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# **The Design of Business**

## **Designthinkers 2003**

**October 3, 2003**

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**MYSTERY**



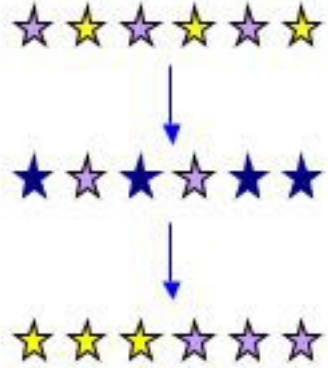
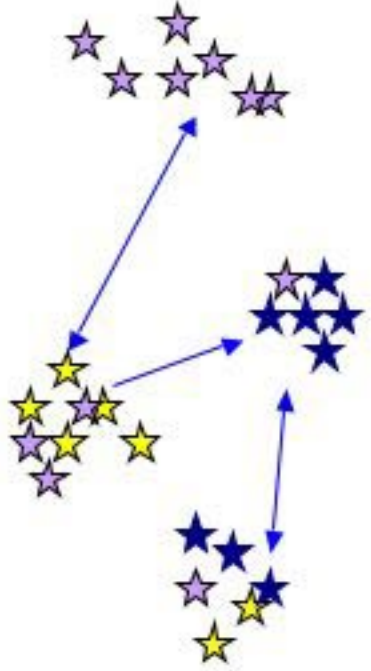
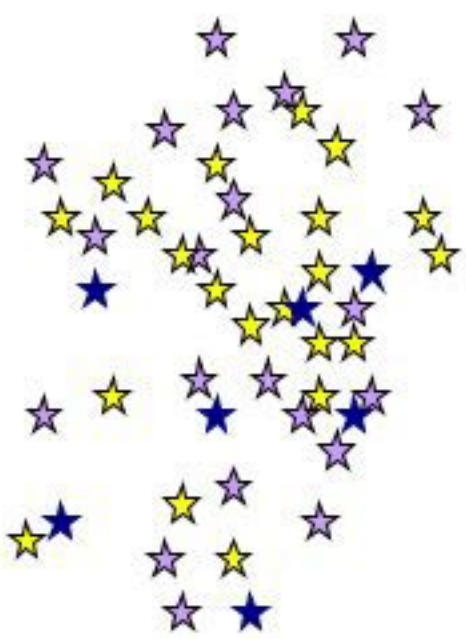
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**ALGORITHM**

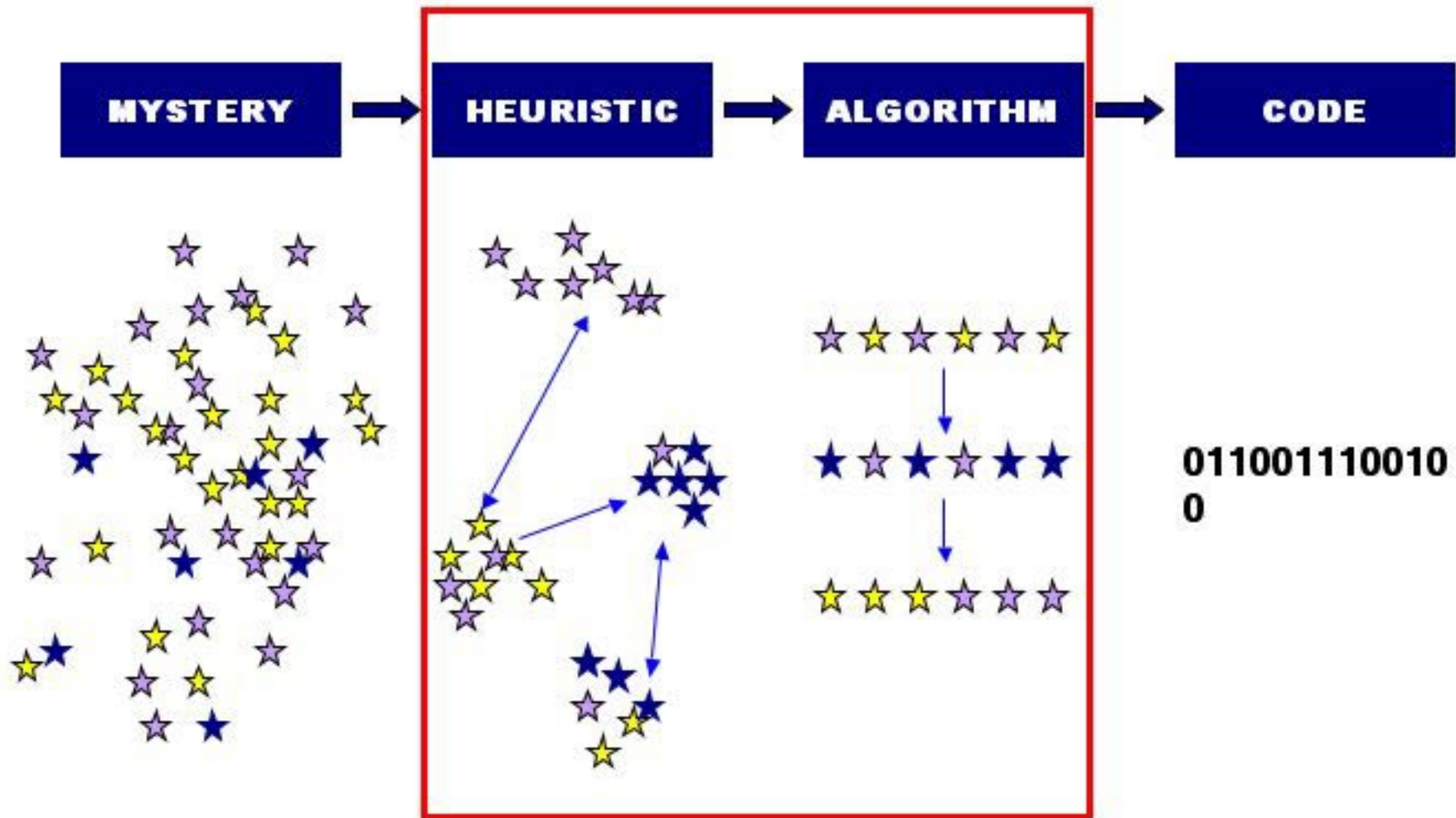


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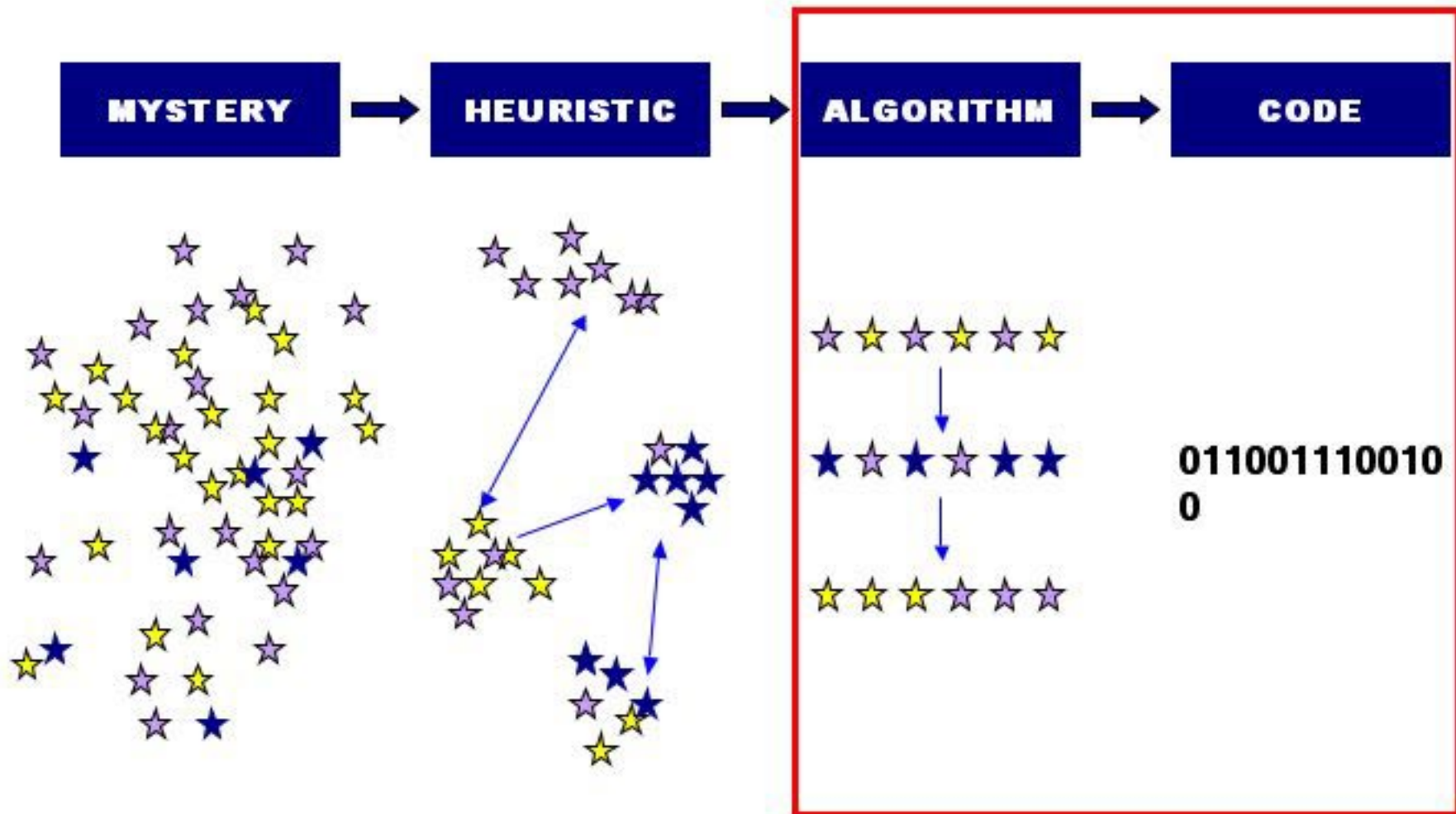


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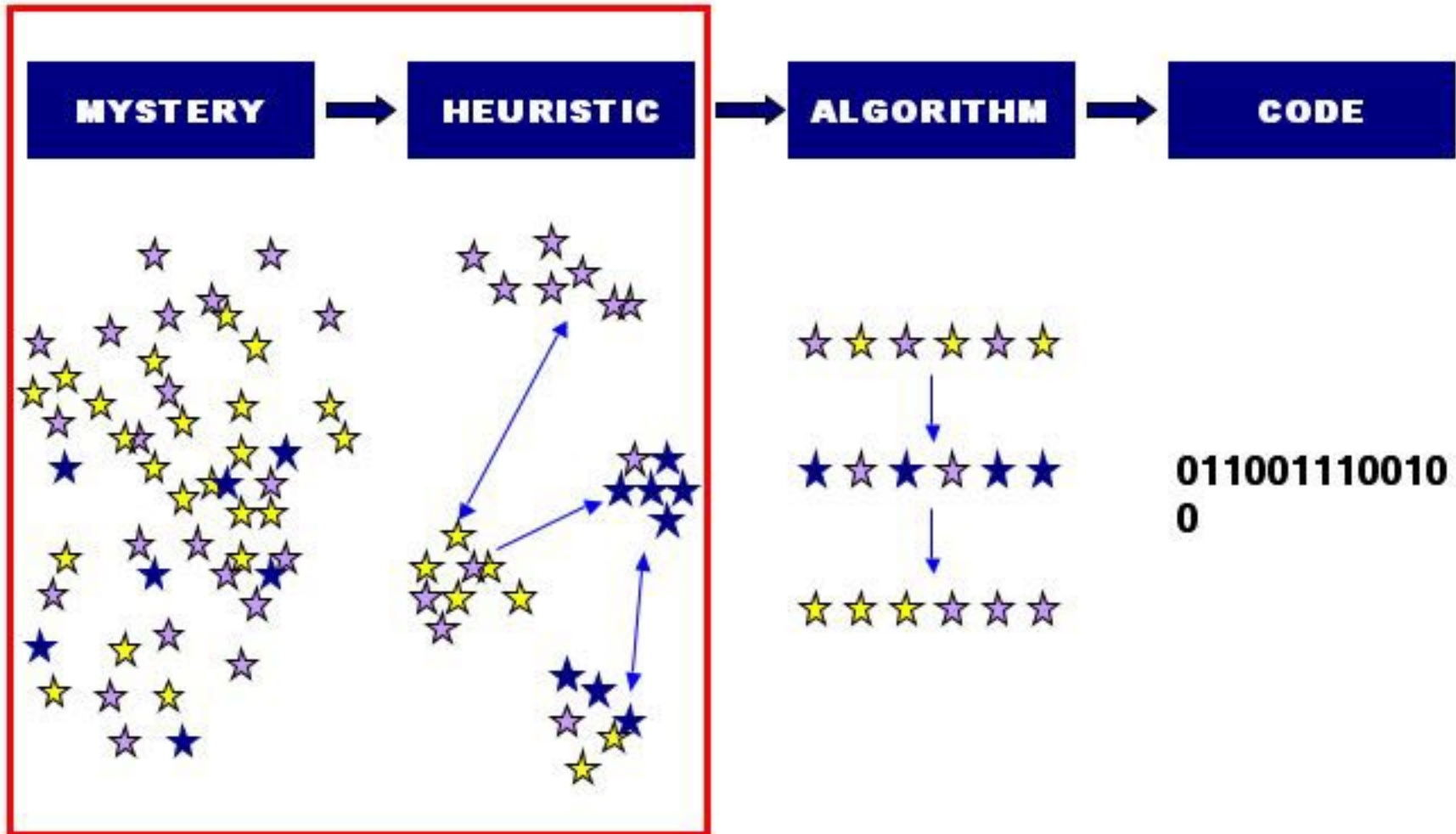
# The Focus of 20<sup>th</sup> Century Business Value Creation



# The Focus of Late 20<sup>th</sup> Century Business Value Creation

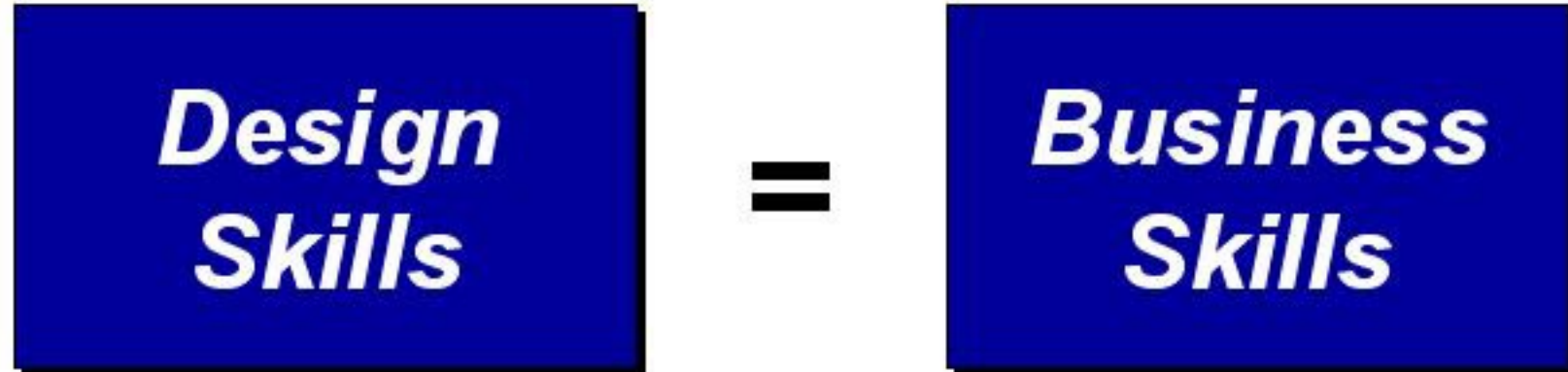


# New Focus for Business Value Creation in the 21<sup>st</sup> Century



## What are the Implications?

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<i>Feature</i>	<i>From "Traditional Firm"...</i>	<i>... To "Design Shop"</i>
<b>Flow of Work Life</b>	Ongoing tasks Permanent assignments	Projects Defined term
<b>Source of Status</b>	Managing big budgets and large staffs	Solving "wicked problems"
<b>Style of Work</b>	Defined roles Wait until it is "right"	Collaborative Iterative
<b>Mode of Thinking</b>	Deductive Inductive	Deductive Inductive Abductive
<b>Dominant Attitude</b>	We can only do what we have budget to do Constraints are the enemy	Nothing can't be done Constraints increase the challenge and excitement

## What are the Implications?

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