

COMEX®

*There is no meaningful
and sustainable strategy
without a solid roadmap
to implement*

WHY USE COMEX[®] ?

- To solve business problems strategically
- To structure the implementation phase thanks to a solid roadmap
- To transform your organisation into a customer-centric business
- To learn about Strategic Design approach
- To create a safe collaborative environment
- To stimulate teams working back in the office environment
- To empathize with other functions of the organisation
- To learn while mixing theory and practice applying it on a real case

WHO SHOULD PLAY COMEX[®]?

- Mid-Level (Marketing, Operations, Technology, HR and Executive Officer)
- Innovation managers
- Marketing managers
- Digital managers
- Transformation managers
- Sales managers
- Scale Ups

INSPIRED BY A TOOL BOOK



Brigitte Borja de Mozota
Author, Teacher, Researcher,
PhD in Design Management

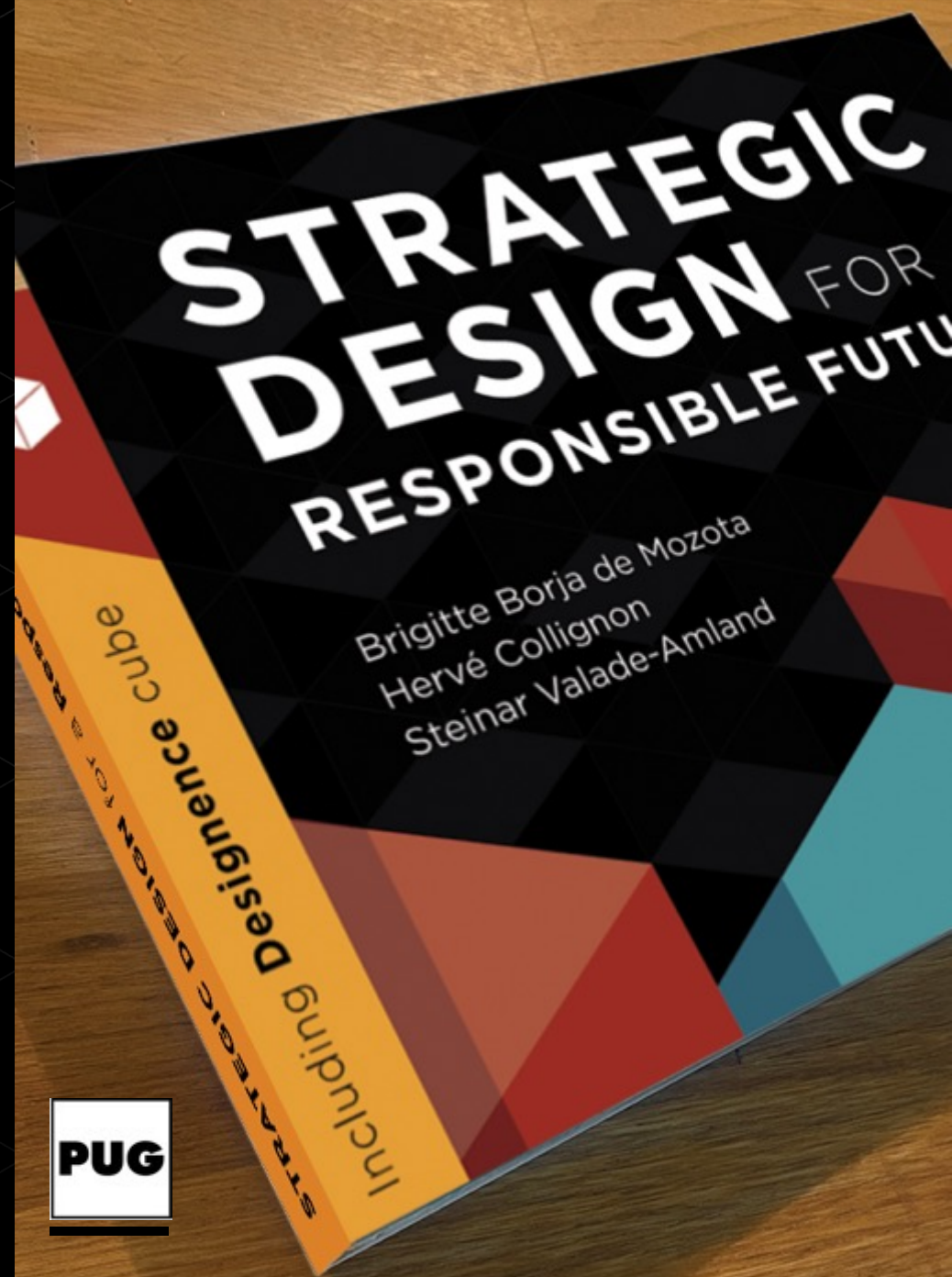


Hervé Collignon
Designer, Teacher, Author
and Strategic Design consultant

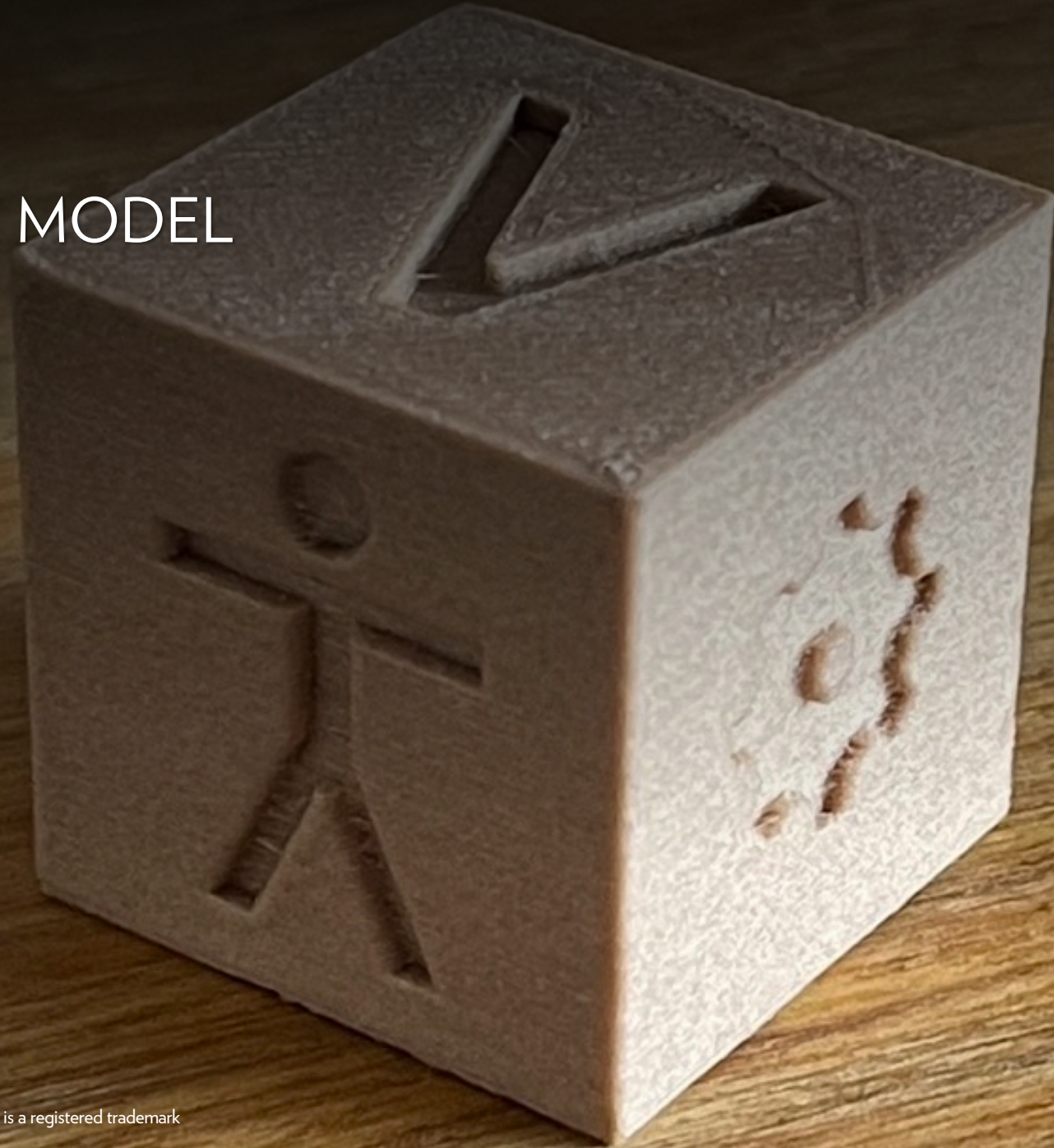


Steinar Valade-Amland
Author, Lecturer and
Business consultant

Published by PUG



BASED
ON A UNIQUE MODEL



HELPED WITH QUESTIONS

DESIGN AS DIFFERENTIATOR

- How do you apply design thinking with customers?
- How does design strategy reflect the company's purpose?
- How does design management develop a unique brand identity and experience?
- What is your specific approach in consumer research that helps you stand out from the competition?
- Does design management integrate customers' insights in the business model?
- Does your portfolio strategy leverage all five senses?
- How does your design strategy participate to the development of a "design for all" portfolio?
- What have you set up to get design up the scale of the design ladder (process value) in the company and be different from category leaders?



DESIGN AS GOOD BUSINESS

- How should design appear to your shareholders and stakeholders in order to succeed financially?
- How do you measure Design ROI?
- What does design management contribute to company societal and sustainable corporate value (ESG, BCorp, SDG ...)?
- Does design impact stock market value?
- How do you measure design impact on IP: registered brand, designs and patents?
- How do you rate your design reputation internationally: design awards?
- How do you measure design impact through qualitative non-financial KPI such as brand reputation, co-operative culture, future strategic planning?
- Is Design leveraged as a competitive advantage?



DESIGN AS INTEGRATOR

- How your design strategy is integrated in enterprise organisation?
- How design integrates processes to make them customer centric?
- How design helps reduce time to market for new product development?
- Does it help optimize conversation between Marketing and R&D functions, between branding and R&D functions?
- Is Design Thinking approach integrated in the decision making processes?
- Does design help develop IP through innovation?
- How does design process integration help support organisational change sustainably?
- How does it contribute to improve innovation management processes : pluri-disciplinary innovation teams, agile and lean management, open innovation?



DESIGN AS TRANSFORMER

- How do you appear to your customers as a design oriented company?
- Do you have a brand strategy with clear standards? Is design reporting to or part of the board?
- Is design required only to visualize corporate strategy? Is it used in the research and concept creation (design fiction, prospective)?
- How do you leverage design to manage change?
- How design skills transform company capacities and knowledge capital in the long term?
- How do you manage the learning process of embedding a design culture?
- How do you stimulate imagination by design?
- Does design strategy work on improving employee experience?



ENABLED WITH COMBINATIONS

VISION COMBINATIONS

VISION: Represents the long term achievement of the organisation and the legacy it intend to leave.



DIFFERENTIATOR
GOOD BUSINESS



TRANSFORMER
INTEGRATOR



INTEGRATOR
DIFFERENTIATOR



GOOD BUSINESS
TRANSFORMER



INTEGRATOR
GOOD BUSINESS



DIFFERENTIATOR
TRANSFORMER

MISSION COMBINATIONS

MISSION: A set of strategic activities you engage to deliver the VISION and that impact your short and mid term roadmap



DIFFERENTIATOR
GOOD BUSINESS



TRANSFORMER
INTEGRATOR



DIFFERENTIATOR
INTEGRATOR



TRANSFORMER
GOOD BUSINESS



GOOD BUSINESS
INTEGRATOR



TRANSFORMER
DIFFERENTIATOR

VALIDATED WITH REAL CASES

wavin

Steelcase



ALSTOM



STRATEGIC COMBINATION

VISION + INTEGRATOR +
TRANSFORMER

Spotify's vision is to move from a music streaming service to a lifestyle product that is integrated into our daily lives and has become indispensable. The company is integrating design cross-functionally, both at the team and departmental level. To realise this vision, the company's strategy is to use design as a core function to catalyse cultural change and to give meaning to this transformative evolution.

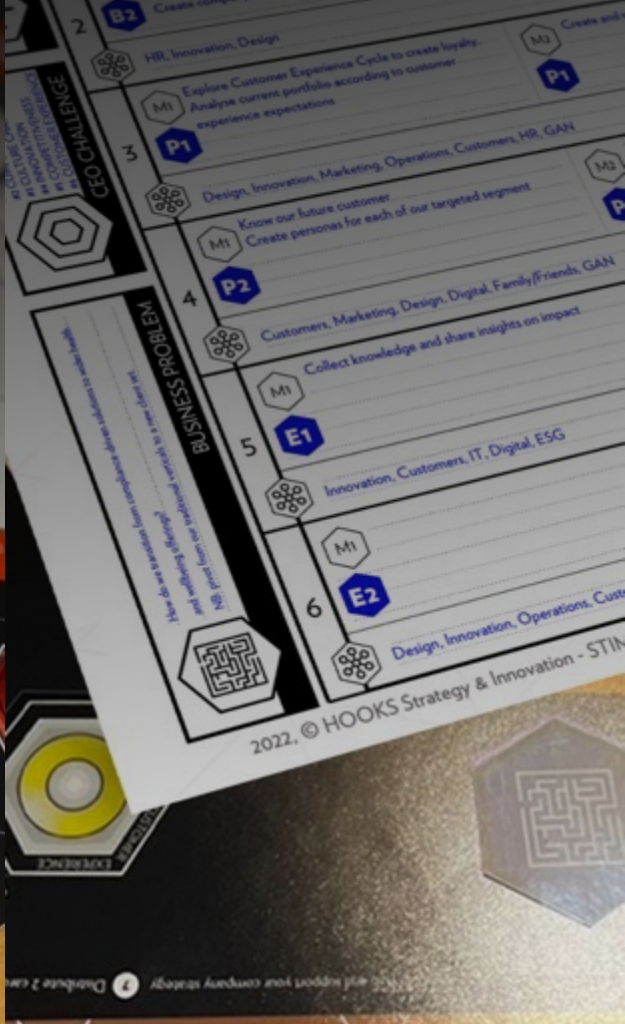
SPONSOR



STAKEHOLDERS



3 SEQUENCE GAME TO CO-CREATE A MEANINGFUL ROADMAP



VISION BOARD



MISSION BOARD



ROADMAP BOARD

STRATEGIC DESIGN ROADMAP

BUSINESS PROBLEM	VISION STRATEGY	SPONSOR
CEO CHALLENGE	IMPACTS	

#	UNDERSTAND	PLAN	IMPLEMENT
1	M1 <small>STAKEHOLDERS</small>	M2 <small>E-LEVEL GOLD TOKEN</small>	M3 <small>IMPACTS</small>
2	M1 <small>STAKEHOLDERS</small>	M2 <small>E-LEVEL GOLD TOKEN</small>	M3 <small>IMPACTS</small>
3	M1 <small>STAKEHOLDERS</small>	M2 <small>E-LEVEL GOLD TOKEN</small>	M3 <small>IMPACTS</small>
4	M1 <small>STAKEHOLDERS</small>	M2 <small>E-LEVEL GOLD TOKEN</small>	M3 <small>IMPACTS</small>
5	M1 <small>STAKEHOLDERS</small>	M2 <small>E-LEVEL GOLD TOKEN</small>	M3 <small>IMPACTS</small>
6	M1 <small>STAKEHOLDERS</small>	M2 <small>E-LEVEL GOLD TOKEN</small>	M3 <small>IMPACTS</small>

STRATEGIC DESIGN ROADMAP

KEY BUSINESS PROCESSES

EXPERIENCE

DESIGN, INNOVATION, OPERATIONS, CUSTOMERS, SALES

HR, INNOVATION, DESIGN

Design, Innovation, Marketing, Operations, Customers, HR, GAN

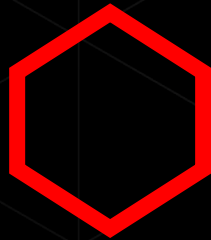
Customers, Marketing, Design, Digital, Family/Friends, GAN

Innovation, Customers, IT, Digital, ESG

Design, Innovation, Operations, Customers - STIM™

2022, © HOOKS Strategy & Innovation

© HOOKS Strategy & Innovation, 2023. COMEX® is a registered trademark



Tell us if you would
like a demo

hello@hooksdesign.com