



Design Driven Innovation – Organizing for Growth

Design is recognized as a key driver for innovation, business development and growth in private as well as public enterprises. Centre for Design, Culture and Management (CDCM) - invite the business community, designers, consultants and researchers to a seminar and workshop on the theme Design Driven Innovation – Organizing for Growth. Different kinds of design driven innovation will be explored for their contribution to organizational growth and managerial implications.

Enterprises, having success in their work with design driven innovation, will share their experiences with the audience. They are examples of why it pays off to strengthen design capabilities of the organization and how this has created new market and growth opportunities of strategic importance to the organization. The cases also show the role of dedicated management and organizational change are hidden factors behind their success.

Internationally esteemed researchers will contribute with international perspectives on the managerial and organizations challenges and opportunities associated with design driven innovation.

In small thematic workshops participants are offered the opportunity to work with themes of high priority to their agenda of driving the agenda of innovation management. The differentiated role of design as a working concept for driving innovation will be in focus.

Program for the day (working language: UK)

- 9.00** Registration and coffee
- 9.30** Introduction to the theme of the day: What is Design Driven Innovation?
Key Note Speaker: Poul Rind Christensen, Centre for Design, Culture and Management
- 10.00** Morning seminar:
- Case 1 / Veksø AS: From Good to Great – A Design Driven Growth Strategy*
Key Note Speaker: René Tristan Lydixsen, Sales & Marketing Director, PhD.
- Case 2 / Seidenfaden Design: Design Based Manufacturing Solutions for the World*
Key Note Speaker: Jonas Sverdrup, M. Sc. Design and Comm. Management, Director and Owner
- When Design Drives Organizational Change
Key Note Speaker: Sabine Junginger, Ass. Professor, PhD, Lancaster University, UK
- Case 3 / Grundfos: Linking Design and Strategy*
Key Note Speaker: Sara Schøler Lass, Manager, Global Discovery & Design Function, Grundfos
- 12.15** Lunch
- 13.15** Workshops - Hands on themes engaging participants will be announced
- 14.45** Coffee Break
- 15.00** Key Note: When Design Drives Innovation in SMEs
Key Note Speaker: Martin Woolley, Professor, Associate dean, School of Arts and Design, Coventry University, UK
- 16.00** Panel Discussion
- 16.30** Wrap up and networking

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Centre for Design, Culture and Management

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