different from our past.

Reinventing our business model, our industry or our world requires strategy innovation, not just doing what we did last year plus ten percent ie. ten percent more, better or less expensively. This workshop draws on the design profession's tried and tested processes and applies them to the creation of a process of strategy innovation by design.

### Testimonial

*"The process of strategy formulation has traditionally been the domain of the 'left brain' relying on data, logic, and analysis. This is only one-half of the story.*

*We know that intuition, imagination and the holistic "right-brained" comprehension of the situation play as important a role.*

*Carlopio's Strategy by Design is a valuable and balanced contribution to the literature on strategy."*

- Dr. Kenichi Ohmae, 'Mr Strategy' and author of The Mind of the Strategist and The Borderless World

### About the Presenters

**Dr James Carlopio** BA (Springfield, MA), MA (Manitoba, Canada), PhD (Old Dominion, Virginia)

James has worked with organisations in Australia and the US in the areas of strategy design and implementation, innovation and new technology, organisational change, applying design principles and creativity to strategy design and development, personal change and influence. He is the author of 5 books and has published over 24 articles on various socio-technical issues.

### David Grant BDesArch (USyd), MDesign (UTS)

David has worked in design and strategic capacities for global consultancies Landor Associates and FutureBrand in Australia and the US. David is a specialist in the area of strategic design thinking to facilitate innovation in a corporate context. His professional experience encompasses the areas of brand management systems, destination branding and experiential design.

### Course Details

#### 2011 Dates

Run on Demand

#### Duration

3 days  
9.00am – 5.00pm

#### Price

\$3,900 + GST  
Total \$4,290  
Includes morning tea,  
lunch and afternoon tea

#### Discounts

3+ enrolments  
UTS Alumni

#### Presenter

Dr James Carlopio

#### Location

UTS Haymarket

#### Max. Enrolments

25

#### Entry Requirements

None

#### Further Information

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## Program

### Day 1:

- Program introduction
- Overview and the strategy by design model: Discovery, development, decision
- Discovery, exploration, investigation
  1. The brief – the problem of problem definition/asking the right questions, a binding intent worthy of pursuit, cultivating a design versus decision attitude.
  2. Research – going deep, quantitative and qualitative research techniques, identifying latent customer needs, profiling (personality, organizational culture and structure, stakeholder analysis, mood board).
  3. Concept generation – whole-brain thinking, creativity, thinking symbolically/visual thinking, incubation versus hard-work (symbolic/visual thinking, photo-language, road signs, music, movement, meditation/relaxation, painting, sketching and drawing and more).

### Day 2:

- Development and evolution
  4. Evaluation and refinement – using the head and the heart (holistic thinking and evaluation), iterations and incremental improvement (prototyping – next), customer/user involvement and participation (crowd sourcing).
  5. Rapid prototyping – nothing was ever invented and perfected at the same time, fail early and often, innovation and experimentation (marshmallow challenge, paper airplane, need something good here).

### Day 3:

- Decision, delivery, transfer
  6. Presentation of output – visual presentation techniques, presenting options – step, stretch, leap.
  7. Plan for action – making change happen, opening-up and introducing flexibility, facilitating structures and the power of the situation.
- Review
- Program close.