



Strategic Design: 8 Essential Practices Every Strategic Designer Must Master

Giulia Calabretta, Gerda Gemser, Ingo Karpen

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Design professionals' in innovation are no longer just executors of new product and/or service design briefs but are increasingly involved in the crafting of these briefs and in the strategic decisions leading to these briefs. Their role is growing towards a more strategic one. In order to effectively play this role, design professionals need to master a set of strategic practices – i.e., routinized actions and ways of working. However, many designers lack knowledge on specific practices for acting effectively on a strategic level in innovation projects.

This book introduces eight strategic design practices. These practices help the design professionals become familiar with effective tools for strategic innovation projects and give them a set of guidelines for easily and quickly applying these practices and tools.

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