

Richard Gee

From: Dorenda Britten [dorenda@designindustry.co.nz]
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	inform
APRIL 08 ISSUE 3 3 part series <small>ISSUE 3</small>	designindustry
<h3>Creativity – How do WE do it?</h3> <p>Though it seems that none of us has come up with any ground-breaking insights, we have demonstrated how difficult this subject is and just how uncomfortable we can feel when asked describe a process we cannot see. This is particularly true when that process leads to a result that like beauty, can only be judged by the ‘eye of the beholder’.</p> <p>So if there is nothing objective about creativity, we can only judge the results based on how well it services our emotional, psychological or spiritual needs. This might be fine in our everyday existence where we have every right to an individual opinion but what of the business environment?</p> <p>In business we must balance our need to derive income with the un-met needs of our customers – all of whom have individual sets of decision making rules that differ from those of the individuals within our organisations.</p> <p>designindustry would argue that the only way to adequately address this disparate set of criteria is to have a set of guiding principles that take into account these multiple perspectives. Provision is made for this process in designindustry’s Ten Design Principles.</p> <p>We are taking a break for a couple of months to revitalise our website and will look forward to bringing you our June edition – ‘Design and IP’. In the meantime we encourage you to keep the</p>	product innovation Connect Workshop Invitation “Don’t believe everything your customers tell you!” Understanding the Purchasing Motivations of your Current and Future Customers. Read More >>
	latest endorsements DESIGN II – Endorsement <p>Three months ago designindustry helped Future Products Group (FPG) to form a small group of cross-disciplinary thinkers covering the departments integral in FPG’s day-to-day operations.</p> <p>Read More >></p>
	our partners <p>MEET THE NEW FACE OF KIWI DESIGN. DAILY.</p> <p>Visit idealog.co.nz for your daily dose of Kiwi ingenuity, creativity and innovation. Idealog – RICH WITH IDEAS</p>

ideas flowing! We like hearing from you.

Dorenda

dorenda@designindustry.co.nz

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Photographer and Journalist
ajrewi@caverock.net.nz

More Information

For more information on designindustry, the Personas programme or any other service we provide please contact us

designindustry Limited

PO Box 4230

Christchurch

New Zealand

Phone: +64 3 963 9585

Facsimile: +64 3 963 9586

Email: info@designindustry.co.nz

Web: www.designindustry.co.nz

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