
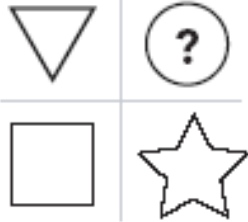
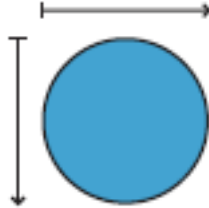






Correlations between design maturity, leadership maturity, and innovation

more mature

less mature

Innovation trailmarker	Culture	Process	Products				
Design thinking maturity	 <p>Framing Design redefines the challenges facing the organization. Framing sets the agenda, outlines the boundaries and axes of interest, and moves design from executing strategy to shaping strategy. Disruptive innovation lives here. - Ideas drives product development.</p>	 <p>Problem Solving Design finds new opportunities by solving existing problems. Design process generates alternatives within a problem space. Design also narrows down those options to a specific solution. - Problems drive product development.</p>	 <p>Function & Form Design makes things work better. This is the classic practice of design - but it's still commonly limited to incremental improvements through iteration over existing solutions. - Patterns inform product development.</p>	 <p>Style Design is the gateway to be hip and cool. Design is stylish, but too often is perceived and practiced as a cosmetic afterthought.. - Styleguides inform product development.</p>	<p>No conscious design Design value isn't recognized. This attitude fosters design by default - however things come out is fine, because there are more important issues to deal with. - Products.</p>		
ROI, generated equity							
Initial investment							
Population by action logic							
Leadership action logics	<p>Alchemist Generates social transformations. Integrates material, spiritual, and societal transformation. -- Good at leading society-wide transformations.</p>	<p>Strategist Generates organizational and personal transformations. Exercises the power of mutual inquiry, vigilance, and vulnerability for both the short and long term. -- Effective as a transformational leader. (4% of executive population)</p>	<p>Individualist Interweaves competing personal and company action logics. Creates unique structures to resolve gaps between strategy and performance. -- Effective in venture and consulting roles. (10% of executive population)</p>	<p>Achiever Meets strategic goals. Effectively achieves goals through teams; juggles managerial duties and market demands. -- Well-suited to managerial roles; action and goal oriented. (30% of executive population)</p>	<p>Expert Rules by logic and expertise. Seeks rational efficiency. -- Good as an individual contributor. (38% of executive population)</p>	<p>Diplomat Avoids covert conflict. Wants to belong; obeys group norms; rarely rocks the boat. -- Good as supportive glue within an office; helps bring people together. (12% of executive population)</p>	<p>Opportunist Wins any way possible. Self-oriented; manipulative; "might makes right." -- Good in emergencies and in sales opportunities.</p>