

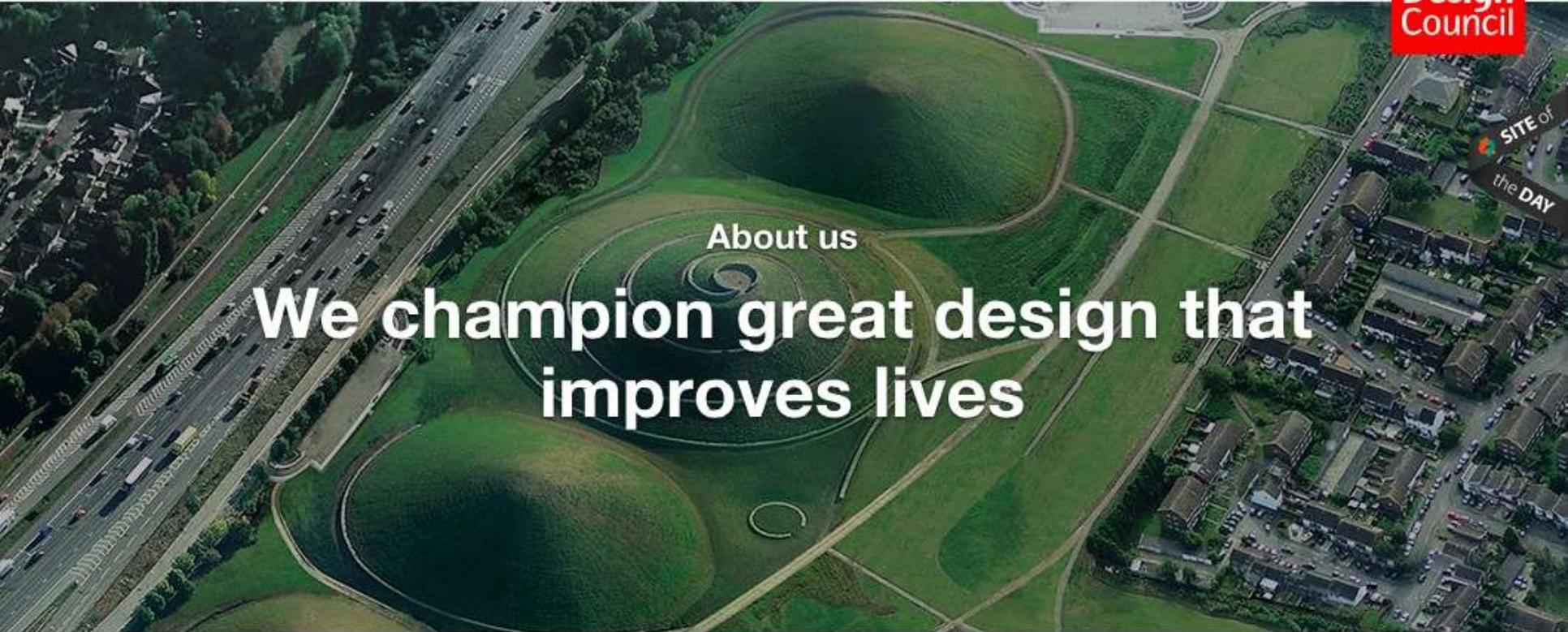
**Andy Cripps**  
Design Council

# A winning edge – the difference is design

Andy Cripps – Design Associate

The difference  
is design.

[www.designcouncil.org.uk/leadership](http://www.designcouncil.org.uk/leadership)



About us

# We champion great design that improves lives

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The Design Council champions great design. For us, that means design that improves lives and makes things better.



# Design Leadership Programme

*Harnessing design to drive growth and improve service efficiency*

We work at a senior level with organisations to help them realise the ambitions of the organisation by identifying practical ways that design can deliver tangible long term results.

# Our evidence shows...



Two thirds of UK businesses believe that design is integral to future economic performance



Over two thirds of rapidly growing businesses have increased investment in design in the past three years



Businesses that see design as integral don't need to compete on price as much as others

# Key research findings

Design can add value by:

> *Driving innovation and opening up uncontested market spaces*

> *Differentiating products and services to attract customers*

> *Strengthening branding, embodying a company's values and improving recognition.*

# Who we work with...

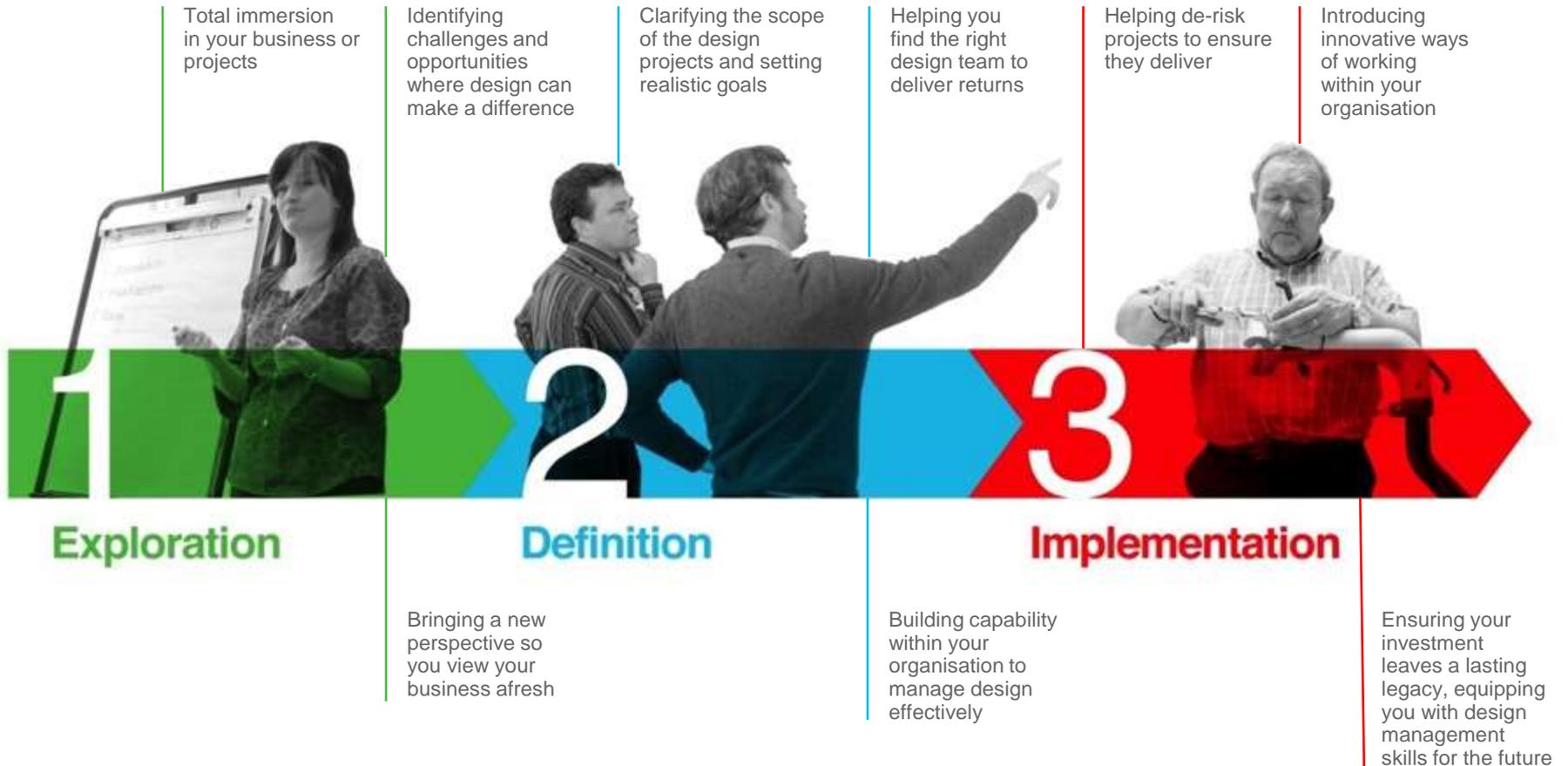


# Design Associate Network



# A clear and proven process

Structured, using strategic design methods



# Impact

Economic evaluation of the impact on the businesses... direct return for every £1 spent on design:



# Feedback



said design was integral or important to their businesses

# How we work...building awareness and capability



“The programme provided insight into a wide range of business issues, embedding within the company a deeper understanding of the value of user-centred design”

David Repper, Managing Director, James Heal



**Thank you**

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