

DMMP

Design Mediated Management Practice

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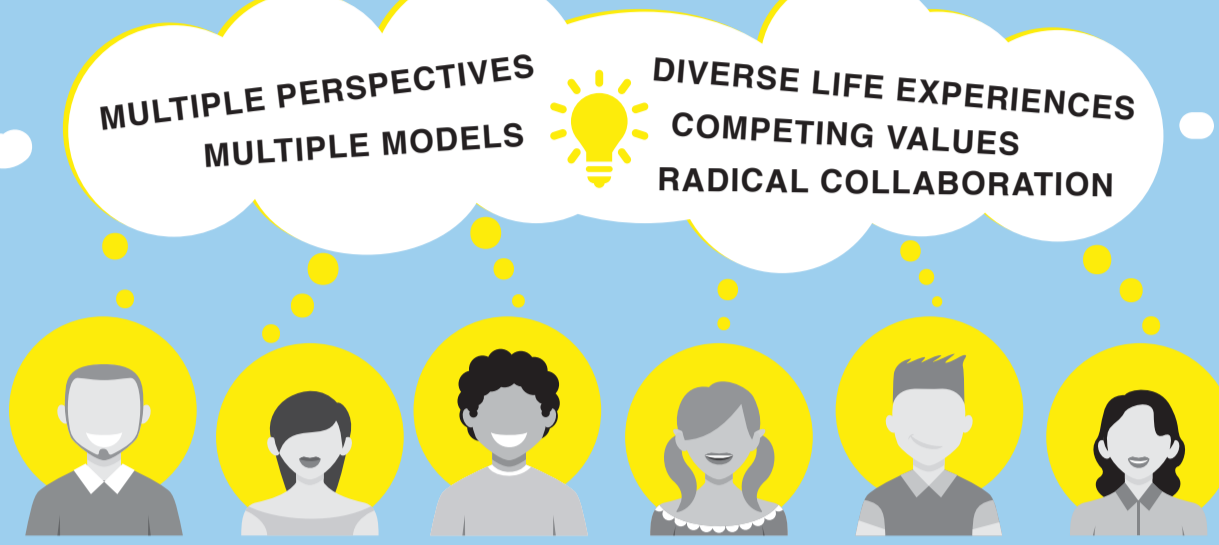
DESIGN
Changing an existing situation into a preferred situation

MANAGEMENT
Getting this done through people of different views and diversities

MANAGEMENT PRACTICE
Designs and enables the structures, agency and processes to do this.

EXISTING SITUATION

PREFERRED SITUATION



CREATING VALUE WHILE SOLVING PROBLEMS

FRAME

RESEARCH

RE-FRAME

IDEATE

PROTOTYPE

TEST

UNDERSTAND

CREATE

IMPLEMENT



Model Existing and Preferred Situations



Understand and Empathise



Re-Model Existing and Preferred Situations



Generate Innovative Ideas

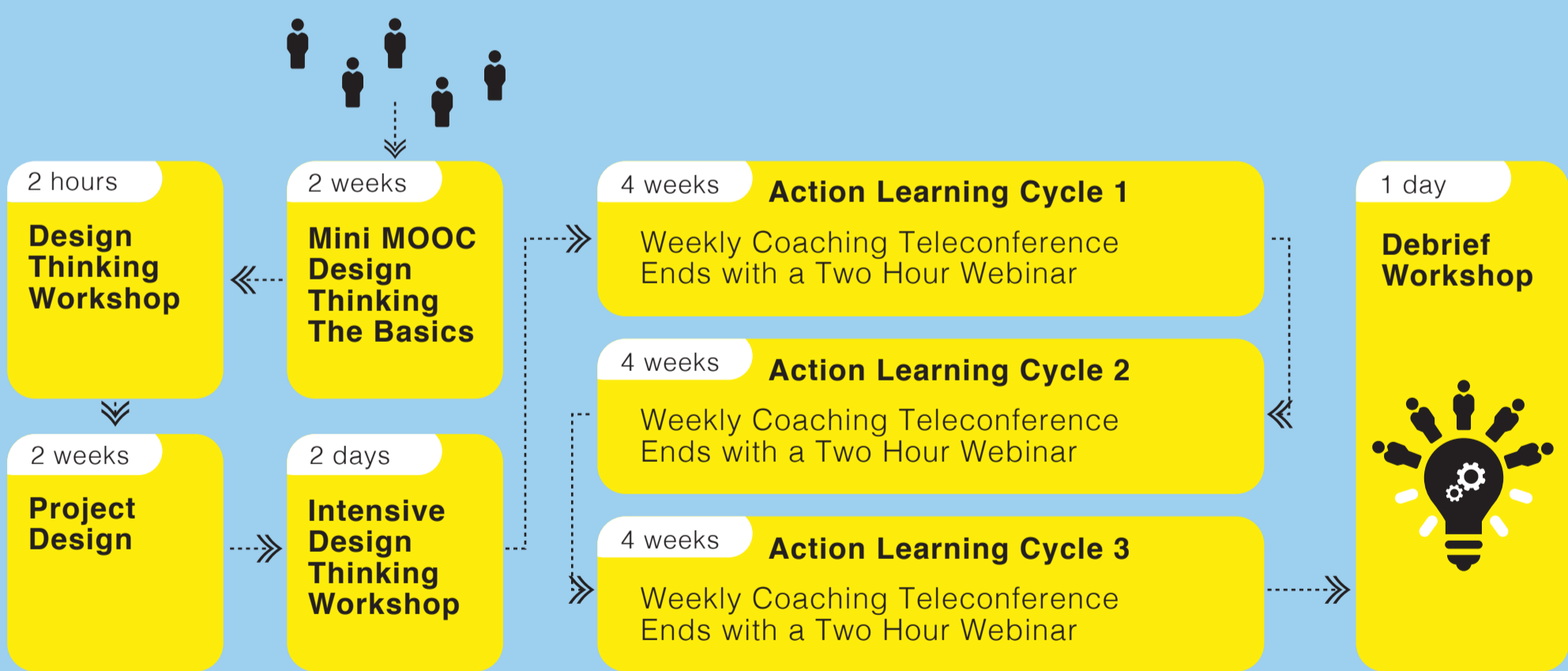


Devise Actions



Choose and Implement an Action and Monitor

Let us help You Embed Design Mediated Management Practice into your Organisation
Join our 20 Week Action Learning Program



Coaching and Support

- Guide and support leveraging our global experience
- Provide interactive learning experiences
- Deliver timeous feedback
- Assist in developing a learning culture
- Motivate users to participate in the process
- Monitor performance



Outcomes



1. Design-mediated Innovation:
Understand how a design-mediated process delivers innovative outcomes



2. Design-mediated Capabilities:
Embed design mediated capability and practice around customer centricity



3. Co-creation:
Radicalise the level of collaboration with all stakeholders through Design Mediated Management Practice

Contact us:

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www.designthinkersacademy.org

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WHAT?

WHY?

HOW?