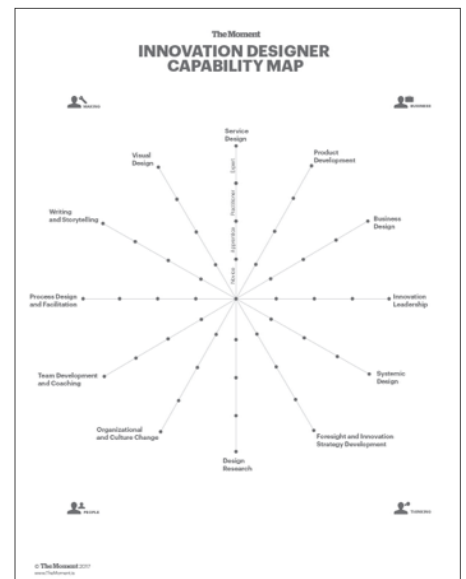# INNOVATION DESIGNER CAPABILITY MAP

An Innovation Designer is a practitioner with a diverse toolkit of capabilities that enables them to support teams and organizations through the transition from where they are now to where they need to be tomorrow.
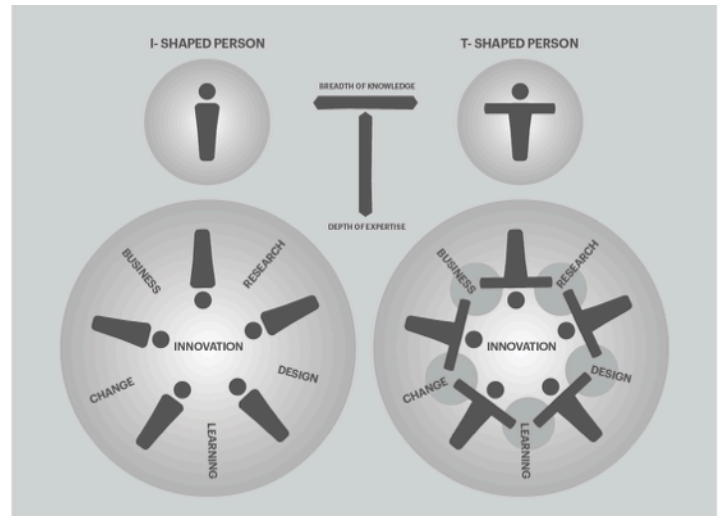
The Innovation Designer Capability Map enables you to assess a designer's unique combination of capabilities and experiences in 12 core competencies identified on the spider diagram.

The Innovation Designer's skills and tools are drawn from diverse fields of practice: human-centred design, business strategy, research, organizational change and learning. Innovation Designers apply their tools to many diverse challenges and contexts, and are skilled in sharing knowledge of their tools and methods with their project teams.

THE TWELVE COMPETENCIES OF AN INNOVATION DESIGNER:

1. Service Design (customer experience and back-office business process design)
2. Product Development (Lean product development methods, from value propositions to minimum viable product)
3. Business Design (business case development; viability and feasibility; analysis and design)
4. Innovation Leadership (inspiring, selling, pitching, reframing)
5. Systemic Design (systems thinking, analysis, mapping/visualization and design of interventions)your ability to create and deliver the value you offer to customers.
6. Foresight and Innovation Strategy Development
7. Design Research (ethnography, user and market research)
8. Organizational and Culture Change (developmental evaluation, organizational design)
9. Team Development and Coaching (formal and "just-in-time" learning)
10. Process Design and Facilitation (programs, projects, workshops and dialogue)
11. Writing and Storytelling (written, spoken, audio-visual)
12. Visual Design (graphic design, illustration, information graphics)

The Innovation Designer is a T-shaped person, or a Generalizing Specialist. They will have depth of expertise in one or more of the above competencies (a "core competency"), with at least cross-functional awareness or a developing "edge competency" in others.

T-shaped people have the ability to think laterally, to connect and see patterns that deep specialization alone won't reveal.

THE INNOVATION DESIGNER CAPABILITY MAP

We developed this tool to help individuals assess their unique combination of capabilities and experiences in the above 12 core competencies of an Innovation Designer.
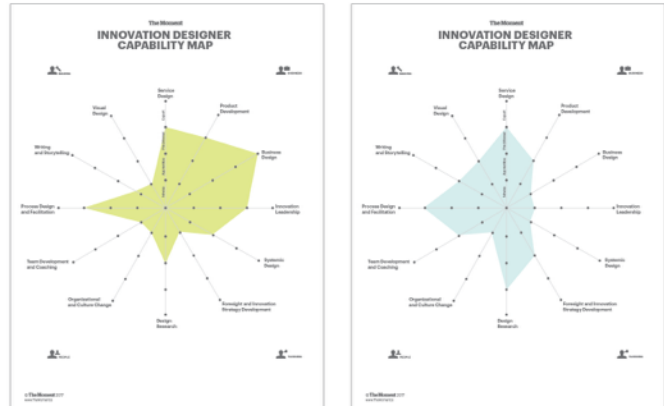
This spider diagram maps an individual's unique multi-disciplinary capabilities. Given this understanding of the unique combination of skills of each individual, we then cast our multi-disciplinary project teams and recruit new team members in a way that will ensure we have the right mix of complementary capabilities every time and for every unique situation.

THE SCALE

On a scale that spans from Novice to Expert, the designer indicates the level of expertise they have in each of the 12 capabilities mapped on the diagram. They then connect the dots to create a shape that captures their Innovation Designer profile.

Novice: The person has not received formal training/ education in this field nor have they worked on real projects that require this skill. However the person shows interest and enthusiasm and personal initiative to learn the craft.

Apprentice: The person is a fresh graduate with a good understanding of the skill and has a portfolio of academic and/or real life projects (in an academic or internship/job context). Alternatively, the person comes from a different background and has experienced a career shift or expansion into this field, with a demonstrated application of the skill in real life projects.

Practitioner: The person demonstrates a good command of the skill in real life project applications. The work presented includes clear evidence of diverse applications in various contexts.

Expert: This person is an authority in the field with a proven track record. The work presented demonstrates a thorough command of the skill in various contexts.

The Moment

INNOVATION DESIGNER CAPABILITY MAP

MAKING

BUSINESS

Service
Design

Visual
Design

Product
Development

Expert

Practitioner

Writing
and Storytelling

Business
Design

Apprentice

Novice

Process Design
and Facilitation

Innovation
Leadership

Systemic
Design

Team Development
and Coaching

Foresight and Innovation
Strategy Development

Organizational
and Culture Change

Design
Research

PEOPLE

THINKING