

迈向卓越 设计业务之道

如何应对多变的未来？

The Road Towards
Design Business Mastery

How to adapt to the VUCA future?

徐敏聪

20% 策略

80% 心理

成功的企业家都相信
成功的因素在于
80% 心理 | 20% 策略
但市场上都在讲策略
？

“教练”没有出现以前是被称为“领导力”
服务式的领导力是要为你的团队赋能



未来的动态世界

VUCA

BANI

TACI

SHIVA



你们正在胡同里打转吗？



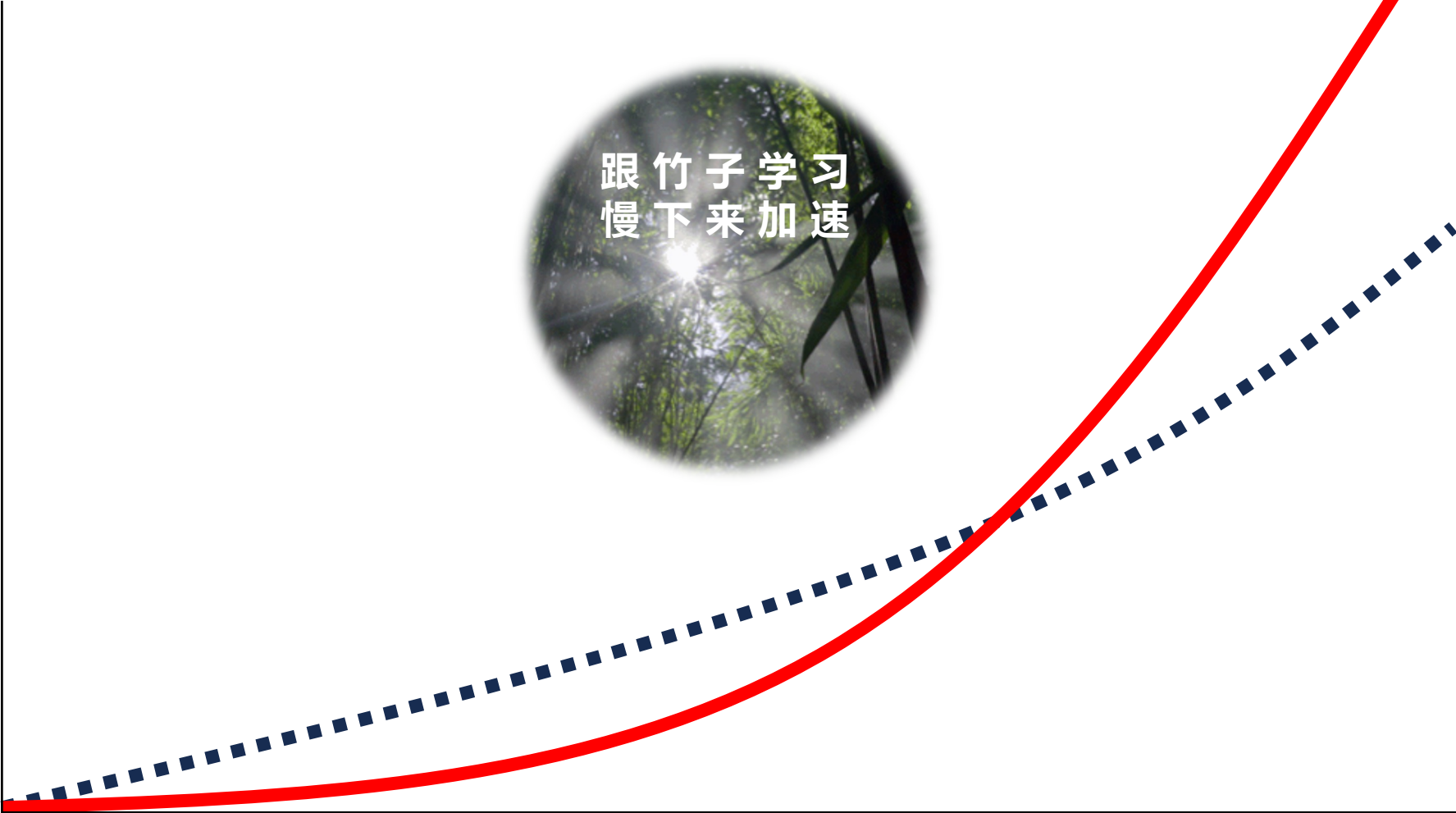
在变与不变之间
平行发展你的业务

先求生存再求战

先求生存再求战



跟竹子学习
慢下来加速



DYNAMIC
动态的

INNOVATIVE
创新的

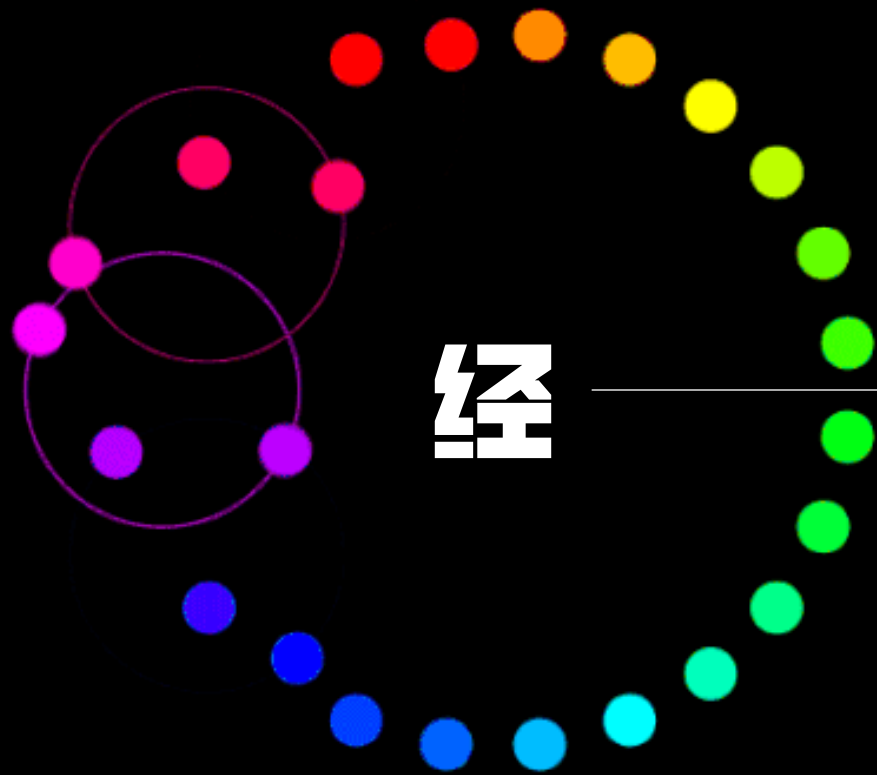
COMPETITIVE
竞争的

MULTI
DISCIPLINARY
多元化的

如何应对未来？

持经·达变



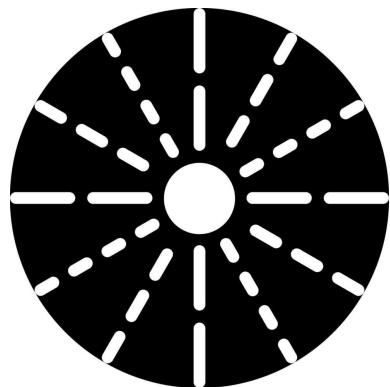


企业愿景不变

有了企业愿景后 ...



模范
Role modeled



传播
Spread



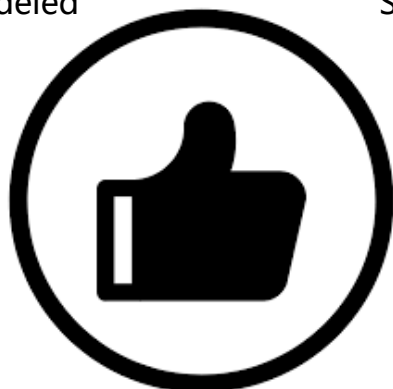
增值
Value added



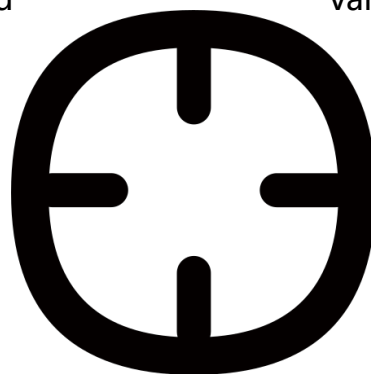
清晰明了
Comprehensible



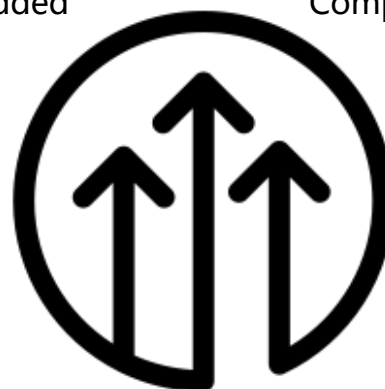
激励的
Motivated



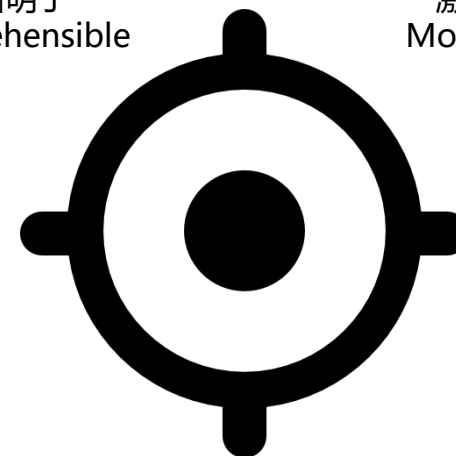
满意度
Satisfied



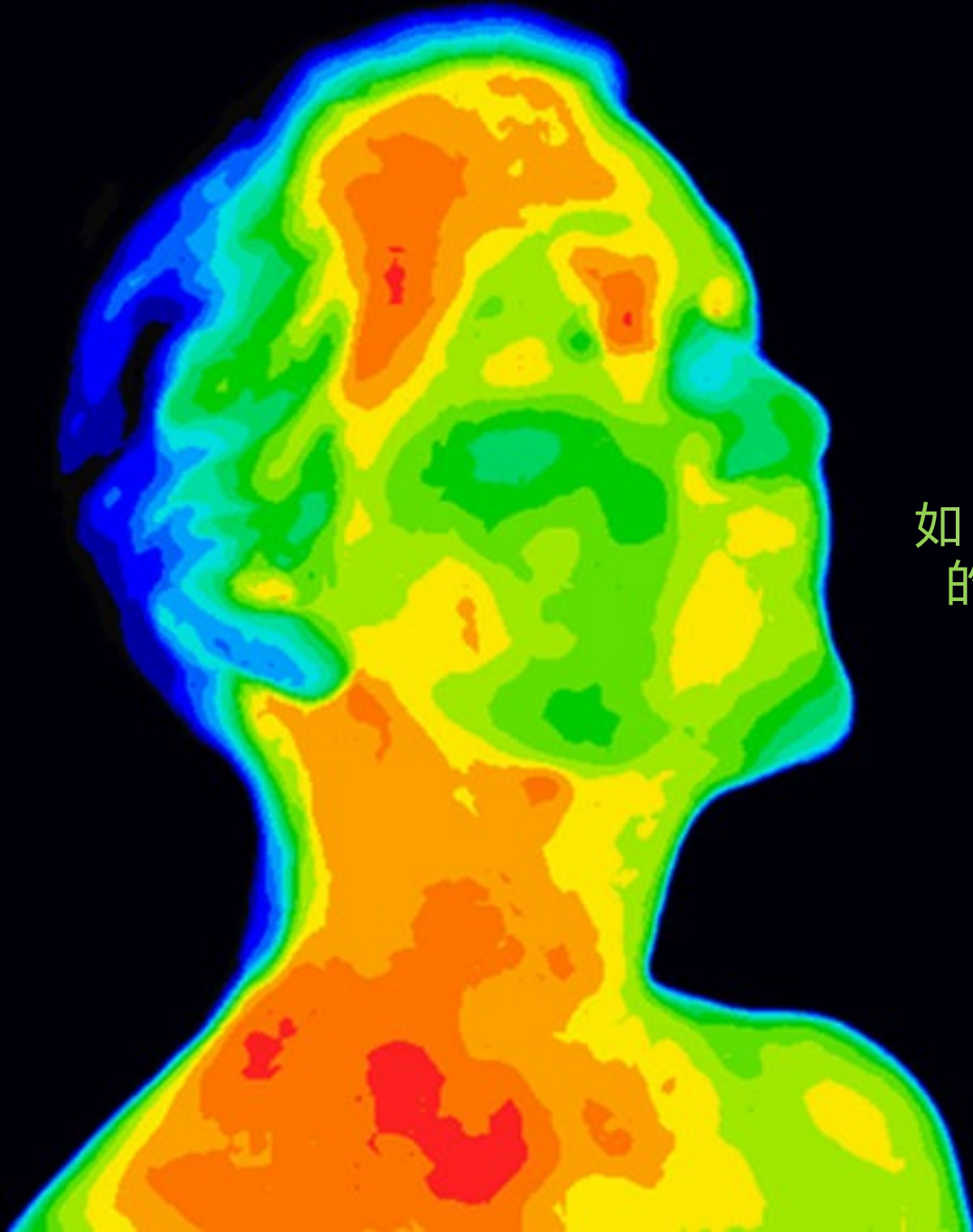
可推广
Marketable



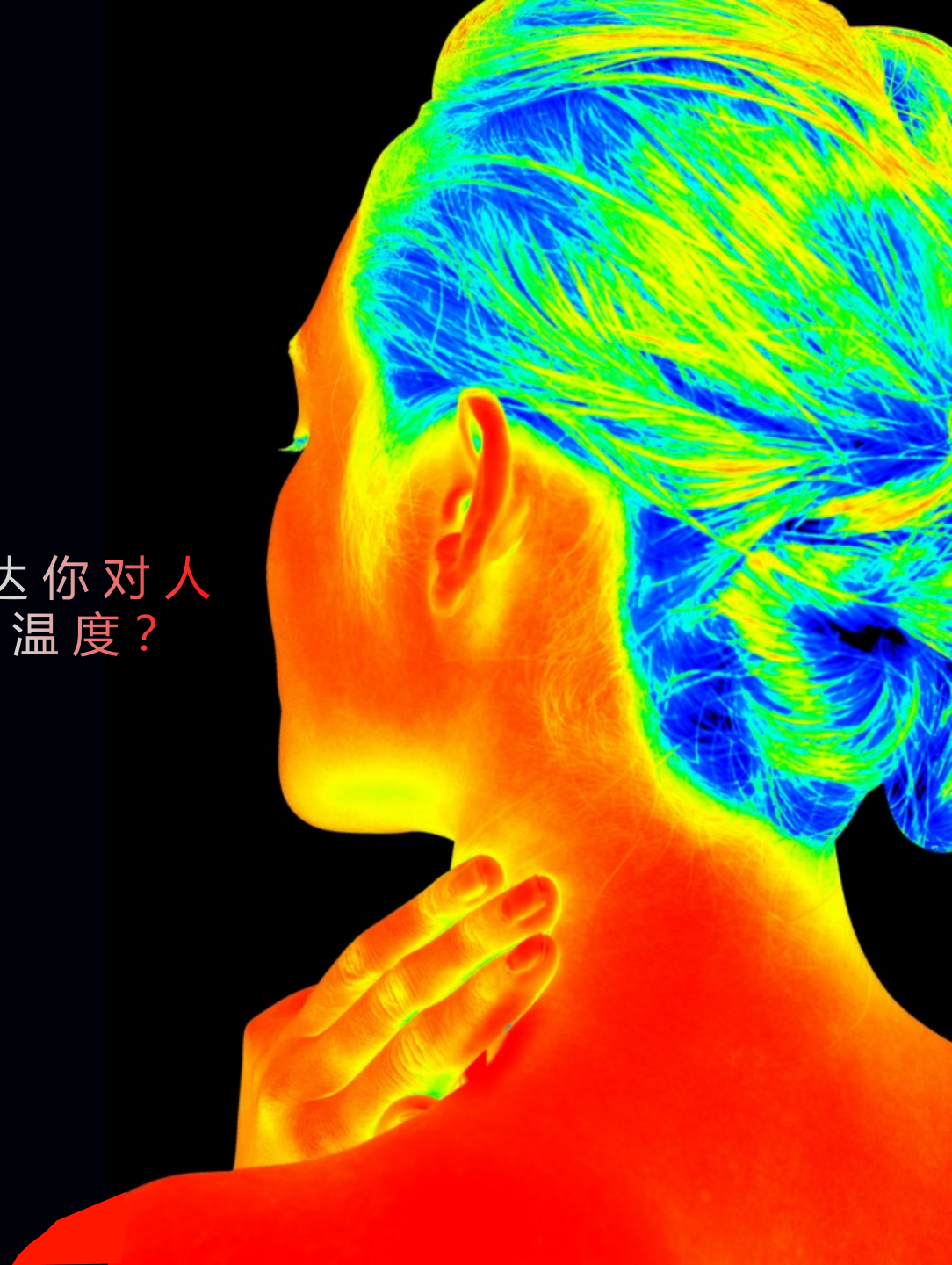
竞争性
Competitive



方向性/愿景对齐
Directional/Vision Aligned



如何表达你对人的
服务温度？



A close-up photograph of a white ceramic bowl filled with wonton soup. The bowl contains several plump, pinkish wontons with visible fillings, a bed of thin, yellow noodles, and several sliced green onions. The soup is a light brown color. In the background, a small white bowl containing a red dipping sauce is partially visible. The lighting is warm and focused on the bowl.

如何寻找企业独有的
《味道》
去应对未来
？

公司名字?



愿景宣言

XX
XX
XX
XX

使命宣言

XX
XX
XX
XX
XX
XX

设计哲学

XX
XX
XX
XX



企业方向模块

DYNAMIC
动态的

INNOVATIVE
创新的

COMPETITIVE
竞争的

MULTI
DISCIPLINARY
多元化的

如何应对未来？

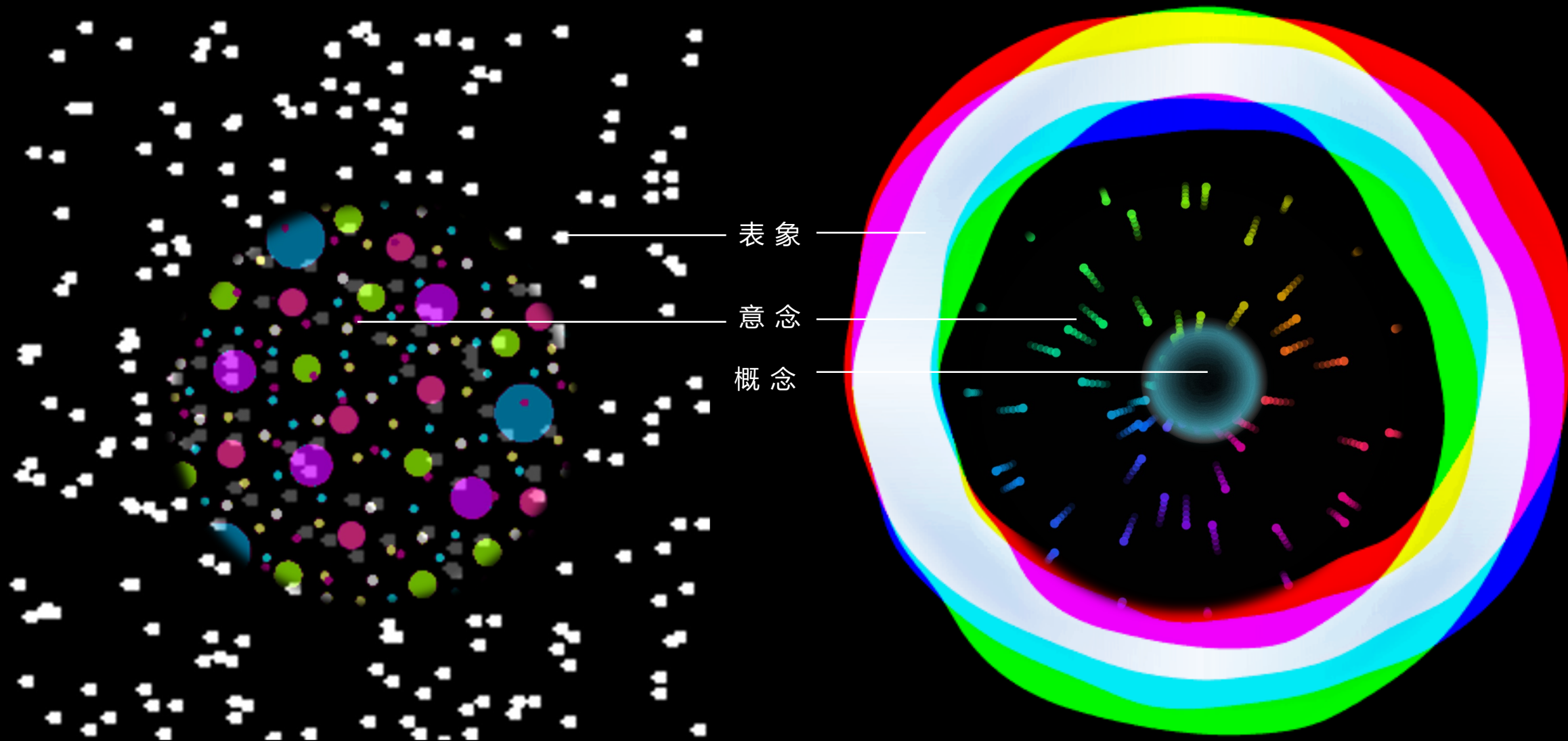
服务心态⁺



如何从甲方的模糊指令中找到方向？



如何升华你的设计过程？



设计概念有如你的灵魂



Silver Cord 銀線



“

桥断了就走不通，思想断了就说不通。

A baby with light skin and blue eyes is dressed in a formal dark blue suit, a white dress shirt, and a light blue striped tie. The baby is sitting on a grey and beige patterned rug. The image is used to illustrate a design concept where the final result is ill-fitting.

设计概念不是最后才穿的衣服
结果只会衣不称身



设计师的新角色之一

《設計策展師》

设计师的新角色之二

《设计



文案师》

什么是符合我国的头脑风暴方式？

BRAINSTORMING 2.0

头脑风暴2.0



WHAT'S

NEXT?


下一步是什么？

如果你想走得快，独自走。
但如果你想走远，一起走。

If you want to walk fast, walk alone.
But if you want to walk far, WALK TOGETHER.

Ratan Tata
Indian Businessman



A person is standing on a tall, thin ladder that extends from the water's surface up into the sky. The person is silhouetted against the bright sky and is holding a small object, possibly a dream or a goal, up towards the top of the ladder. The background features a calm lake, a range of mountains, and a clear sky. A large tree is visible on the left side of the frame.

如果您不去追求梦想 您将被迫去追求别人的 并相信它是您的

If you don't pursue your dream, you'll be forced to pursue others and believe it's yours.

领导者预见
失败者反应

教练的工作是
与你合伙

创造可能

Create Possibilities

创造行动

Create Actions

创造结果

Create Results

投资在教练服务的成效

**投资回报率 (ROI) = 8 X 投资在
教练服务的成本**

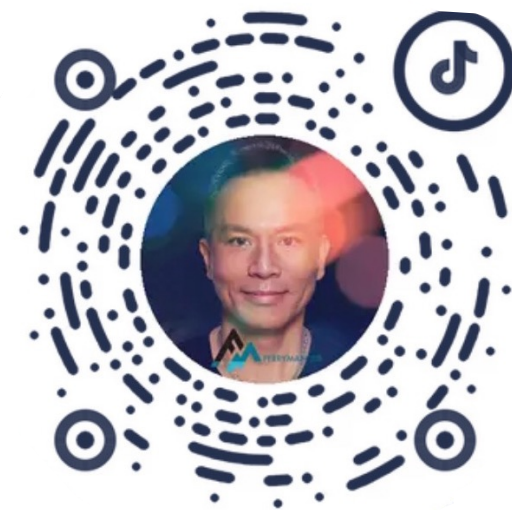
教练 + 后续赋能培训 = +88% 生产力
(比单独培训成效高出4倍)



飞吻公众号



如你或你的公司
需要教练赋能
请与蒋小姐联络



徐敏聪抖音