Presented By:
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Strategy and Methods

**Define** the problem @ Case Study of Philips Design

**Translate** it into a valid theory.

**Triangulate** with an expert.

**Validate** with other Industries.

**Triangulate** with an expert.

**Communicate** back to Philips Design.
How can **Design** be established as a **leading functional discipline** at a strategic level in a multinational industry to **drive a successful innovation**?
Mapping the Innovation process at the Strategic level at Philips Design.
**Methods**

**STEP 1**
Literature Review of Innovation design, business and innovation practices within Philips Design.

**STEP 2**
Mapping the Philips Design management view of Design and Innovation process against its evolutionary timescale.

**STEP 3**
**Bottom-Up Perspective**
In Formal Description by the practitioner of innovation practice in Philips Design.

**STEP 4**
**Top-Down Perspective**
Formal Description by the management of innovation process in Philips Design.

**STEP 5**
Comparative analysis of formal process description with informal practice description.

**STEP 6**
Refinement of generic map of process verses practice of innovation within Philips Design.

**STEP 7**
Validation of generic aspects of the map in terms of its capacity to promote reflection, understanding, ownership and refinement within Philips Design.

Methods:

- One on one interview.
- Delphi technique.

- One on one interview
- Delphi technique
Hell of a Ride......
Problem Area

HORIZON 1
To defend core business.

HORIZON 2
Building emerging business.

HORIZON 3
Create viable option.

TOP BOTTOM PUSH
10-30 Yrs.
Thinkers perspective

BOTTOM UP PULL
0-2.5 Yrs.
Practitioners Perspective

Disillusionment

Gartner's Hype Cycle in Philips context (Derived from Philips Design)
Literature Review

Business Strategy
Organisational theory
Organisational Culture
Human Behaviour
Strategy Maps
Design Thinking
Design Driven Innovation
Innovation
Brand
Aligning it to the Literature

The correlation of the research with literature in the field has led to it being based on the theory of ‘Design Driven Innovation’ by Roberto Verganti (2009)
‘Design Driven Innovation’ is a bridge between the core business development and emerging business development and helps in the formation of effective business models while maintaining the focus on Design principles, Resources and competencies of the company.
Gartner’s Hype Cycle in business context (Derived from Philips Design)
Outcome

DESIGN THINKING & DESIGN RESEARCH

BRIDGE:
- New strategies for Spin offs.
- Other Innovation Types.
- New ways of working.
- Managing people.
- Social innovation.

CORE BUSINESS

EMERGING BUSINESS

PROCESS
- Principles
- Criteria’s
- Requirements

BUSINESS MODEL DESIGN
- Resources
- Knowledge (Past research, IP, Skills and practices)
- Competencies
Validate it with Industry

Mercedes Benz, Airbus, P&G, Nokia, Dyson.

Feed it back into the system
Thank You

Questions and critiques are welcomed!