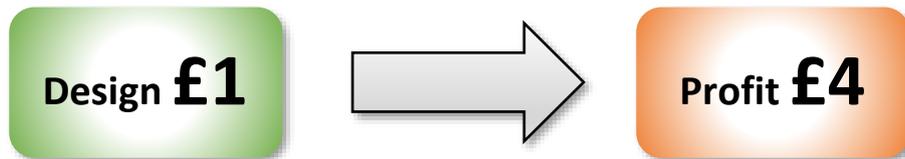


The numbers are simple:



Every £1 spent on design can give you over £20 in increased revenue and £4 in increased profit. And if you want to sell to new markets, that £1 can turn into £5 in increased exports.

Within the next five years, British government predicts that over 50% of all new jobs will come from small businesses. UK businesses spend £33 billion on design every year.

[Source: The Design Council]

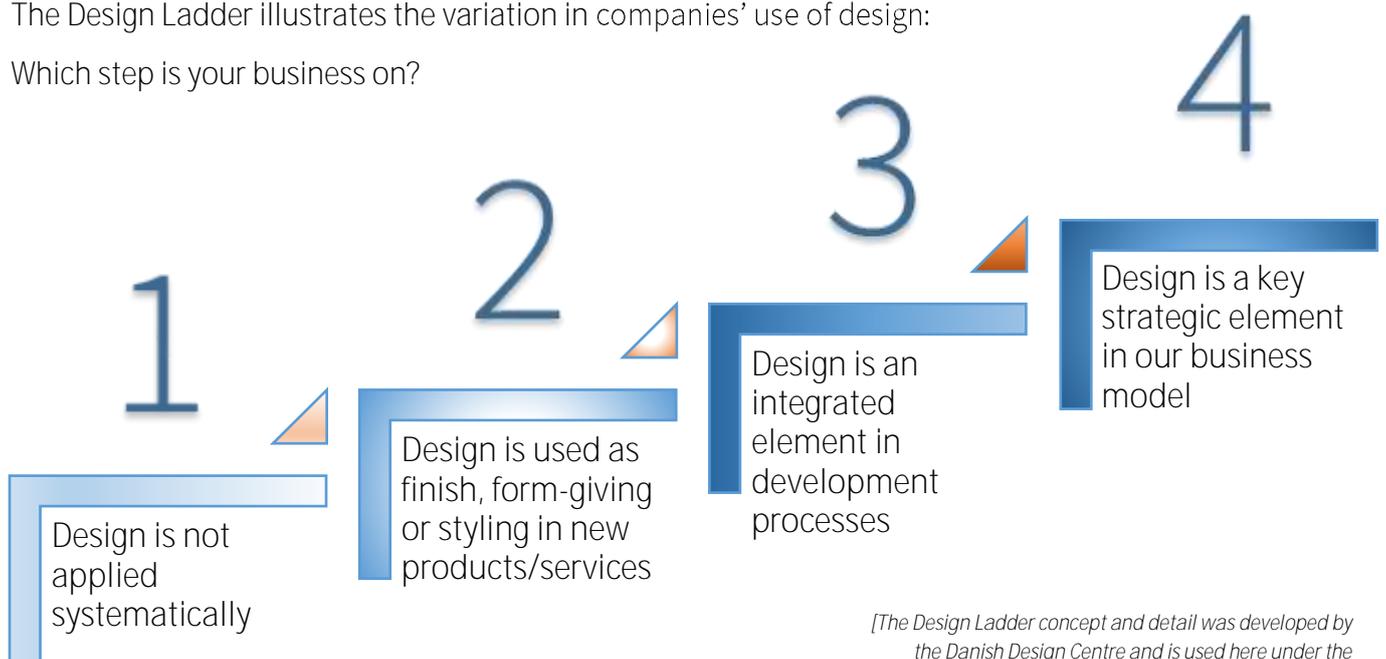
Where is your business when it comes to design?

There is a positive link between higher earnings, placing a greater emphasis on design methods in the early stages of development and giving design a more strategic position in the company's overall business strategy.

Where are you on the Design Ladder?

The Design Ladder illustrates the variation in companies' use of design:

Which step is your business on?



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Read more about the Design Ladder overleaf →

The Design Ladder consists of four steps:

STEP 1: NON-DESIGN

Design is an invisible part of, e.g., product development and the task is not handled by trained designers. The solution is driven by the involved participants' ideas about good function and aesthetic. The users' perspective plays little or no role in the process.

STEP 2: DESIGN AS FORM-GIVING

Design is viewed exclusively as the final form-giving stage, whether in relation to product development or graphic design. Many designers use the term 'styling' about this process. The task may be carried out by professional designers but is typically handled by people with other professional backgrounds.

STEP 3 DESIGN AS PROCESS

Design is not a result but an approach that is integrated at an early stage in the development process. The solution is driven by the problem and the users and requires the involvement of a wide variety of skills and capacities, for example, process technicians, materials technicians, marketing experts and administrative staff.

STEP 4: DESIGN AS STRATEGY

The designer works with the company's owners/management to rethink the business concept completely or in part. Here, the key focus is on the design process in relation to the company's business visions and its desired business areas and future role in the value chain.

Design is good for business

Companies that work systematically with design have higher earnings and bigger exports than companies that do not use design. That is the main conclusion in the survey 'The economic effects of design', which was carried out in 2003.

The economic effects are more pronounced in companies where design is firmly rooted in both internal and external design investments. With regard to the companies' position on the Design Ladder, a higher placement on the Design Ladder is associated with a positive effect on gross earnings and a clear positive effect on exports.

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What should you do next?

If you are at step number 4 on the design ladder – great, design is fully embedded in your business and we can help you develop that process still further.

If you are somewhere between 1 and 3 – or aren't sure where you are – then we can help you clarify and develop the role of design in your business and add real value to your bottom line.

Call us on **01723 336322** or email: ladder@makersmith.works