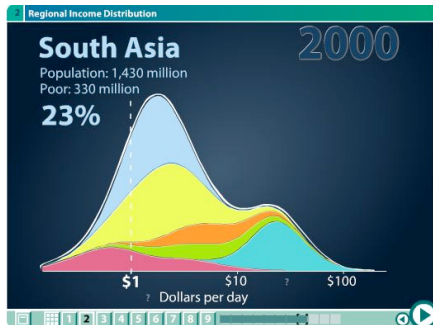


AIRPORT SIGNAL PEOPLE (14.5" x 30", detail shown)



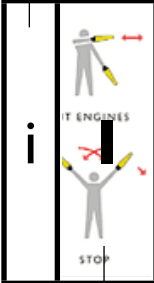



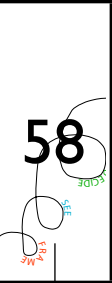




# Work Different

Design for the Rest of Us

Slide Deck

**Tom Guarriello**  
**Jim Biolos**

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How do you

reach

others?

We mean really **reach** them. So that they get your point in a way that has influence.

*Work Different: Design for the Rest of Us* is all about reaching people more effectively. It is *designed* to help you engage others in your ideas, projects, and proposals. **Our goal** is to help you be more successful in the way you develop and deliver your work.

You've probably seen very strong ideas in your organization flutter to the ground--like an orange leaf during fall foliage in the Shenendoahs. Maybe some of those points of view were yours. And, of course, there are those mediocre ideas that somehow get widespread attention and support.

Why is that? Perhaps there is an efficient market for ideas -- where the chaff becomes readily apparent and dropped quickly. We think there's more to it than that.

How people experience your ideas and views can determine their survival. In the course of our work, we've seen how everything from presentations to new products to monthly reports can become more compelling by placing a greater emphasis on integrating visual elements into your communication.

## ***Who does this well? Designers.***



Why does great advertising work?

Why does great architecture change the way we feel about a building?

Why do well-designed products engender deep loyalty?

We think the answer lies in the ability to effectively combine form and function -- visual and practical elements -- to tell a compelling story.



Designers are expert at integrating visual and functional elements to deliver a superior experience for their customers/audience. That's why we felt that in order to help you improve the impact of your work, we would share with you insights into how designers think about creating their work.

Think about your work in that context. How well do you draw on the visual and the functional to deliver your story? For most of us, the answer is "not very well."



Most of us fall short on the visual component of our story-telling. We may drive home our points in words and numbers, but we fail to engage the hearts and emotions of those people whose opinions matter most.

With design thinking, we think you can achieve great results.

# ***Our service: an engaging, practical learning experience***

Most books and articles on how designers work is aimed at the design community itself. Much of the work is highly detailed or highly theoretical.

We looked at the market and saw a need. People who do not have formal design training need to understand that they can apply the principles and processes that design professionals do routinely to improve the quality and impact of their work.

Our service is to translate these ideas into a form and language that “non-designers” could easily digest and learn from.

We try to reference the broader body of work out there should you be interested in learning more about a particular topic.

We have also tried to integrate our experience working with designers and creative businesses to provide our own perspective on the work of the designer...and the practical

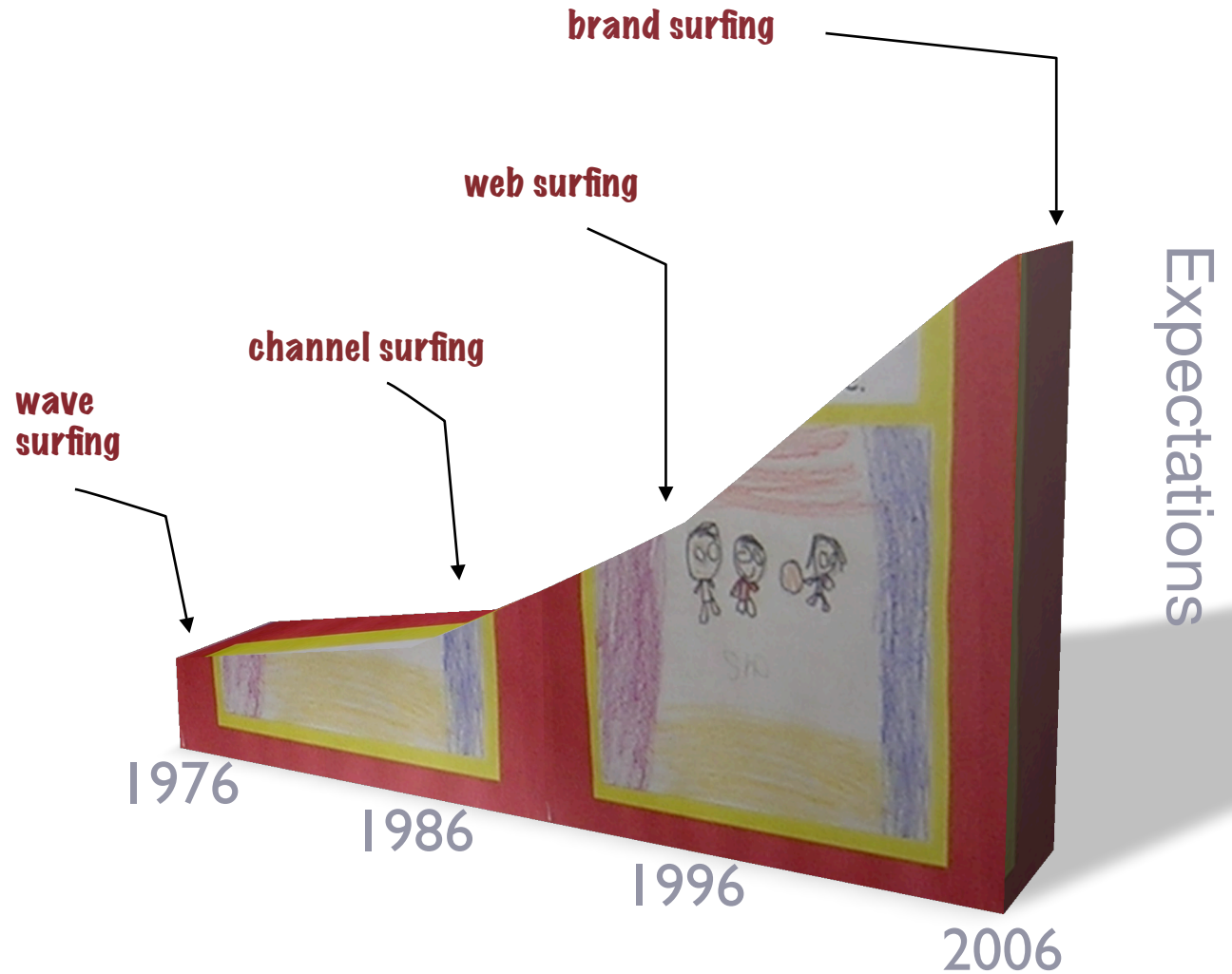
applications to non-designers (e.g. “design thinking for the rest of us”). We hope you find Work Different provocative, practical, and playful!

# We...

...live in the design age,  
with high expectations  
for every product and  
service

...view anything that's not  
compelling as a  
commodity

...apply these rising  
demands and standards  
to **everyone's** work



# Do others find your work...

We surveyed the attitudes and opinions of our employees about the company's health care program

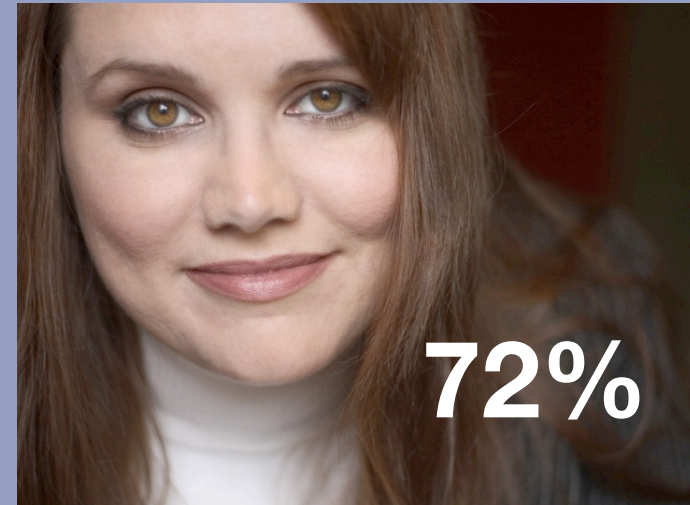
- 72% are very satisfied
- 20% are somewhat satisfied
- 8% are dissatisfied

Survey response rates were 75% and covered all major employee segments.

We surveyed the attitudes and opinions of our employees about the company's health care program




Survey response rates were 75% and covered all major employee segments.



...common?

...cosmetic?

...compelling?

The background of the image is a close-up of two ancient Egyptian statues of pharaohs, carved into a light-colored stone wall. The statues are positioned on either side of the central text. The statue on the left is slightly smaller and has a more youthful appearance, while the one on the right is larger and has a more mature, bearded appearance. Both wear the traditional Egyptian headdress (nemes) and have their eyes closed in a serene expression. The lighting is warm, highlighting the texture of the stone and the details of the carvings.

Your success, now and in the future, will depend on your ability to draw on your innate design capabilities and your commitment to improve your design thinking.

Remember, everything you produce tells a story about ***itself*** and a story about ***you***. Both stories need to be ***compelling***.

And you ***can*** draw on the ways that great designers perceive, think, and act to develop your own design capabilities...***to make your work more compelling.***

This book is a modest guide to help you *understand and incorporate the discipline of great design into your work.*

# Work Different

Design for the Rest of Us

**1st**, we'll *introduce* you to some of the most important aspects of design, the keys to what designers call, “design thinking.”

**2nd**, we'll *take you through a process* that designers use to create everything from logos to SUVs.

**3rd**, we'll *present a case* that demonstrates how people just like you can pull it all together and *work different.*



# Function

That's the core question that great designers ask at the start of any project: "What *function* does this project serve?"

Sounds simple...yet many of us conduct the tasks of our work almost sub-consciously -- without explicitly asking ourselves: "what will make our work product *functional*?"

Think about a corkscrew. If your job is to create a corkscrew, you will want to, first, define its function -- "something that will remove a cork from a bottle."

***"What am I trying to accomplish?"***

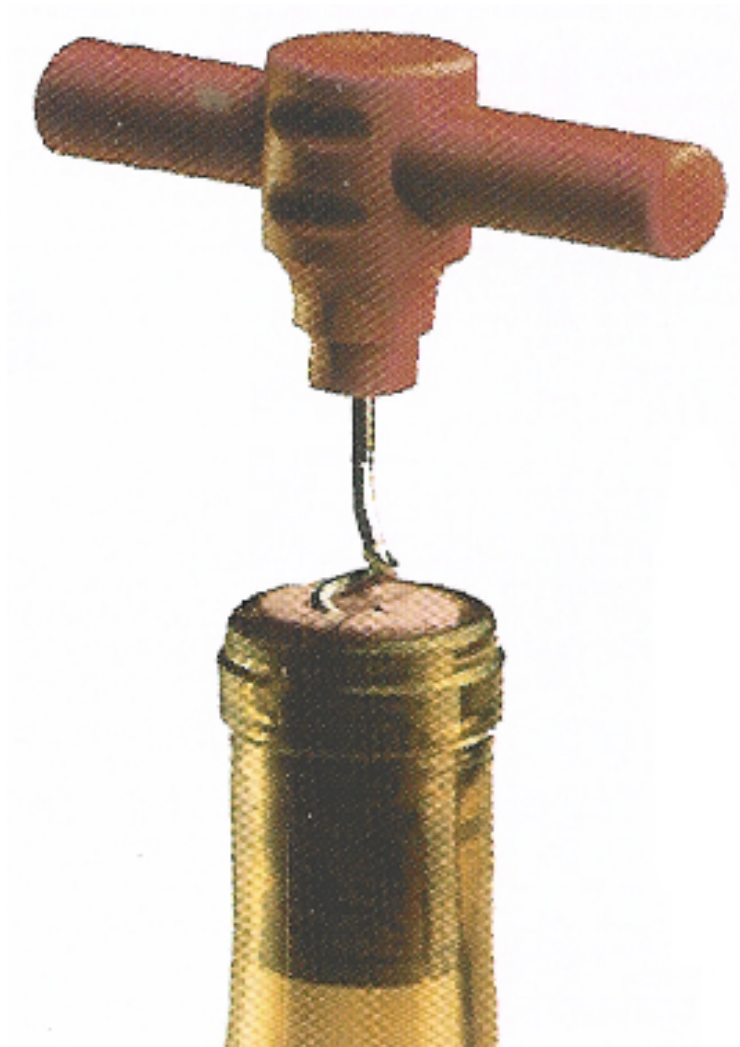
# But function is not enough...

When we conduct our work without carefully considering function, we achieve uninspiring results...

...and in the case of a corkscrew, perhaps a 50% success rate (the other 50% is cork shrapnel floating inside the wine bottle).

But when we ask the question “how will we remove this cork?,” we get into questions of form.

***Great design takes nothing for granted...*** it reconsiders both function *and* form.





Design thinking is a complex skill that can be taught, practiced and mastered by committed people

# Design

We've created a five-point scale to describe different levels of performance, from novice to expert

# Thinking

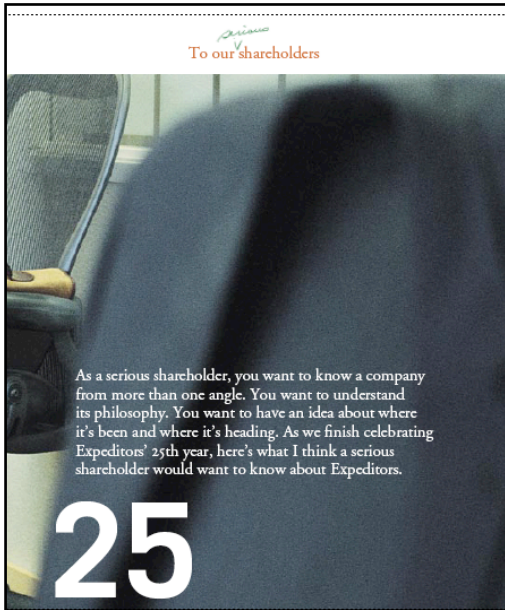
As designers develop, their work becomes more subtle, intuitive and sophisticated, less driven by convention and rules

# Scale

Practice and experience are crucial to developing design expertise



## ~~Boeing~~ Annual Report



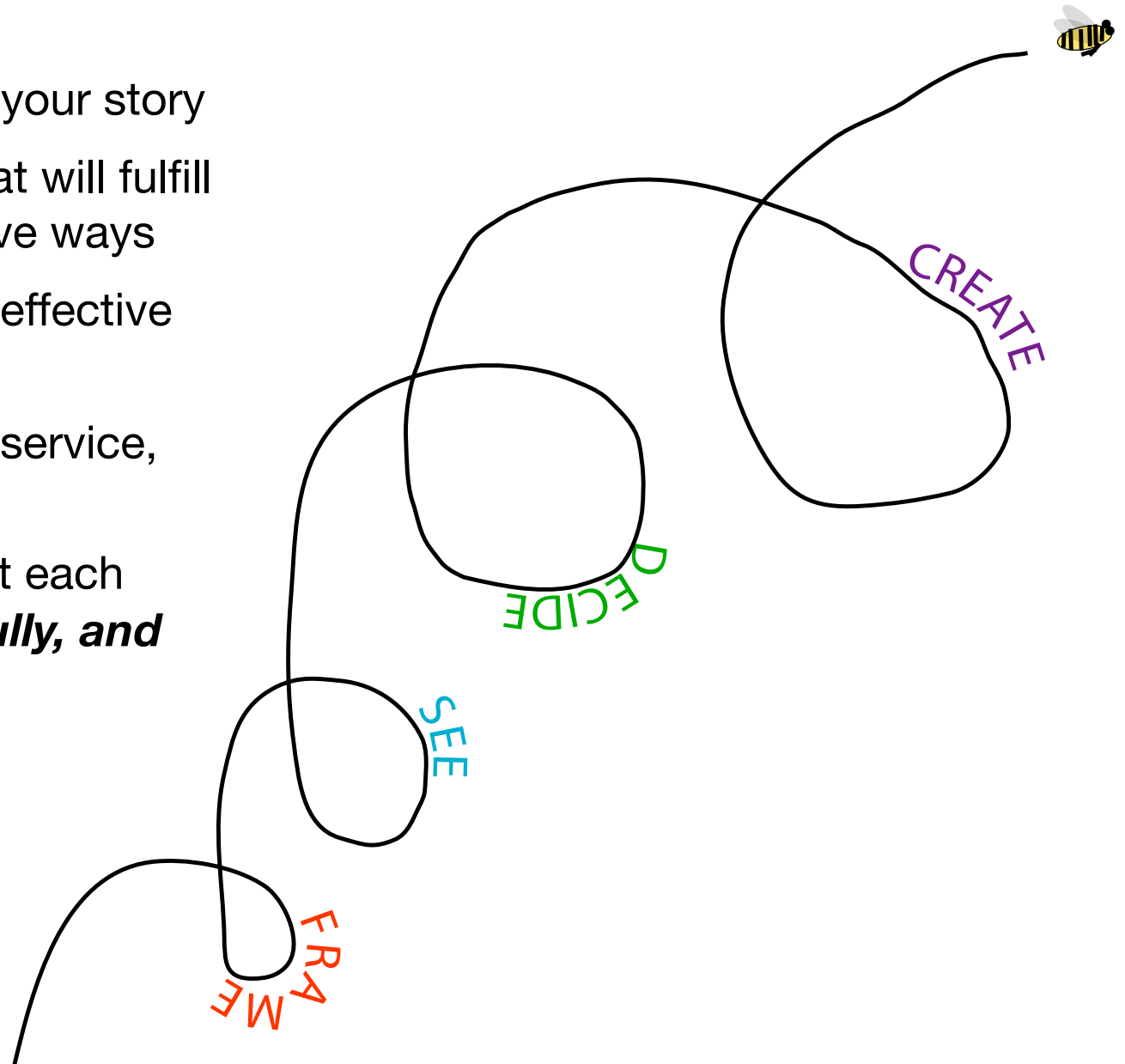
As a serious shareholder, you want to know a company from more than one angle. You want to understand its philosophy. You want to have an idea about where it's been and where it's heading. As we finish celebrating Expeditors' 25th year, here's what I think a serious shareholder would want to know about Expeditors.

# 25

## Expeditors Int'l. Annual Report

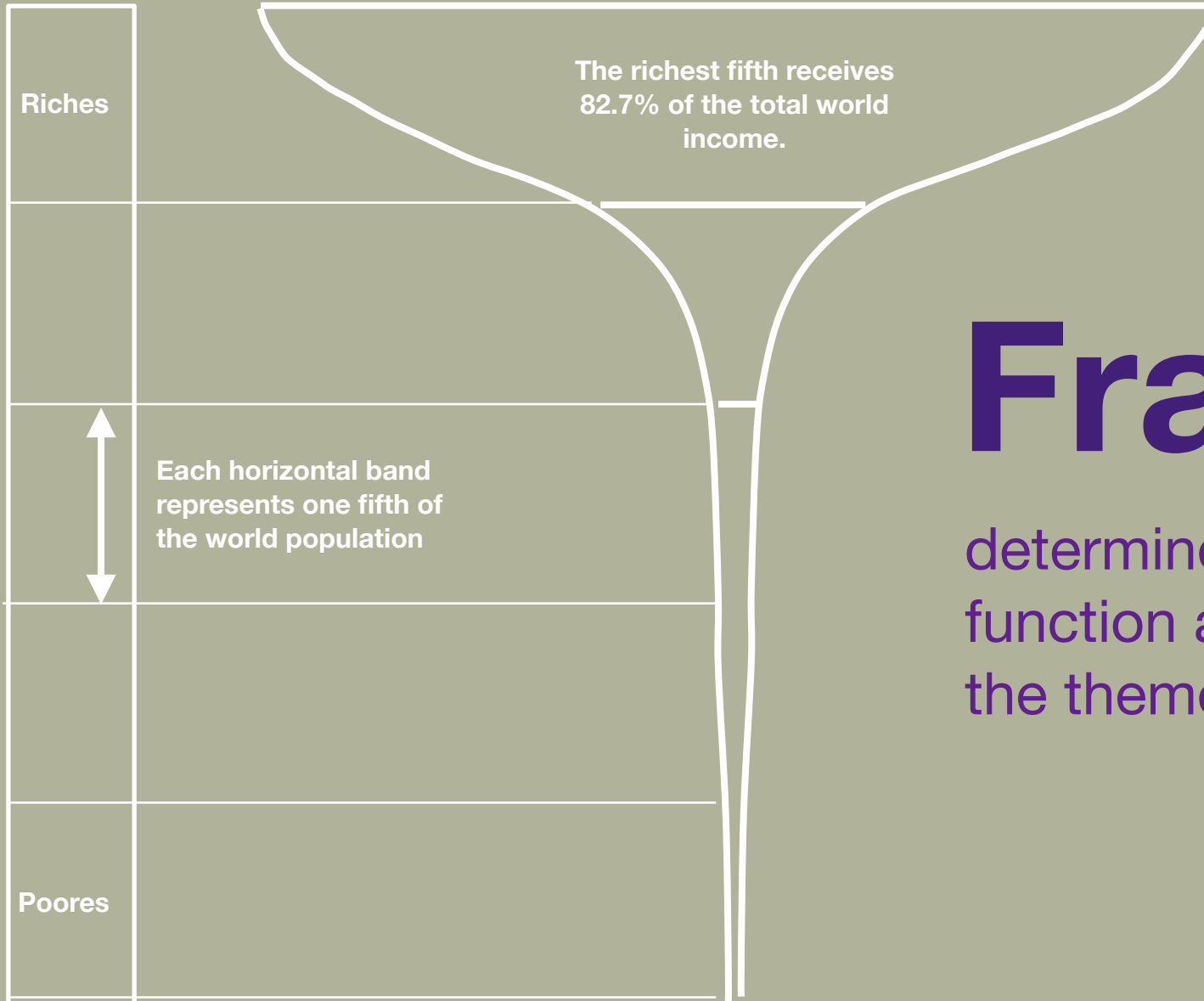
# There is a range of design thinking...

- Great design results from an orderly process
- The four stages are:
  - Frame...**the theme of your story
  - See...**the elements that will fulfill the function in inventive ways
  - Decide...**on the most effective elements
  - Create...**the product, service, experience
- Design thinkers conduct each stage ***iteratively, playfully, and rigorously***



World population by income

Distribution of income



# Frame

determine the project's function and form -- the theme of your story



# See

seek out elements that will fulfill  
the function in inventive ways



# Decide

select the most  
effective elements

# Create

produce the experience



***“This will really help us manage our human capital. Let’s push ahead with it!”***

