

## What is the process?

**Business activities are fundamentally intertwined but they do have a sequential logic. When setting up a new business this list is a useful test and reality check and we can also use it to tune existing businesses.**

### 1 VISION AND STRATEGY

What does the business do and why is it doing it? What is it good at? Where is the innovation? What is the eventual goal and over what timeframe? What is the ethical, moral and financial plan that will get us there? What products/services do we need to develop and what are the implications of so doing.

### 2 CUSTOMERS

Without customers any business is merely a hobby. Staying close and really understanding what value we can deliver to customers is vital for success, staying ahead of competitors and delivering future innovations. Insights gained from close contacts also fuel the development programme.

### 3 BRAND

Your brand creates an expectation and a promise to your customers. Equally it sets a delivery standard for your employees. Part of that is how you look, act and sound. Brand controls your perception by others, influences the prices you can charge and must deliver your vision & strategy to appropriate customers.

### 4 PRODUCT AND SERVICE DEVELOPMENT

Products and services are the core of any business model. They are the tangible and visible asset the customer ultimately pays for, uses, benefits from and recommends. Without a credible product and/or service offer any business will surely struggle.

### 5 MARKETING AND COMMUNICATIONS

The best product or service in the world is only valuable if people know about it. People respond best when communications are personal and meaningful to the recipient. Knowing who your customers are is key!

### 6 REFINE AND REPEAT!

Technology, customers, competitors, markets and pricing are all continually moving and we never have perfect information about all of them. Any decision taken inevitably has to be a compromise and continual customer feedback will confirm the accuracy of the original thinking and inform future developments.

Design activities and thinking form the core to deliver the vision and strategy to customers via accurate brand, products and marketing communications. Design links, inspires and cross-pollinates all the business practices needed to deliver successful products/services - to satisfied customers - at the correct margins. Design practice fundamentally connects a business to its customers.

### How design fits in your business

- Vision and Strategy
- Brand
- Customers

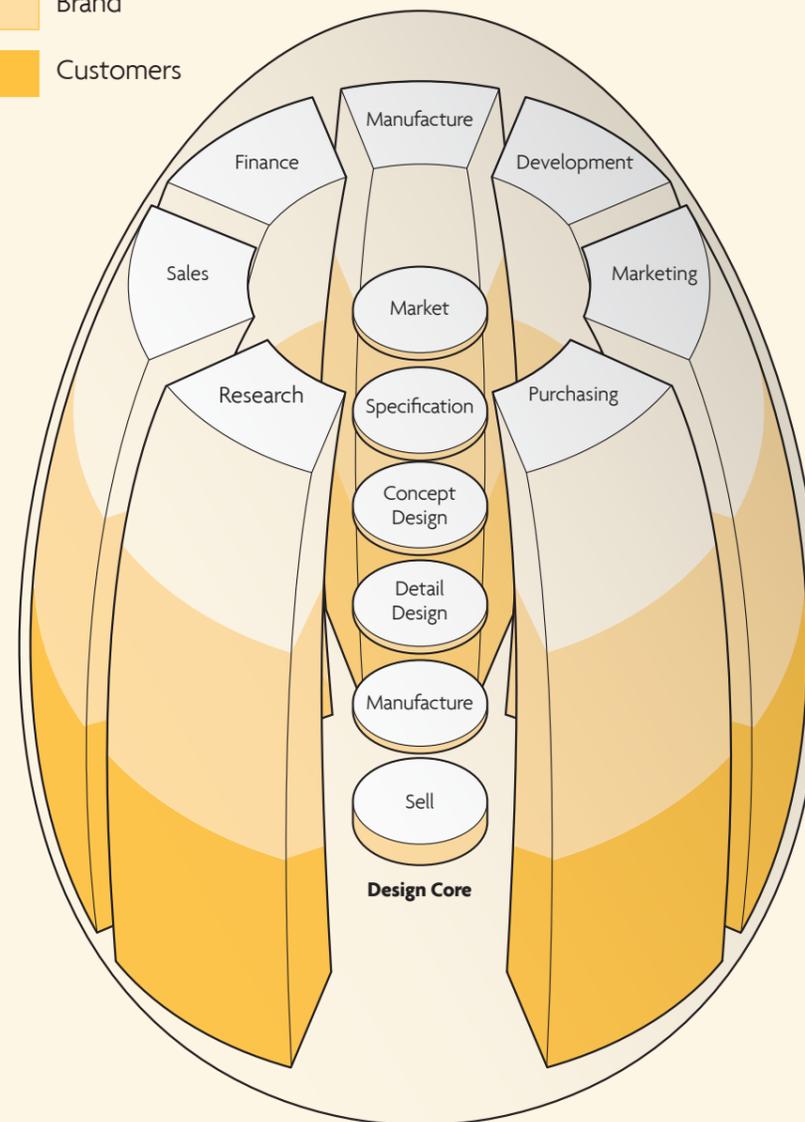


Diagram based on Stuart Pugh's Business Design Activity model (Strathclyde University 1986)

## A checklist for...

...building a successful business

Design  
for  
success



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I have 25 years experience in helping clients build their businesses through strategic design utilisation - across a wide variety of business sectors.

**If you need help** building your business, please get in touch:

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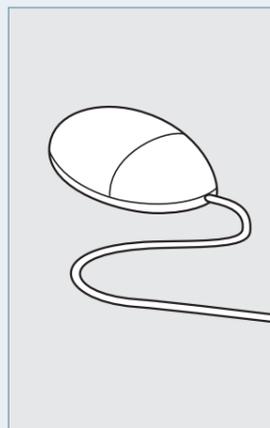
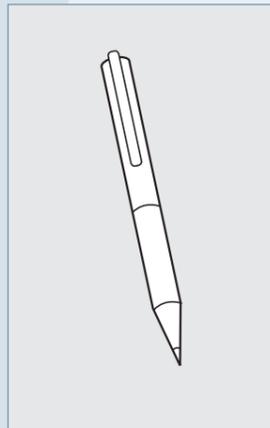
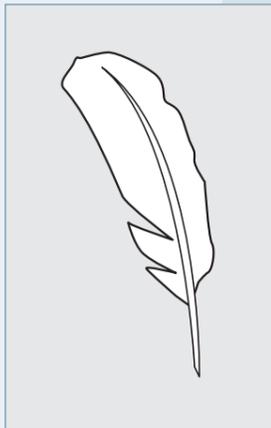
Three key areas where strategic design thinking and practice will enhance your business.

**1 INNOVATION**

What we now see as **traditional** was once **innovative**...

**Continual innovation is the lifeblood of business. Managing and delivering it needs specialist experience and expertise.**

Putting the customer and their needs at the centre of the process defines the requirements and ensures that real benefits are delivered.

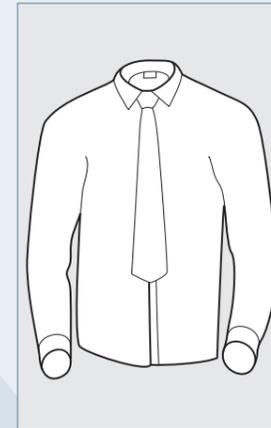
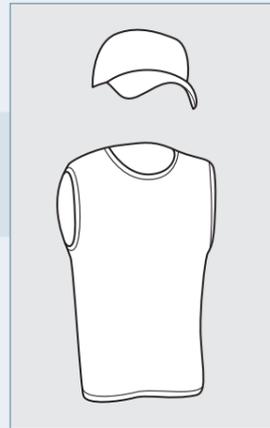


**2 CREDIBILITY**

When you're **noticed**, are you also **admired**?

When clients notice us, do they see a wealth of **experience, skills and expertise** that they expect to pay for?

Putting customers, users and their expectations at the centre of the process defines the requirements and ensures that only real benefits are delivered.



**3 CUSTOMERS**

How and when are you **communicating** with your **customers**?

**Face to face is always the best way to do business but it's not always physically possible. When it isn't possible, how do print and digital media each best play their part?**

Keeping customers and their expectations at the centre of the business sharpens our approach and ensures that real benefits and value are clearly and appropriately communicated.



**Key areas to consider for success**

**Businesses that are close to their customers succeed faster and more profitably. Put simply - customers need to understand what the business does and equally how it does it - both physically and morally - and then judge the value being delivered to them relative to the cost.**

Loyalty is fast disappearing from customers at all levels, as the internet has made it fast and simple to gather information and to compare offers. To compete only on price in this arena is asking for trouble. But how do customers choose between one offer and another? Who are the brand beacons that lead and inform the market? Who has the credibility to impress and stand out from the crowd?

Being the first port of call for our existing or potential customers is part of long lasting and profitable relationships. Whether they are looking for knowledge, help or sales, having a credible and believable offer, image and reputation is fundamental. We only have one chance at a good first impression. **Design is fundamental to achieving this!**



**If you think design is expensive...**  
... you should see the cost of not using it!