

# Articulating the Value of DESIGN

Stephen Gates, SVP Omni-Channel Product Design, WW Host of The Crazy One Podcast

Once again, Stephen Gates didn't disappoint! There are so many incredible insights in this session. We've shared our top 5. But... don't just take our word for it. Check out Stephen's on-demand session and let us know what really spoke to you.

## Understand Value

Our first step is to understand our value. So many teams struggle to articulate the value of design because they don't understand what that value is. Everything you do is a critical asset. We need to be deliberate in the words we use to define design and our value.

## Creativity Vs Design

We need to define design and the difference between "creativity" and "design". Creativity is problem solving and new ideas. Design is the visual expression of those ideas. Everyone is a creative. But very few are designers. The challenge is that every company sees value in creativity but very few see value in design. But... there's a plan for this!

## Plan & Show Value

You need a plan to make them see your value by building demand for and showing the value of design as a strategic partner. You need 3 things to make this happen.

**1 Design Methodology.** Creates teamwork, empathy for the customer and perspective to find new ideas.

**2 A Single Source of Truth.** A document that aligns everyone on the problems to be solved. This includes a customer journey map and North star concepts)

**3 Shared Mindset.** Create trust, transparency, and honesty in your team.

## Listen, Learn & Grow

We need to learn to constantly tell our story and show everyone our value. Start with design reviews – weekly meetings with teams and leadership to get feedback and ensure alignment across the team by showing work and removing blockers. Then, focus on feedback by creating general feedback guidelines. We need to teach people how to give feedback.

## Customer Centricity

We need to put our customers at the center of everything and invite diverse perspectives to the table.

5 TAKEAWAYS

### WAIT. THERE'S MORE!

Trust is the key to EVERYTHING. Gates lays out the difference between practical trust (earned by being a worker who does the basics) and emotional trust (earned when people trust that you are on their side) High trust teams are high performing teams.

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**“You need a plan for how you will build demand for and show the value of design as a strategic partner.”**

**– Stephen Gates**

