

Customer Engagement door Employee delight

Haagse Hogeschool
Christine De Lille



**Design
Management
Network**

The Netherlands

Vision The world is changing,
fast and with impact.

Organizations need creative
thinking and doing to become
agile and stay successful

A portrait of HRH Willem Alexander, a man with light brown hair, wearing a dark blue suit, a white shirt, and an orange tie. He is looking directly at the camera with a neutral expression. The background is a plain, light-colored wall.

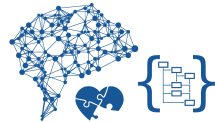
The creative industry is the steam-engine of the 21st century

HRH Willem Alexander

Top 10 skills

in 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

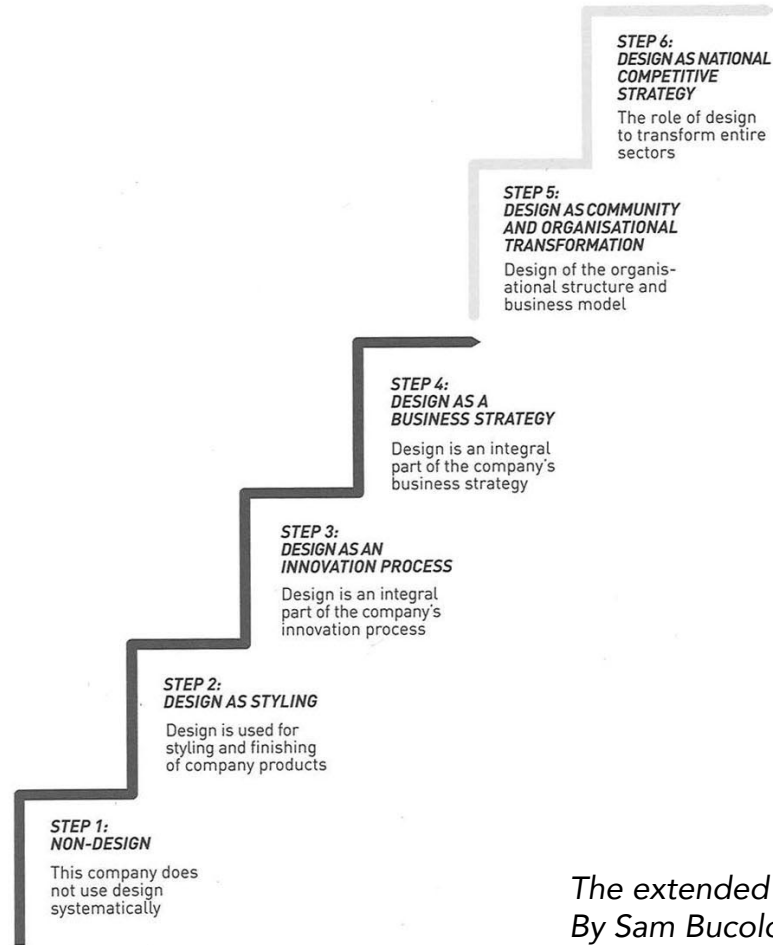


in 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity



Source: Future of Jobs Report, World Economic Forum



The extended Danish Design Ladder
By Sam Bucolo

Ambition DMN links the worlds (bridging the traditional gap...) of business, management, creativity and research

How? Share knowledge,
develop knowledge, multiply
knowledge





Omarm onzekerheid en kom uit je comfort zone





MRT.
20

Forbo Flooring: innovatie, strategie en design in de maak- industrie

door Design Management Netwerk

€ 0 – € 60



TICKETS

BESCHRIJVING

FORBO: DESIGN EN INNOVATIE IN DE MAAKINDUSTRIE

Op dinsdag 20 maart is DMN te gast bij Forbo in Assendelft.

Forbo is al jarenlang lid van ons netwerk. Het is een toonaangevend producent van vloeren en heeft een duurzaam

DATUM EN TIJD

di 20 maart 2018
17:30 – 22:00 CET

[Aan agenda toevoegen](#)



Christine De Lille

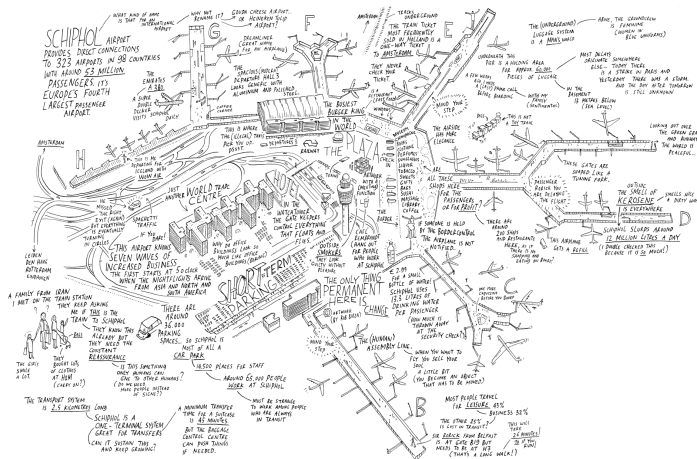
Lector

Innovation Networks

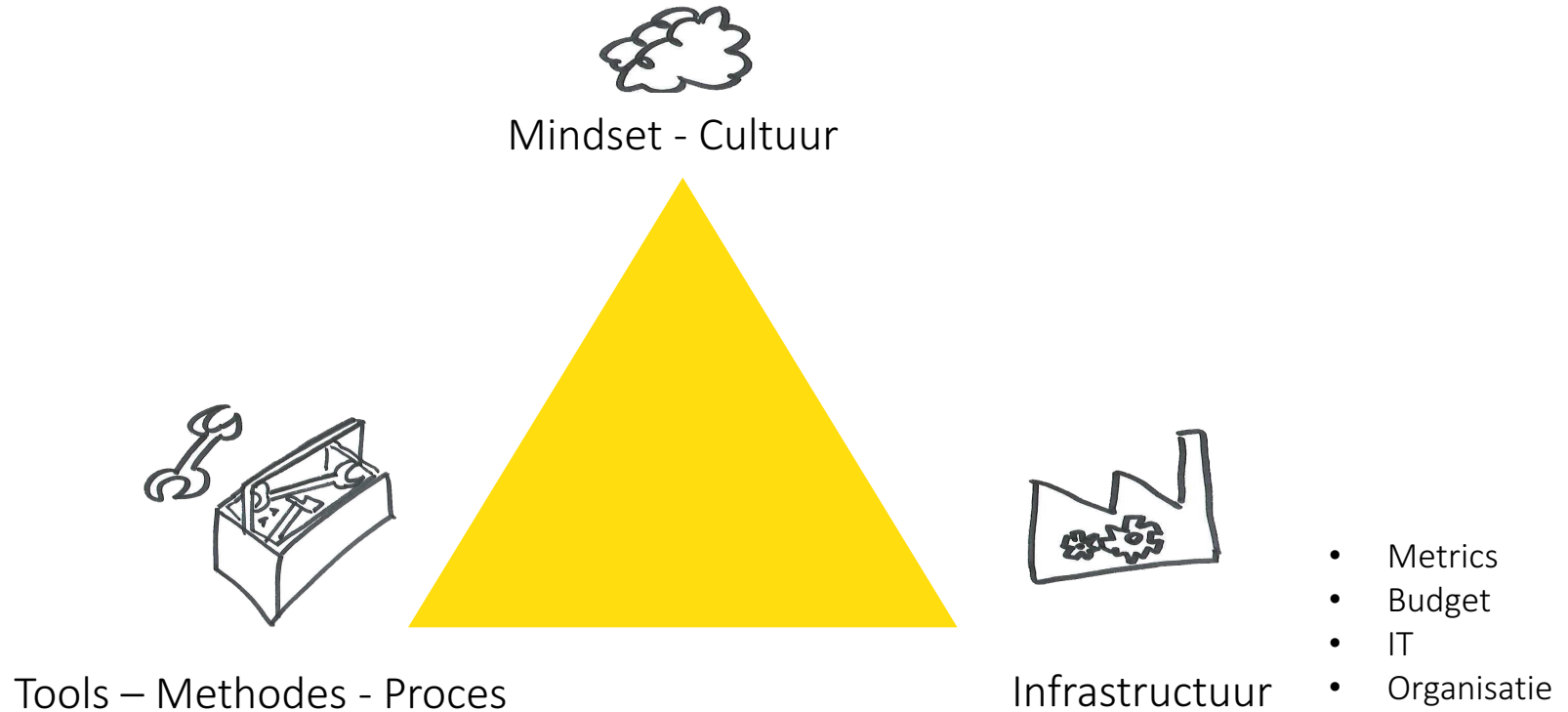
WELKOM!

DE **HAAGSE**
HOGESCHOOL

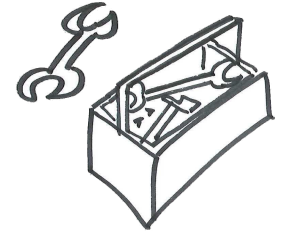
Small to Medium-sized Enterprises Involving



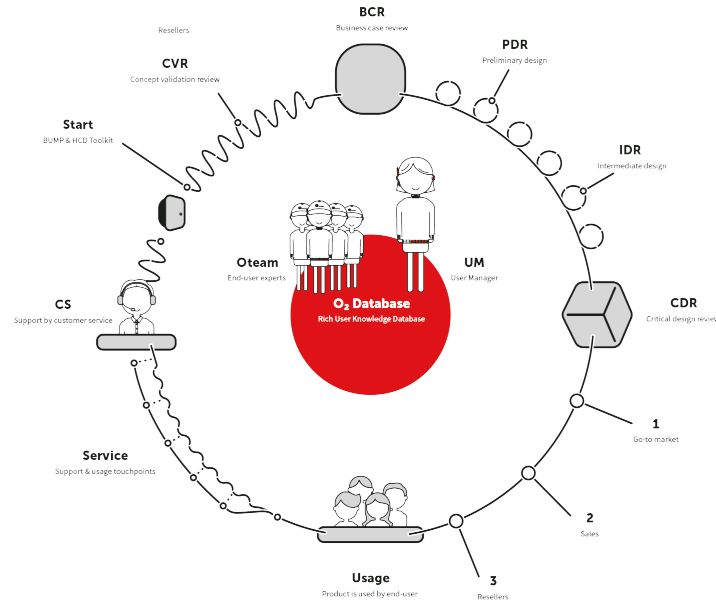
Een integrale aanpak:



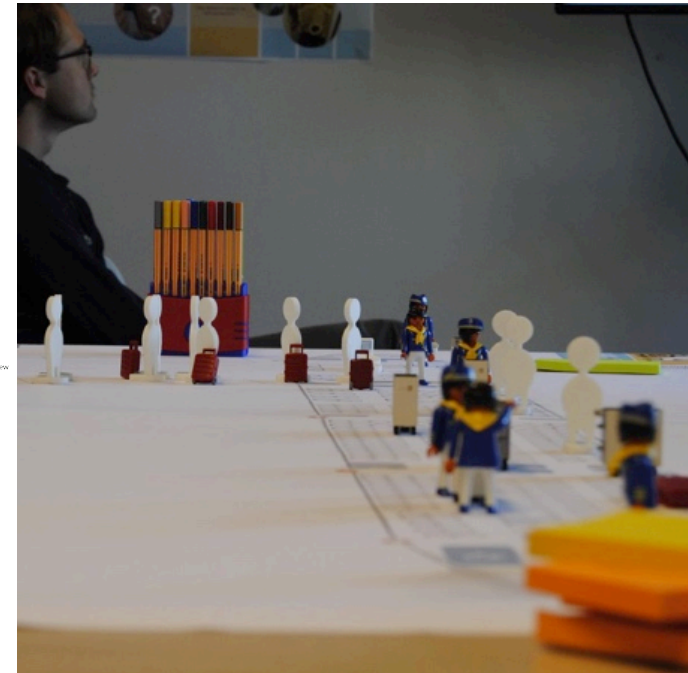
Tools – Methodes - Proces



PHILIPS Co-create Toolkit



Team O2 for Barco

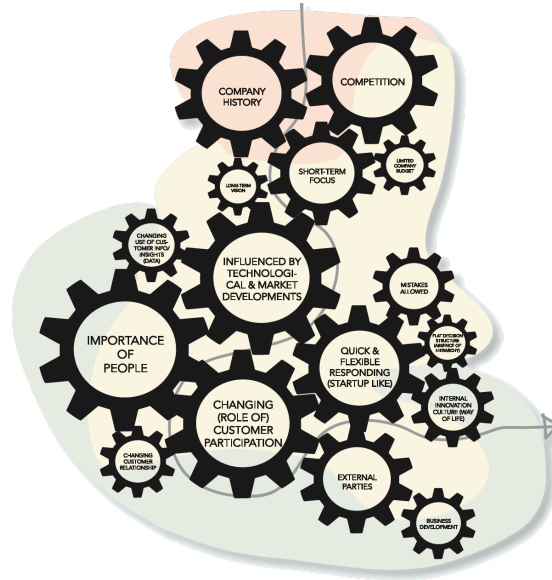
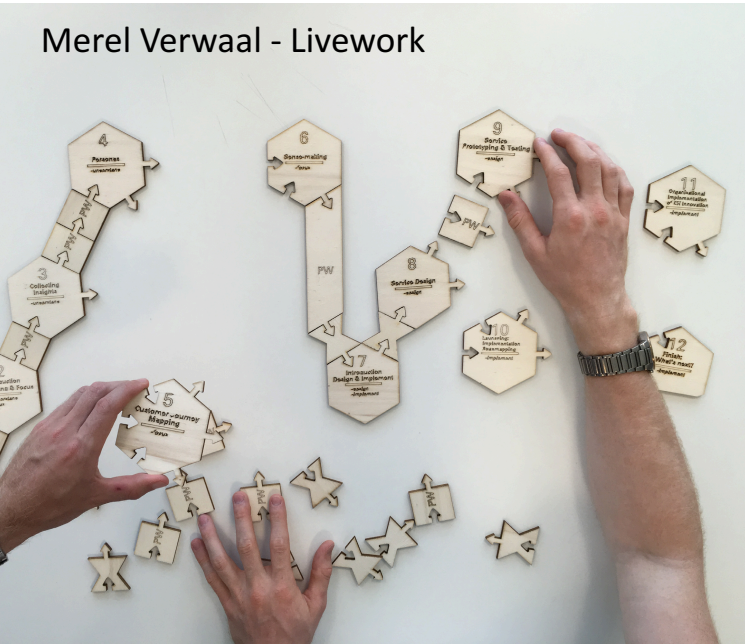


Zodiac Aerospace Engaging toolkit

Mindset – Cultuur



Merel Verwaal - Livework

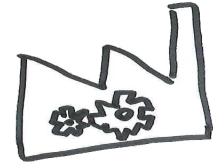


Nathalie Meuleman - IDEATE



Infrastructuur

- Metrics
- Budget
- IT
- Organisatie



Assessment Checklist

Client / Provider	Service
Value ☒ Does the client see potential value for the business and for the user? ☒ Is the client pursuing a particular goal? ☒ Are there any defined benefits for the client? ☒ Does the client envision potential risks? Long-Term Engagement ☒ Does the client envision a long-term partnership with potential users? ☒ Do they look for long-term user retention? ☒ Is the new design part of a bigger service? Multiple encounters ☒ Does the client see the service as constructed by different interaction moments? ☒ Are there particular interaction moments that the client is interested on? Checkpoints ☒ Are there any engagement elements envisioned?	Why? <i>Notes related to the value that the client is seeking for. The ultimate goal for the business.</i> <i>Comments about the long-term engagement and how does it support the overall goal for the client</i> <i>Notes regarding the different interaction moments that the client may already have envisioned. What are they and what would be their reason?</i> <i>Describe how the four elements of engagement could be used</i>

Maria Hock – Fjord Design



14. Josh posts a message within the online group to remind the team that they need to detail their idea and submit it at the end of the week!



15. Maarten, one of the team leaders, submits the final idea on behalf of the team.

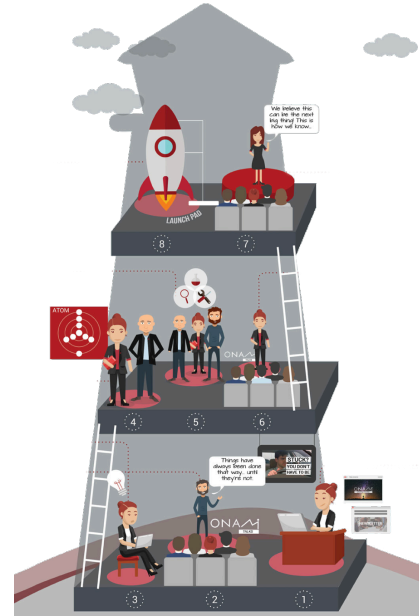


18. To celebrate this achievement she decorates the canteen. The whole team is very excited.

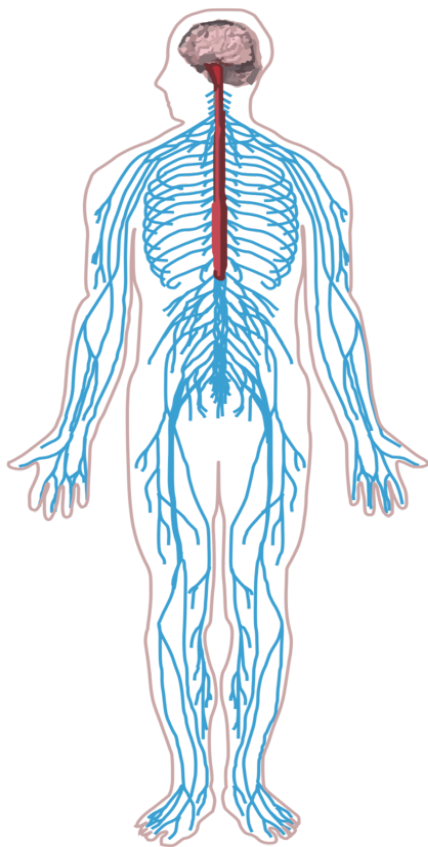


19. During their break Jhelise and her colleagues visit the website to take a look at the other selected ideas.

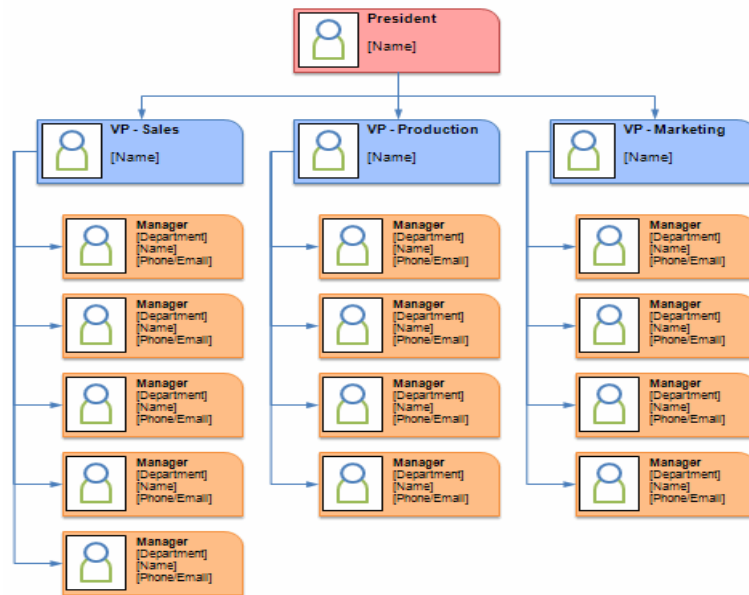
Dorine van Meeuwen – Albert Heijn



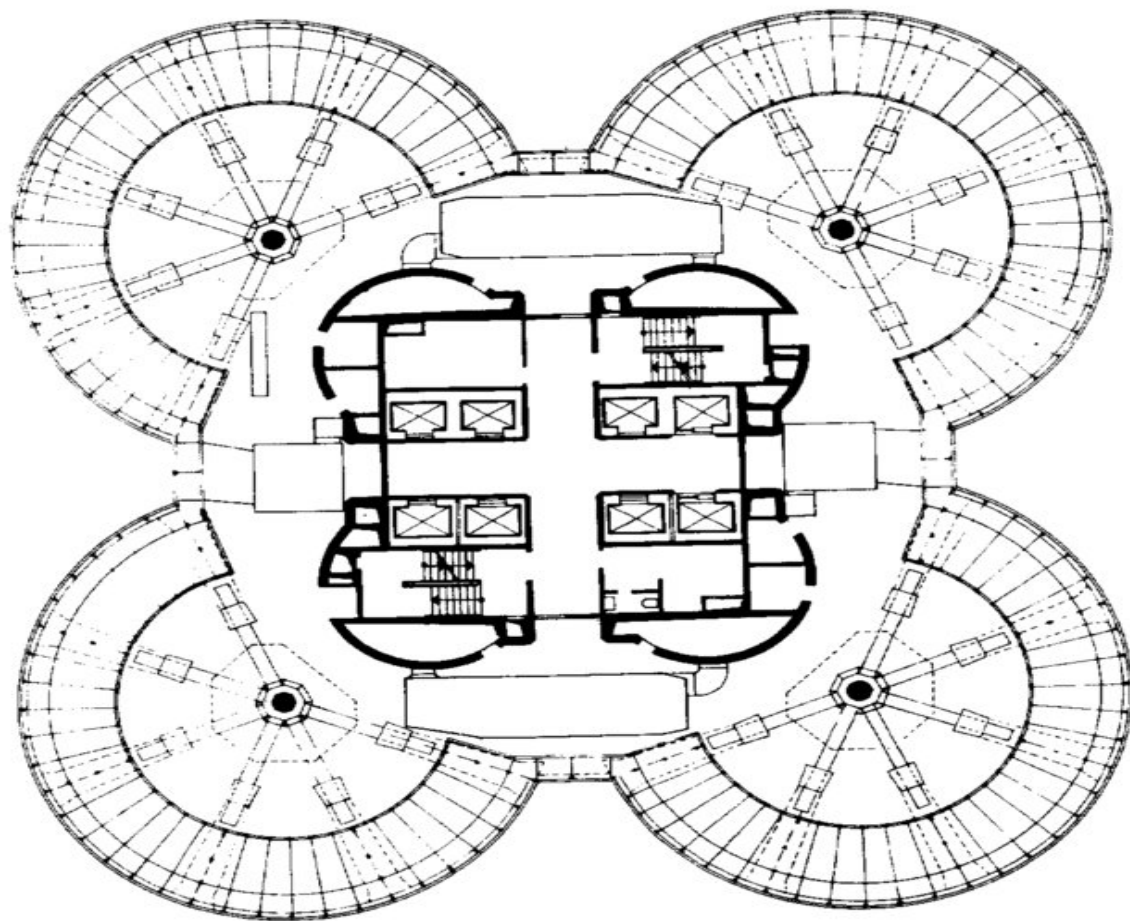
Niya Stoimenova - Barco



Company Organizational Chart









Een integrale aanpak:

