

Thursday 5th November 2020 @ 9am

A great product isn't just a collection of features. It's how it all works together



When we hear the words “Design Strategy” we might think that this doesn’t apply to us. But the world’s leading businesses across all sectors are using this simple approach to driving innovation, revenue enhancement, customer retention and market growth. Whether you are a small business or a large business, Design Strategy is something that should be an essential part of your company’s thinking.

Design Strategy is the evolved use of design thinking approaches across all business actions to achieve company goals and competitive advantage

This Masterclass is an essential element of bringing Design Strategy into your business and unlocking the potential of your products and services in a rapidly changing global market

Masterclass Agenda

1. What is Design Strategy and Execution?
2. The techniques and approaches to YOUR business
3. What are the expected outcomes of Design Strategy?

Egg Post Production is one of Ireland’s leading Post Production studios. Situated in the heart of Dublin. Egg commissioned C4D to work with it on Operational and Organisational Design Strategy. The programme covered all organisational areas from product design, proposition and market segmentation to finance, marketing and organisational governance. As a result of this work, Egg has experienced a significant increase in net revenue, a new pipeline of opportunities in new and developing markets and a streamlined operational support structure.

“The Centre for Design led a strategic design review of our company which resulted in significant changes to allow us to meet our personal and business objectives. I was truly enlightened to what we were missing every day and now we have a journey mapped that has made us think differently”



Dr. Declan Bogan
Senior Associate and Design Strategist



Damian Young
Design Strategist and Entrepreneur