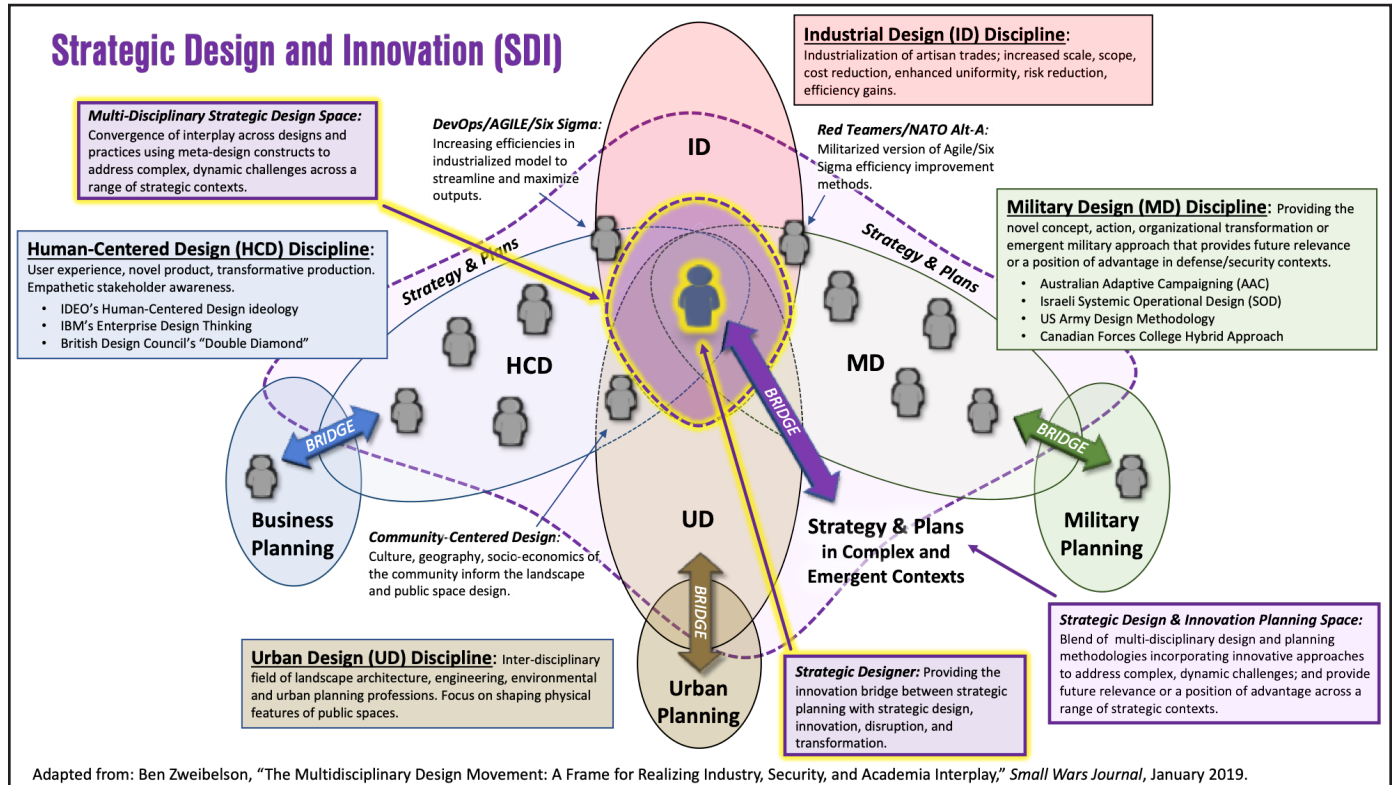# Strategic Design and Innovation

Creating what is needed but does not yet exist, so that the organization gains relevance and a competitive control advantage in the emergent future system.
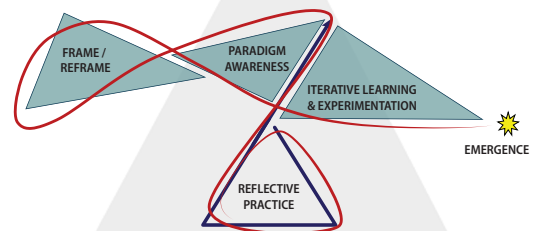
Cordillera is at the leading edge of facilitating and enabling multi-disciplinary strategic design and innovation to address complex dynamic challenges in security contexts.

Strategic Design and Innovation (SDI)

Multi-Disciplinary Strategic Design Space: Convergence of interplay across designs and practices using meta-design constructs to address complex, dynamic challenges across a range of strategic contexts.

DevOps/AGILE/Six Sigma: Increasing efficiencies in industrialized model to streamline and maximize outputs.

Industrial Design (ID) Discipline: Industrialization of artisan trades; increased scale, scope, cost reduction, enhanced uniformity, risk reduction, efficiency gains.

Red Teamers/NATO Alt-A: Militarized version of Agile/Six Sigma efficiency improvement methods.

Human-Centered Design (HCD) Discipline: User experience, novel product, transformative production. Empathetic stakeholder awareness.
- IDEO's Human-Centered Design ideology
- IBM's Enterprise Design Thinking
- British Design Council's "Double Diamond"

Military Design (MD) Discipline: Providing the novel concept, action, organizational transformation or emergent military approach that provides future relevance or a position of advantage in defense/security contexts.
- Australian Adaptive Campaigning (AAC)
- Israeli Systemic Operational Design (SOD)
- US Army Design Methodology
- Canadian Forces College Hybrid Approach

Community-Centered Design: Culture, geography, socio-economics of the community inform the landscape and public space design.

Strategic Design & Innovation Planning Space: Blend of multi-disciplinary design and planning methodologies incorporating innovative approaches to address complex, dynamic challenges; and provide future relevance or a position of advantage across a range of strategic contexts.

Urban Design (UD) Discipline: Inter-disciplinary field of landscape architecture, engineering, environmental and urban planning professions. Focus on shaping physical features of public spaces.

Strategic Designer: Providing the innovation bridge between strategic planning with strategic design, innovation, disruption, and transformation.

Adapted from: Ben Zweibelson, "The Multidisciplinary Design Movement: A Frame for Realizing Industry, Security, and Academia Interplay," *Small Wars Journal*, January 2019.

STRATEGIC DESIGN SERVICES

CAG provides basic and advanced strategic design education, consultation, and custom/tailored inquiries to address the most complex challenges. This tailored strategic design is available for individuals and organizations interested in organizational change, innovation, creativity and disruptive thinking for a broad range of applications in complex emergent security contexts.

Working in design teams and employing a wide range of multi-disciplinary design concepts in a flexible, adaptive methodology, CAG's SDI program develops and fosters reflective practitioners and change agents within an organization. These disruptive thinkers can supply the novel concept, action, organizational transformation, or emergent security approach that provides future relevance or a position of advantage to their organization.

CAG SDI Custom Inquiries provide an immersive, practicum-based (of negotiated length/duration) program designed to develop practitioners in the organization, who can apply design thinking to specific organizational and/or operational complex challenges. Inquiry facilitation/consultation applies design fundamentals with select advanced design-planning lessons to directly assist small teams conducting design activities on a specific organizational topic of inquiry. Participants will work in multiple design teams and apply design theory and methods towards generating novel and practical deliverables addressing the topic of inquiry, while additionally developing and applying the necessary critiquing skills to enable reflection and reframing of theirs and others' visualizations and narratives.