

Designing With A Purpose: Strategy's Role in the Creative Process

RGD Creative Business Summit 2010 | David Berman, R.G.D.

*“How will we
all know when
we’ve succeeded?”*

Rapid Strategic Development fits in a sustainable process:

- 1 Process Orientation
- 2 **Strategy** ←
- 3 Technical discovery
- 4 Content outline
- 5 Information architecture
- 6 Estimating (and project planning) **STAGE I**
- 7 Graphic design
- 8 Production/reproduction (and maintenance) **STAGE II**
- 9 Evaluation ○

Ten essential ingredients every strategy needs:

- 1 Goals and objectives
- 2 Audiences and their awareness levels
- 3 Competition and allies
- 4 Current environment
- 5 Key messages
- 6 Mandatories
- 7 Development team (expertise)
- 8 Budget (resources: hours, money, systems)
- 9 Schedule
- 10 Recommendations (for actions)

**Learn more (such as how to be a strategist),
at our upcoming full-day RGD workshops in Toronto and Ottawa!**

Schedule and resources:
www.davidberman.com/seminars/strategysuccess.php

Don't just do good strategy, do good.



HELP US IMPROVE

Please take 5 minutes to tell us what you thought:

davidberman.com/evaluation

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To get more, e-mail David at: berman@davidberman.com
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David Berman FGDC, R.G.D.

Expert Speaker on Design, Ethics, Social Responsibility

David Berman has been described as the "David Suzuki of design".

He helps create events where local and international audiences align their professional and personal values, equips them with strategic skills, and challenges them to apply their professional strengths to help create a more sustainable and just world.



IN DETAIL

David's 25 years of experience and technique have helped hundreds of organizations get great things done.

The combination of his inspiration and techniques motivate people to create unique and ecologically-responsible strategy, events, branding, design, ethics, and communications solutions.

His career as an expert speaker, facilitator, communications strategist, judge, and graphic and environmental designer has involved him in developing dozens of events in over 18 countries: Bahrain, Brazil, Canada, China, Colombia, Cuba, Czech Republic, Denmark, Hong Kong, Hungary, Jordan, Korea, Kuwait, Lebanon, Norway, Qatar, Slovenia, UK, and USA.

His clients include IBM, International Space Station, World Bank, Norwegian Design Council, the Aga Khan Foundation, Environment Canada, Health Canada, Parks Canada, Statistics Canada, and Treasury Board.

In 1999, the Society of Graphic Designers of Canada named him a Fellow for his eco-friendly Code of Ethics. David was elected V.P. Ethics of the Society in 2000, and since has served as Ethics Chair. In 2005, he became a Vice-President of Icograda, the World body for graphic design, which organizes global conferences.

His opinions have been featured on CBC, in Financial Post and Marketing.

David is a National Professional Member of CAPS and the International Federation for Professional Speakers.

WHAT HE OFFERS YOU

David provides you the power to be better: fresh and easy techniques to get the most important things done well, in alignment with your mission and values.

HOW DAVID PRESENTS

Stylish by nature and profession, this infectiously enthusiastic personality will equip you with knowledge you'll cherish, and the desire to implement it.

WANT TO KNOW MORE?

Give us a call or send us an e-mail to find out exactly what David can bring to your event.

HOW TO BOOK DAVID

Simply phone, fax, or e-mail us. See below for details.

TOPICS

Branding and Social Responsibility

Greener Meetings:
Professional Climate Change

7 Habits Of Highly Effective Sites

Plan Or Be Planned: "Not Another Time Management Seminar!"

BOOKS/ARTICLES/PAPERS

2009

- Do Good Design (Pearson/AIGA, ISBN 0-321-57320)

2007

- Web Accessibility 2.0

2005

- Liberate Your Web Site
- Analysis of Digital Art Audiences

2003

- To Tell The Truth (cover story, Applied Arts)

2001

- A New Format For Canadian Legislation (white paper)

"...profound knowledge, positive thinking, humour... pure Inspiration!"

- Selma Prodanovic, Brainswork, Vienna (Austria)

"Exceptional facilitator and extremely knowledgeable."

- Jane Hawksworth, Royal Roads University, Victoria (Canada)

"It is always good to be reminded about good behaviour."

- Nete Oensholt, Lego Corporation, Copenhagen (Denmark)

"David is spot on."

- Shelkha Haya Al Khalifa, Manama (Bahrain)



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