"What business needs now is design. What design needs now is making it about business."

Beth Comstock, SVP GE & Co-chair, DMI Conference 2011

The Design Management Institute (DMI) is an international membership organization that connects design to business, to culture, to customers—and to the changing world. Founded in 1975, DMI brings together educators, researchers, designers, and leaders from every design discipline, every industry, and every corner of the planet to facilitate transformational organizational change and design driven innovation. DMI focuses its mission in three areas: design valuation, education, and connection.
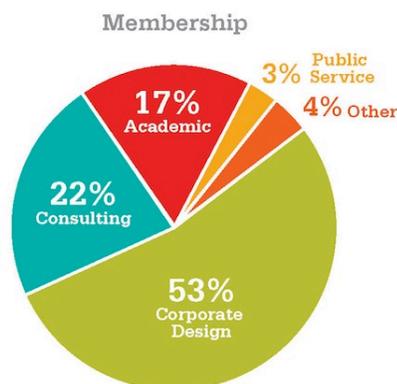

27,000+
Community

40+
Countries

260+
CEOs

1540+
Presidents, Partners, Principles

3960+
Vice Presidents, Directors

Membership

17% Academic
22% Consulting
53% Corporate Design
3% Public Service
4% Other

DMI is the largest community of design and innovation leaders across industries and across the globe. Members have connection to peers, academics and industry thought leaders in every aspect of design, design thinking, design management and design education. In addition, members gain exclusive access to the world's largest and foremost body of design management & business content, with hundreds of articles, updated conference video, and case studies. DMI is a public advocate for the economic, social and cultural importance of design. Join us.

The Value of Design

Much has been written lately about the strategic value that design can add to organizations of any scale and type; and research continues in the quest to quantify the value of design.

But What is Design? And Design Management?

Simply put, design is a method of problem solving. Whether strategic, tactical, or process oriented; it can be expressed through design management strategic engagement or through tactical design methods such as: user experience mapping, user information architecture diagrams, a product design, a blueprint, a brochure, the signage system at an airport, a chair, or a better way to streamline production on the factory floor –design helps solve a problem.

Measuring the Value of Design

The value of design is difficult to define. Design is not easy to isolate in an organization, and the design function operates differently by industry. That makes benchmarking to standardized measurement metrics difficult. Instead, DMI chose to look at the value of design-focused organizations as an aggregate. In 2013, DMI and Motiv Strategies collaborated to develop a market index that could be used to track how design-focused companies perform relative to the S&P 500 over time. 15 publicly traded US companies initially made the criteria for inclusion. The results supported a growing body of findings that good design drives shareholder value. Each year DMI and Motiv Strategies publish updates and changes in the quarterly DMI member publication called the dmi:Review.

Next Steps

DMI then undertook a series of studies, research programs, and symposia surveys to develop a system of tools and frameworks called The Design Value System (DVS) used to:
- Communicate the value of investment in design
- Assess the maturity of a design organization
- Benchmark the areas in which design adds value

The Design Value System has three components: The Design Value Index, The Design Maturity Matrix and the Design Value Map.

The Design Value Index
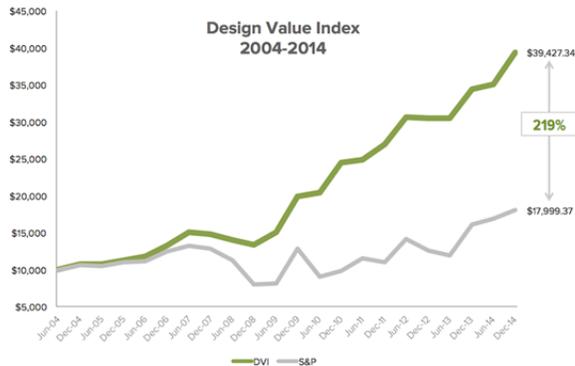
DMI and Motiv Strategies, funded by Microsoft, began analyzing the performance of US companies committed to design as an integral part of their business strategy. Completed in 2013 the dmi:Design Value Index tracked the value of 15 publicly held companies that met specific design management criteria, and monitored the impact of their investments in design on stock value over a ten-year period, relative to the overall S&P Index.

2014 results show that over the last 10 years design-led companies have maintained significant stock market advantage, outperforming the S&P by an extraordinary 219%.

The Design Maturity Matrix
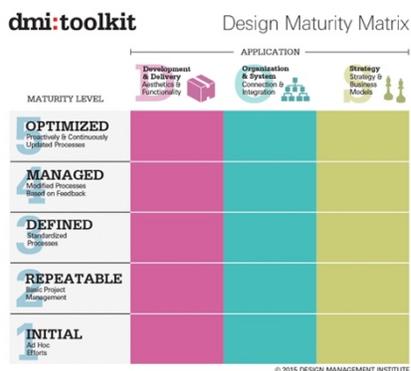
The dmi:Design Maturity Matrix provides a simple mapping tool to measure the maturity of design in any organization. It can be used as a diagnostic and communications tool to:

- Understand the process maturity of the design organization
- Create a common language for strategic discussions with cross functional peers
- Align investments in design with business strategy.

The Design Value Map

Based on the American Productivity and Quality Council (APQC) model used extensively in business and engineering, the Design Value Map pinpoints the functional areas in which design adds value across four parameters:

- Revenue
- Customer Experience
- Organizational Learning
- Process

Used in tandem or separately, the dmi: Design Value System provides valuable tools to communicate the value of investing in design, assessing the maturity of the design function in an organization, and benchmarking the functional areas in which design adds value.

Find more at dmi.org/value