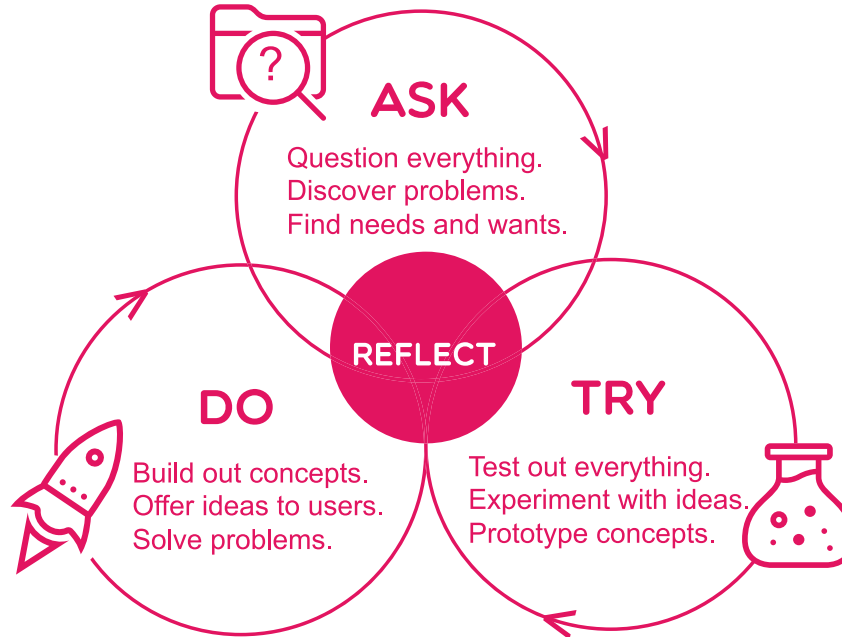


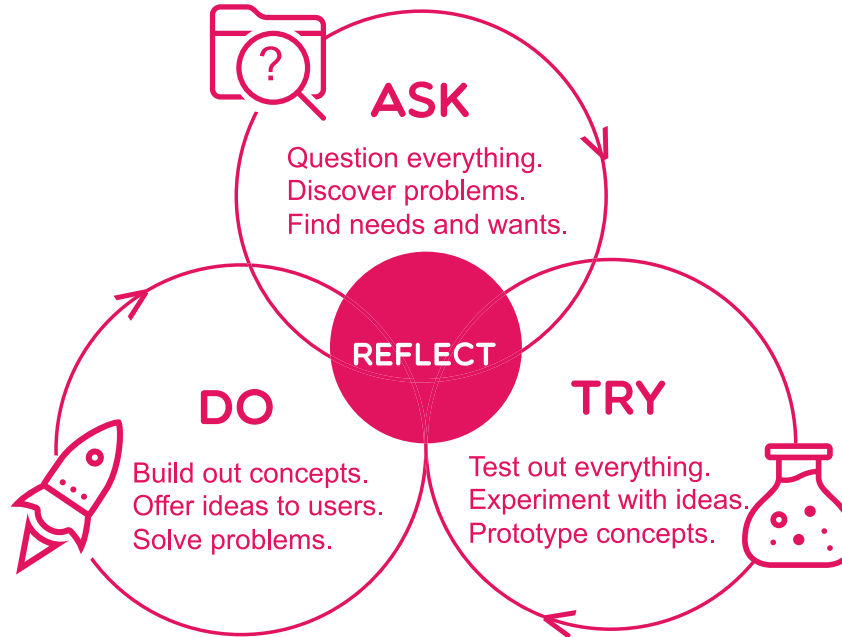
STRATEGIC DESIGN



Adapted from Quayle, 2017



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What is it?

“Design” is used to describe different types of approaches including human-centred design, service design, systemic design, and others. Strategic design elevates these to a common approach of “ask, try, do”, and applies this approach strategically on complex challenges. Design has an action-orientation, is iterative and creative, and uses experimentation as a way to learn.

How is it used?

Strategic design is an innovation process. It offers a rich collection of tools to support experimentation and learning. It can be used to generate and test new policies, services, engagement approaches, processes, governance structures, and many of the other activities that happen in government. These tests, or prototypes, give important insight into building higher fidelity solutions like pilots and programs.

More info:

BOOK: *Designed Leadership*, Quayle

TOOLKIT: [Open Policy Making Toolkit](#)

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