

# Patterns in Motion



Making Sense of Design Futures  
That Have Already Arrived!

**Design Strategy Workshop**

September 2009

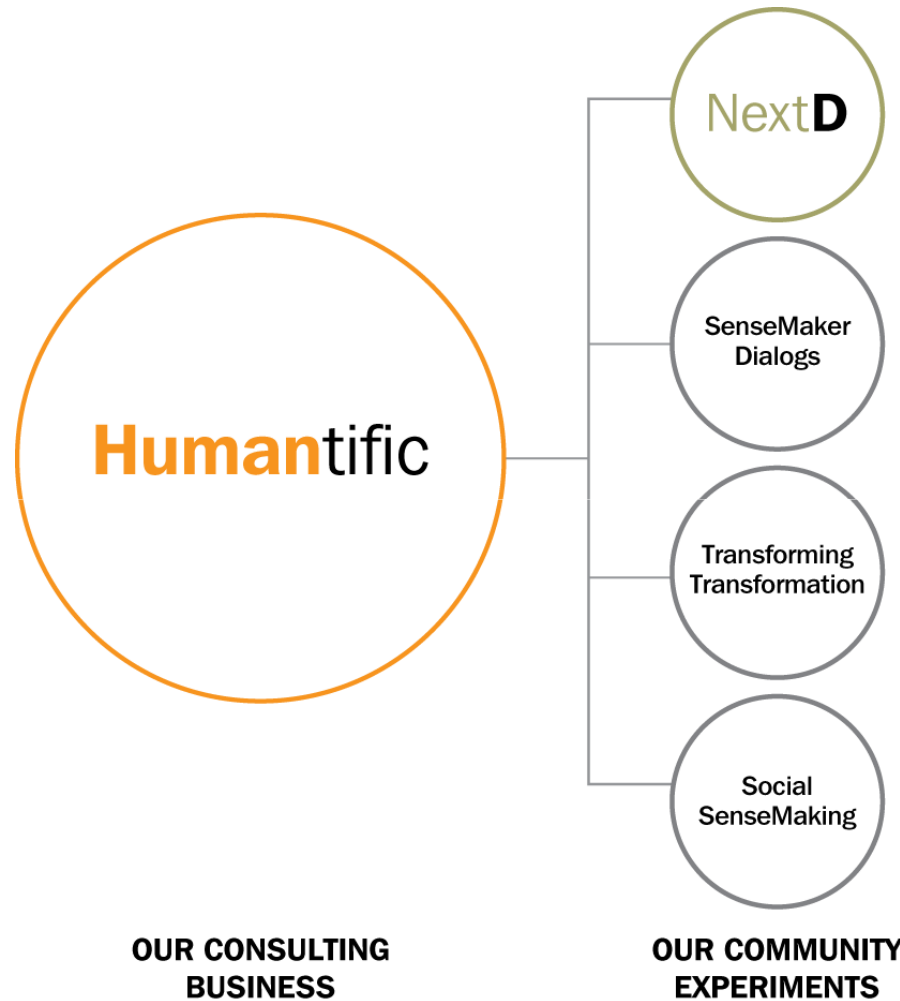
Helinski, Finland

**GK VanPatter**

CO-FOUNDER

NextDesign Leadership Institute, New York

# Structure Orientation



**NextD** creates lenses to understand  
design in the 21<sup>st</sup> century.

NextD is a  
SenseMaking / ChangeMaking initiative  
**NOT**  
a design promotion initiative.

In 2002, we described the traditional  
design approach to leadership  
as a **burning platform**.

# NextD Journal

**ReReThinking Design**

New website launching soon!

[www.nextd.org](http://www.nextd.org)

Next**D**

[ Reality Check ]

2002-2009

**Design**

(in the real world)

**is changing!!!**

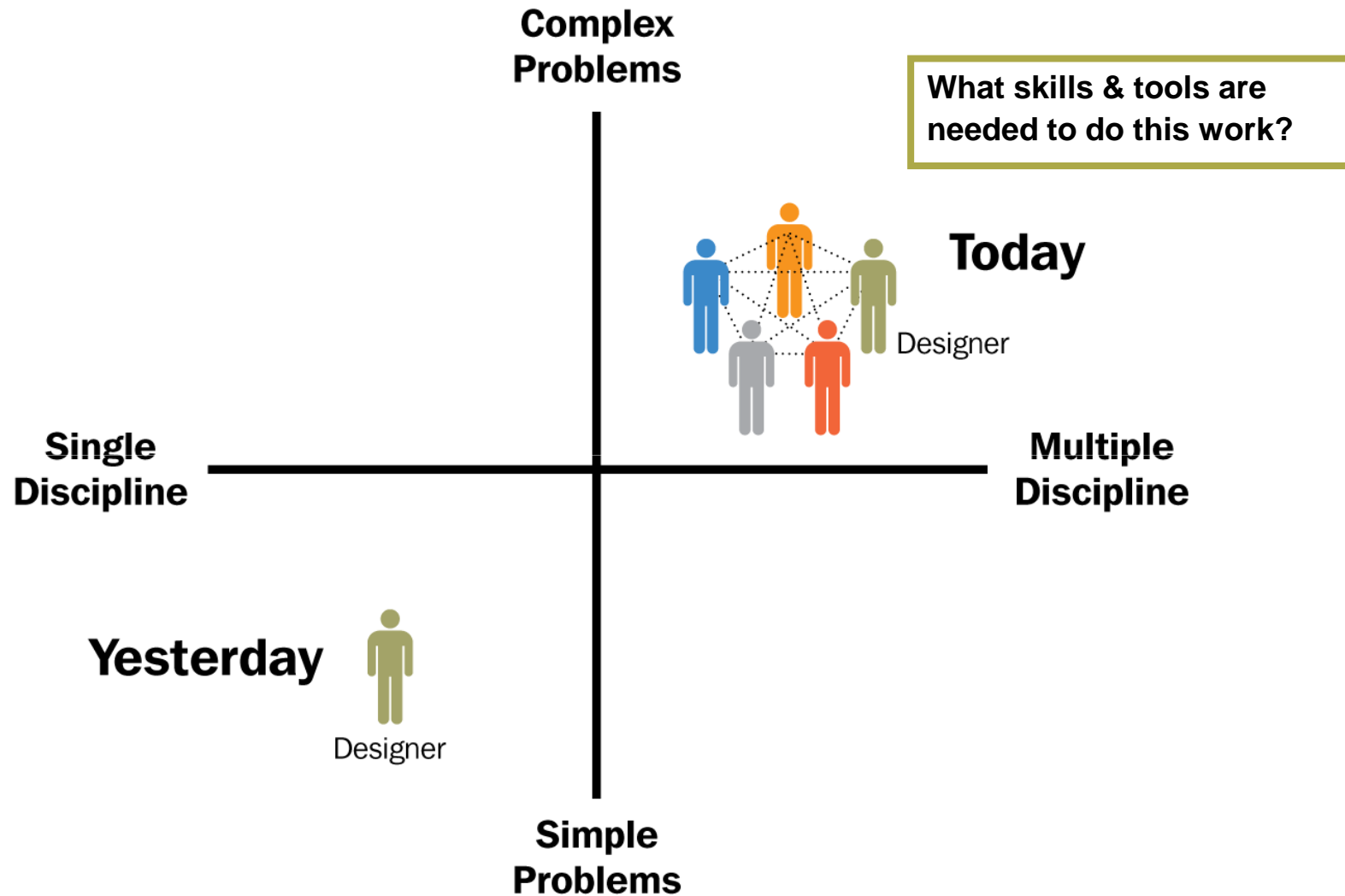
How **big**  
is the change?



**BIG!**

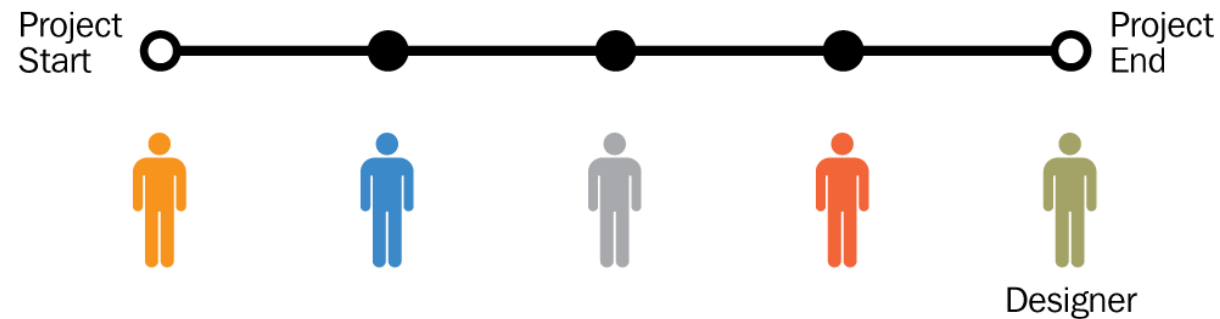
**HUGE**

# What Designers Face is Changing

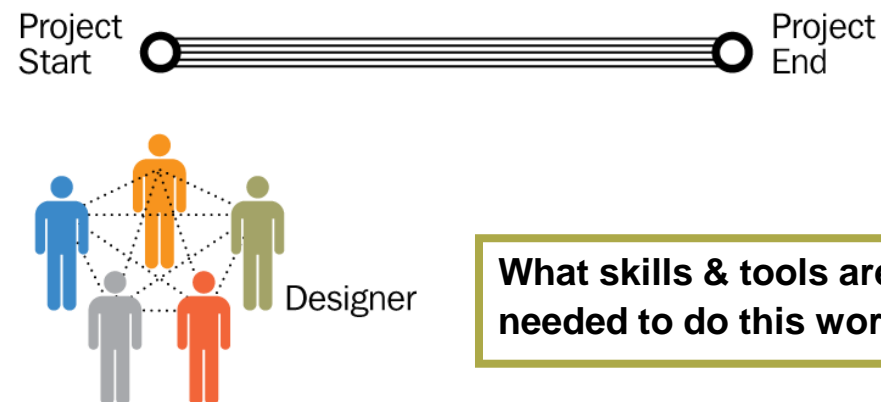


# When Design Begins is Changing

## Yesterday: Old World Sequential Processing



## Today: New World Parallel Processing



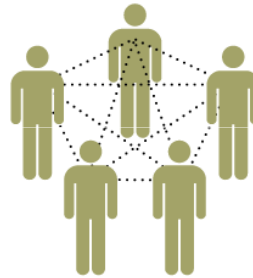
# How Designers Work is Changing

**Today**

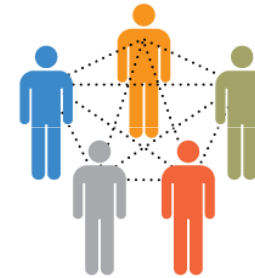
**Yesterday**



**Alone-work**



**Single-discipline  
Teamwork**



**Cross-discipline  
Teamwork**

**What skills & tools are  
needed to do this work?**

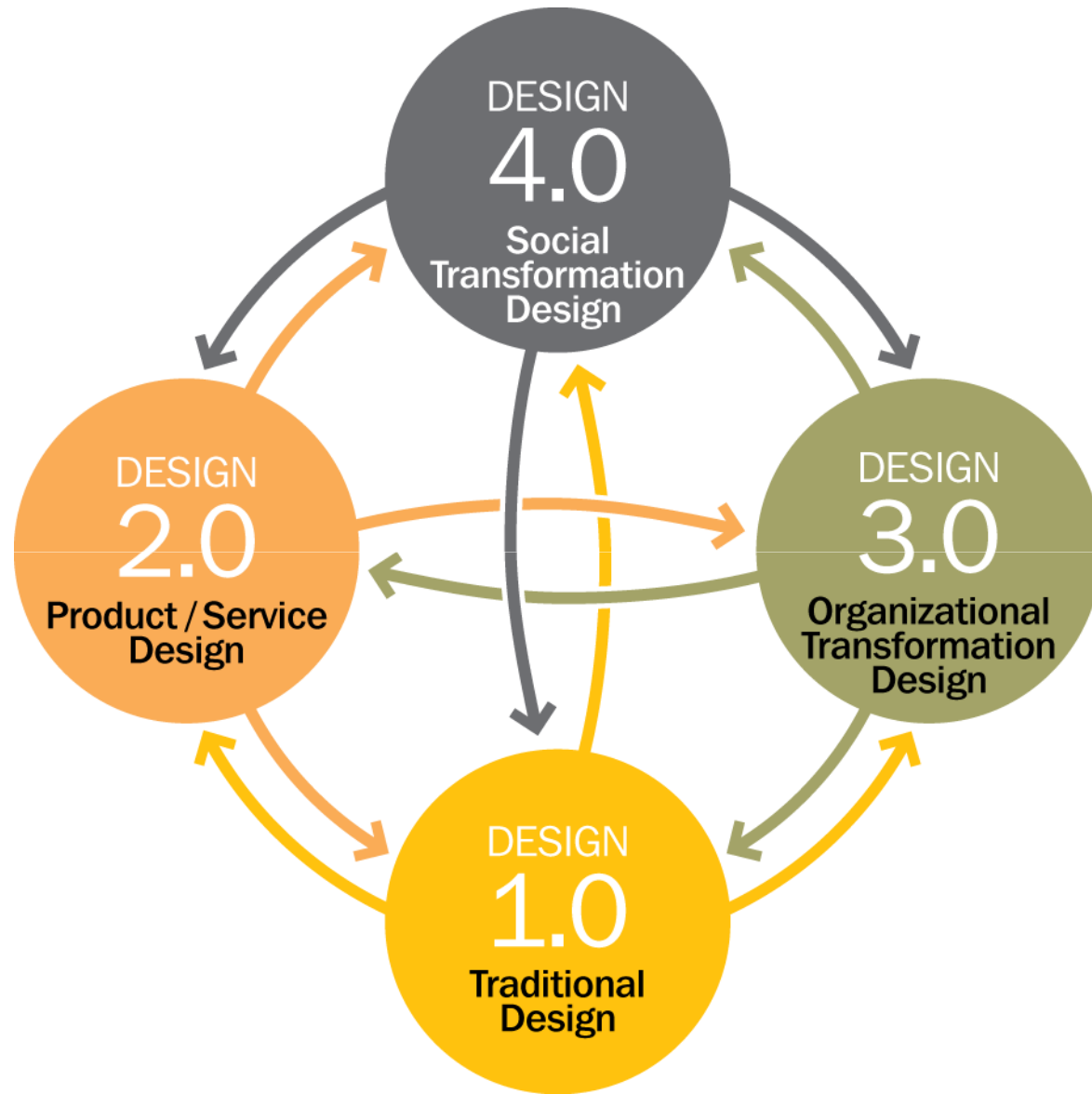
**What does this  
mean?**

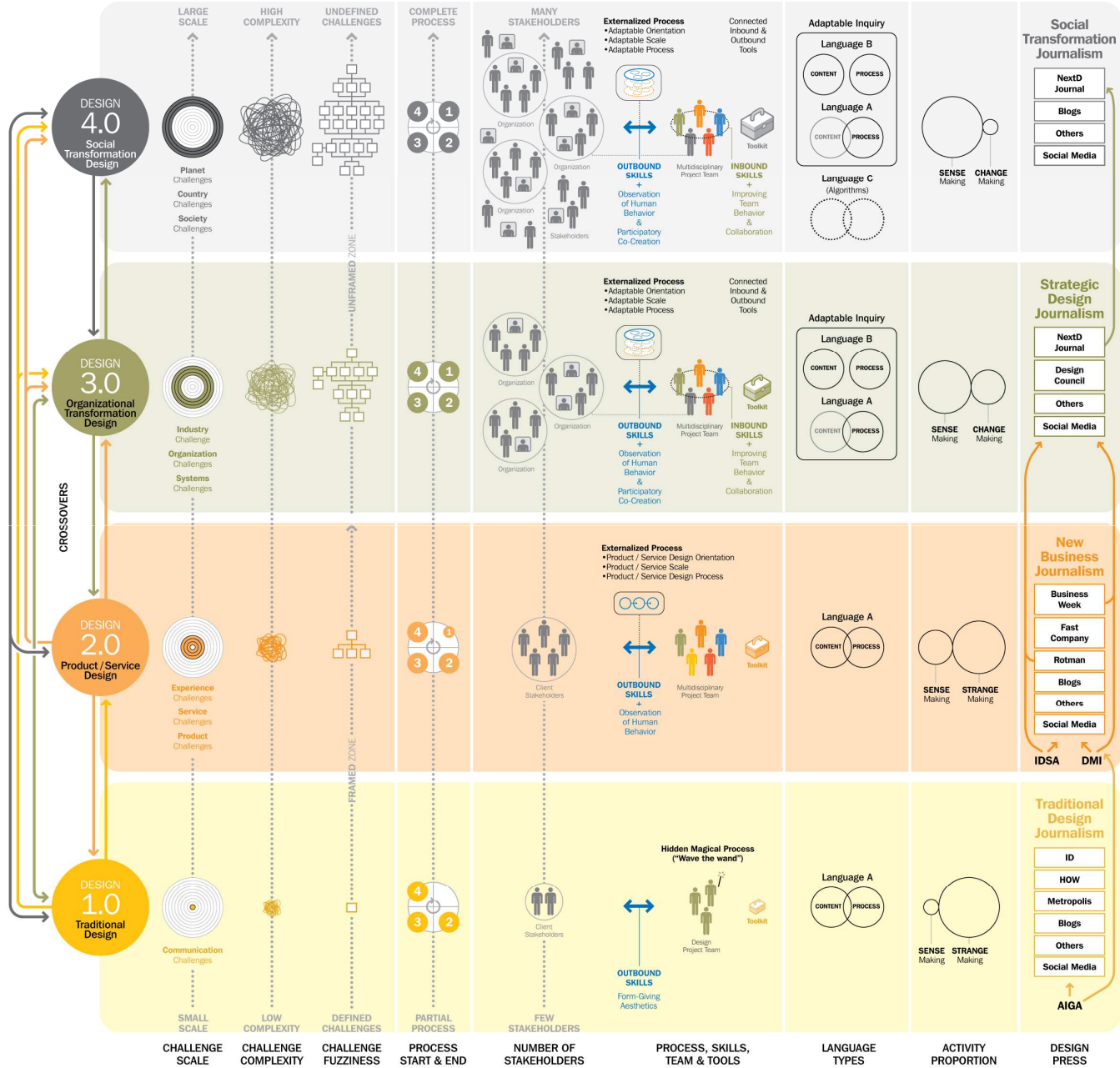
**BIG**

**Question!**

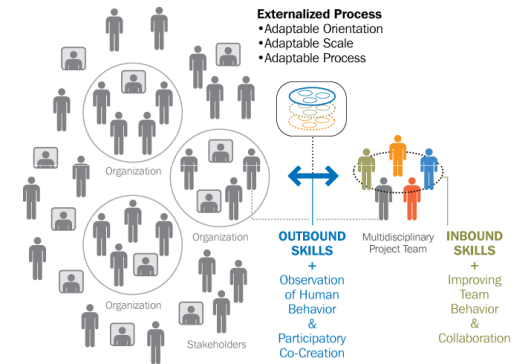
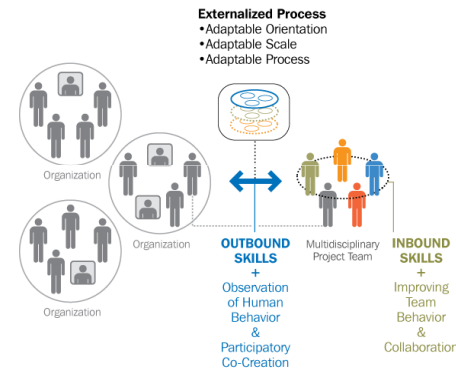
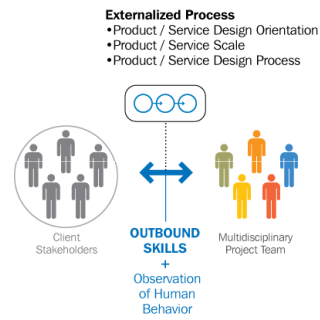
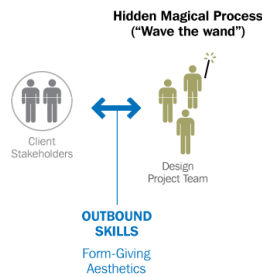
How might we  
equip **designers**  
with the skills to  
lead design in the  
21st century?







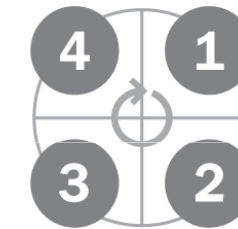
# Stakeholders & Team Shift



FEW  
STAKEHOLDERS ←

→ MANY  
STAKEHOLDERS

# Process Start & End Shift



Jumps off from **briefs**  
(The "Brief" Business)

Jumps off from  
**product and  
service frame**

Jumps off from  
**fuzzy situation**

Jumps off from  
**fuzzy situation**

PARTIAL  
PROCESS  
(downstream)



COMPLETE  
PROCESS  
(upstream)

# Challenge Scale Shift



# Challenge Complexity Shift



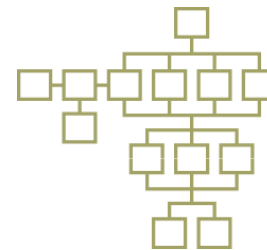
# Challenge Fuzziness Shift



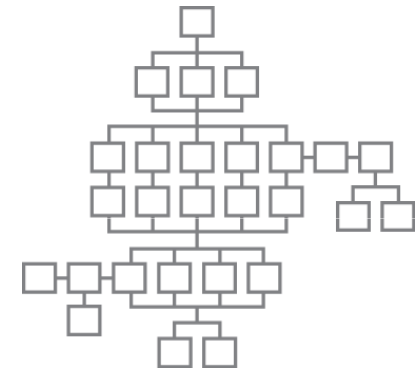
The "Brief"  
Business



Product  
and Service  
Framing



Organizational  
Problem / Opportunity  
Framing



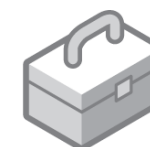
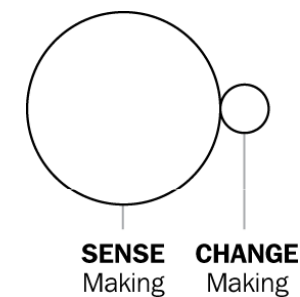
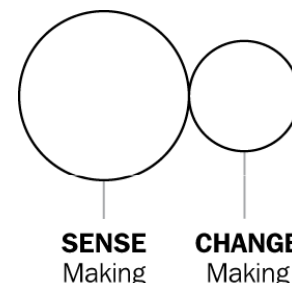
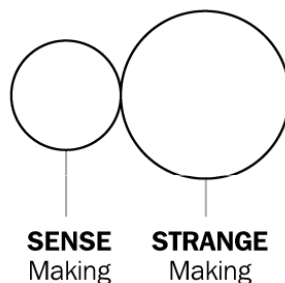
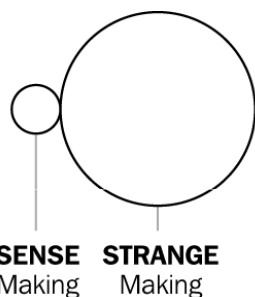
Societal  
Problem / Opportunity  
Framing

DEFINED  
CHALLENGES



UNDEFINED  
CHALLENGES

# Activity & Toolbox Shift



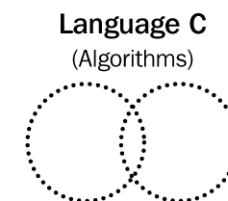
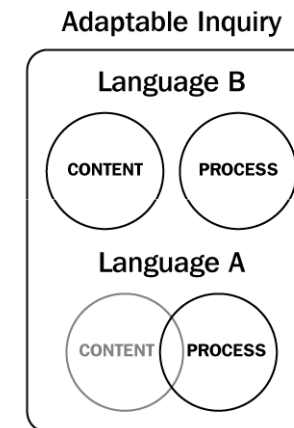
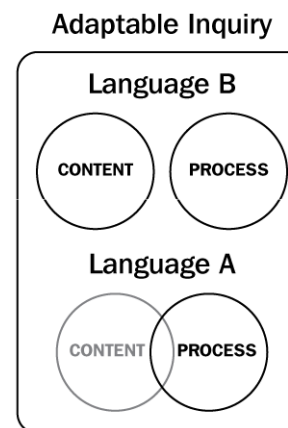
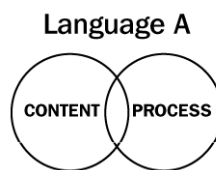
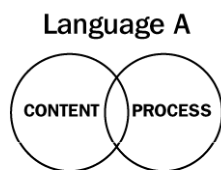
SMALL  
SENSEMAKING



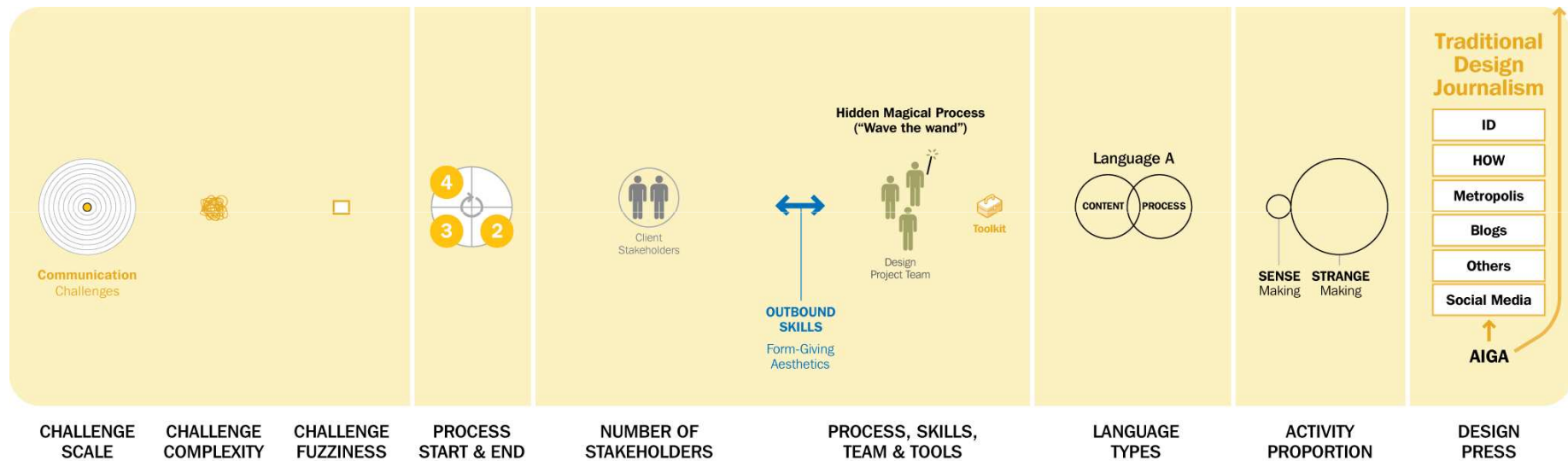
LARGE  
SENSEMAKING



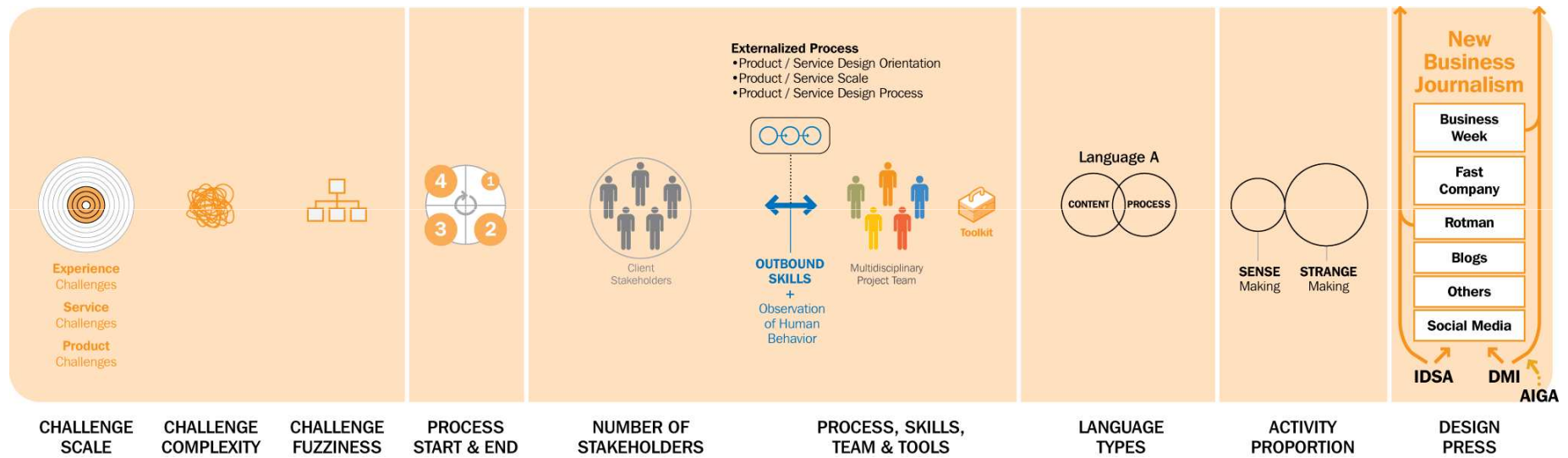
# Language Types Shift



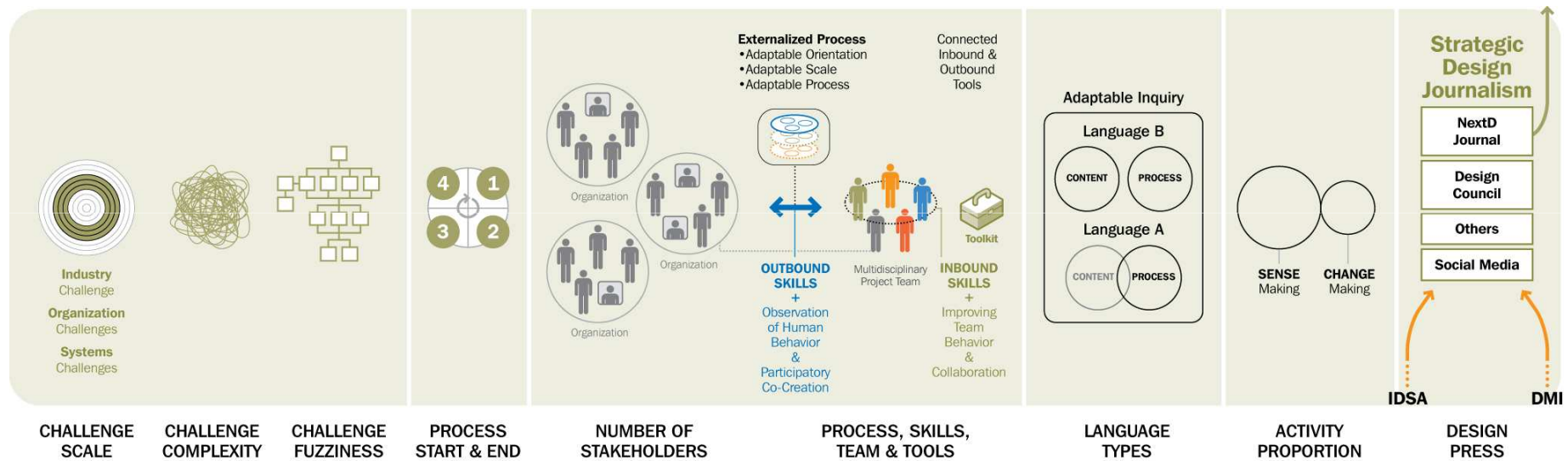
DESIGN  
1.0  
Traditional  
Design



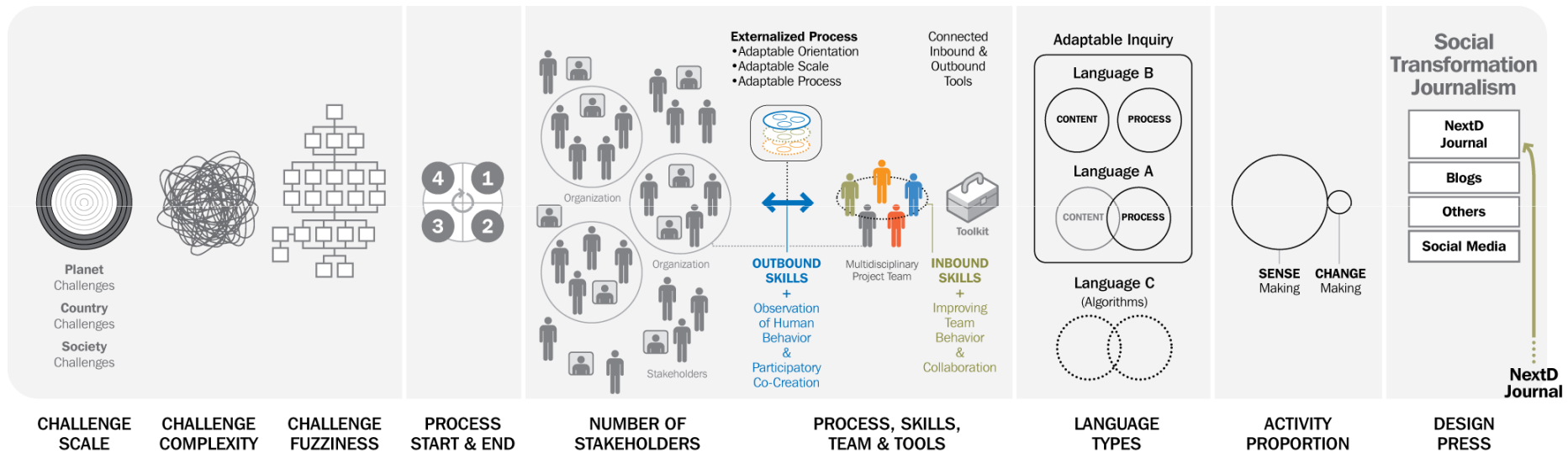
DESIGN  
2.0  
Product / Service  
Design

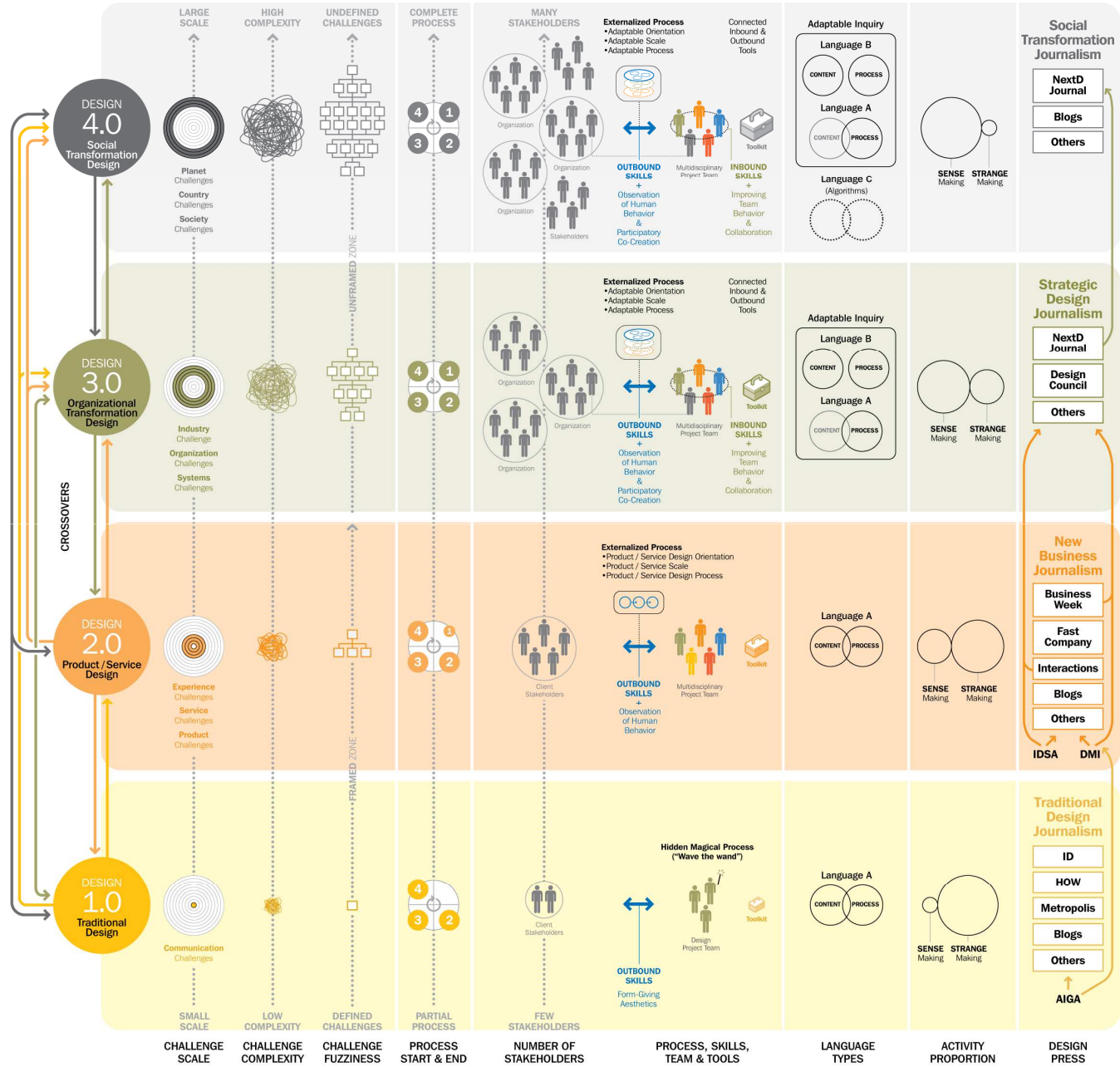


DESIGN  
3.0  
Organizational  
Transformation  
Design



DESIGN  
4.0  
Social  
Transformation  
Design

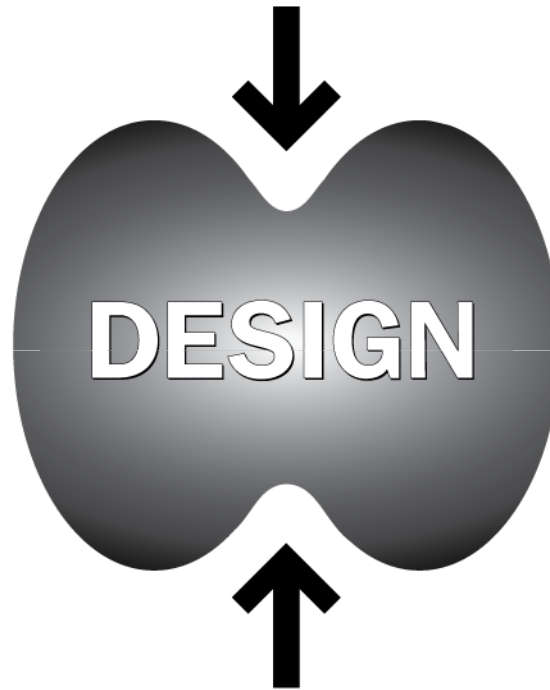




**TOP  
SQUEEZE**

**Strategic  
Leadership**

Focus of  
**NextD** Journal

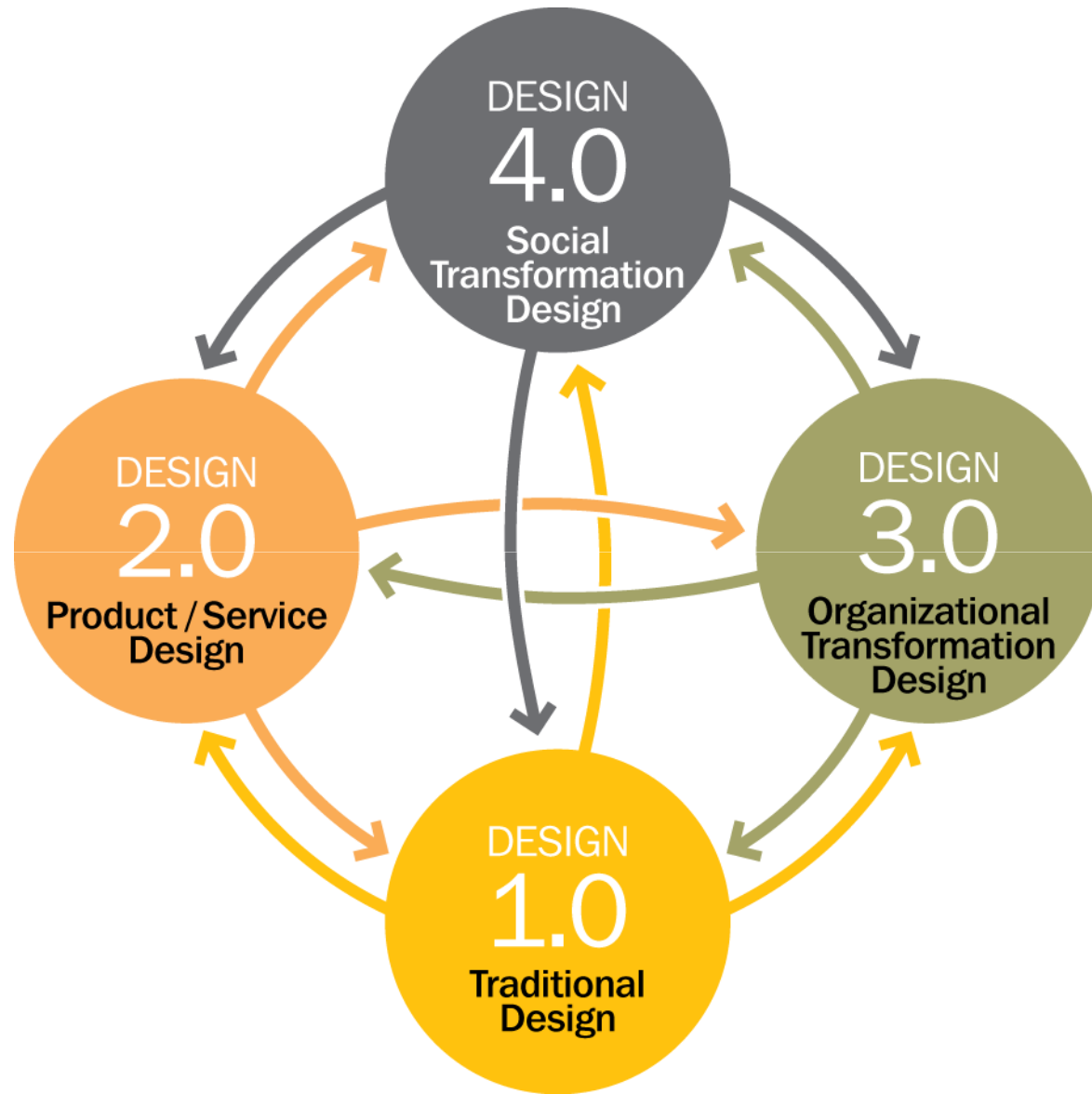


**Tactical  
Implementation**

**BOTTOM  
SQUEEZE**

The synchronization of methods and tools to the **scale** and **complexity** that we now face as humans is a **process** that is underway around the world.





**Who will lead  
design in the  
21st century?**

**Get Ready!**

# NextD

**Design is Changing! Are YOU?**

Join **NextD** on facebook.

[www.nextd.org](http://www.nextd.org)

## Contact

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**SenseMaker Dialogs**  
launched on August 13, 2009.

Find **SenseMaker Dialogs** on facebook  
for information about upcoming events.

**[ end ]**