

The power of business design to shape sustainable innovations

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Every day, large organizations are working to push complex innovation projects forward. Defining the service suite of a new spinout company to connect with their customer base. Developing a new employee onboarding program to increase retention. Building a center of excellence with a new approach to filling a stubborn gap in healthcare. Every project includes brigades of stakeholders, batches of data, thickets of legality, and somewhere at the end, a real user.

To say these are hard equations to solve is an understatement. Hard, but worthwhile. Whether their innovation goals are large or small, design thinking can give teams a holistic, human-centered perspective. And this perspective gives them an edge.

One of the three essential components of design thinking is viability: can the innovation be sustained? Does it have legs, commercially or organizationally? Unless they're built for viability, even the worthiest innovations can quickly fizzle out.

What do business designers do?

At ThoughtForm, business designers work alongside design strategists and project managers to cultivate value. In particular, they focus on how new ideas can grow strong roots. This can take many forms. It may mean tinkering with a business model to fit customer preferences. It may involve scanning the market landscape to find innovation-shaped white spaces. Or helping to boost a project's organizational capital internally.

ThoughtForm is a strategy + design consultancy.

We help companies build more value into their boldest ideas. Then we make that value visible through compelling design. The result: powerhouse initiatives, energized teams, and seriously game-changing launches. See us at [thoughtform.com](https://www.thoughtform.com)

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Our business designers are MBAs with practical expertise in business analysis who can think creatively about business problems. Like design strategists, they work from a user-centered perspective, but focus on how to strengthen the value exchange between your organization, and its users and stakeholders. With this perspective, we can help ensure that your new initiatives are not only engaging, but also sustainable.

Here are three ways that ThoughtForm's business designers build the viability of projects:

1. **Navigating organizational dynamics.** Most large organizations are incredibly complex. You likely have your own brigades of stakeholders to satisfy, each with their own reporting structures and objectives. Business designers help piece together how stakeholders connect, and what cultural perspectives need to shift to accomplish lasting change.
2. **Connecting the dots.** Business designers can read and articulate a broad set of perspectives: the investor view, the regulatory view, the customer view, the supplier view, and above all, the end user view. Each perspective informs the solution differently. By helping to systematically reconcile and address them, business designers reduce risk and increase value.
3. **Building the case.** No project launches successfully without the belief of leadership, the support of key stakeholders, or the customer's perception of value. At each turn, business designers help define the criteria the project must meet to be a lasting success.

To learn more about how ThoughtForm's business designers can help guide your next initiative to success, shoot us an email at info@thoughtform.com. We'd love to give your innovation a long and successful life.