



Latest Episode

The Importance of Using Design to Solve Business Problems with Paul Stonick, SCADpro and Punks & Pinstripes



Insight of The Week

How to use Social to Grow Your Popularity

Too often, design becomes a purely creative exercise, and this is a HUGE missed opportunity - one where the work becomes a "beauty contest" instead of a solution to business problems. When used right, design can be a tremendous asset in helping people think differently, flex different tools in their toolkits and get to unique solutions that would not otherwise come to fruition.

- Often times, the term "design thinking" is overused. When broken down, it is just another way of saying "problem solving."
- It can be difficult at times to get design a seat at the table when discussing business goals and challenges, but it is imperative to make design effective.
- There are several terms that align with how best to set up design for success and folks that become disenchanted in corporate roles to do just that.
- Leadership can happen at any level. This ties into the conversation about the necessary infrastructure of getting design a seat and making it mean something in organizations.



FRp Spotlight

Paul Stonick, Vice President of SCADpro and founding cohort member of Punks & Pinstripes

“Generally, your first idea is the worst.”



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