

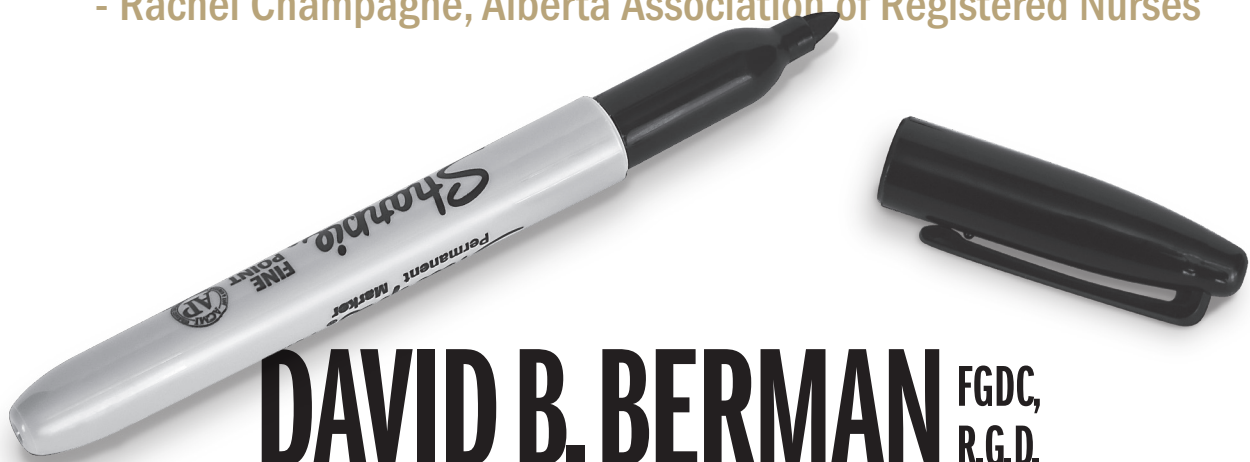
Developing Your Sustainable Project Strategy:

Quadruple-Bottom-Line Design Thinking

Includes
online launch
page to Web
resources

“I benefited a great deal!”

- Rachel Champagne, Alberta Association of Registered Nurses

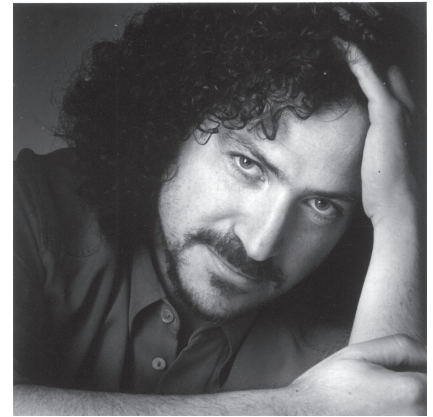


DAVID B. BERMAN FGDC,
R.G.D.

PROFESSIONAL COURSE SERIES #3B

David Berman FGDC, R.G.D.

Expert Speaker on Design, Ethics, Social Responsibility



David Berman has been described as the “David Suzuki of design”.

He helps create events where local and international audiences align their professional and personal values, equips them with strategic skills, and challenges them to apply their professional strengths to help create a more sustainable and just world.

IN DETAIL

David’s 25 years of experience and technique have helped hundreds of organizations get great things done.

The combination of his inspiration and techniques motivate people to create unique and ecologically-responsible strategy, events, branding, design, ethics, and communications solutions.

His career as an expert speaker, facilitator, communications strategist, judge, and graphic and environmental designer has involved him in developing dozens of events in over 18 countries: Bahrain, Brazil, Canada, China, Colombia, Cuba, Czech Republic, Denmark, Hong Kong, Hungary, Jordan, Korea, Kuwait, Lebanon, Norway, Qatar, Slovenia, UK, and USA.

His clients include IBM, International Space Station, World Bank, Norwegian Design Council, the Aga Khan Foundation, Environment Canada, Health Canada, Parks Canada, Statistics Canada, and Treasury Board.

In 1999, the Society of Graphic Designers of Canada named him a Fellow for his eco-friendly Code of Ethics. David was elected V.P. Ethics of the Society in 2000, and since has served as Ethics Chair. In 2005, he became a Vice-President of Icoграда, the World body for graphic design, which organizes global conferences.

His opinions have been featured on CBC, in Financial Post and Marketing.

David is a National Professional Member of CAPS and the International Federation for Professional Speakers.

WHAT HE OFFERS YOU

David provides you the power to be better: fresh and easy techniques to get the most important things done well, in alignment with your mission and values.

HOW DAVID PRESENTS

Stylish by nature and profession, this infectiously enthusiastic personality will equip you with knowledge you’ll cherish, and the desire to implement it.

WANT TO KNOW MORE?

Give us a call or send us an e-mail to find out exactly what David can bring to your event.

HOW TO BOOK DAVID

Simply phone, fax, or e-mail us. See below for details.

TOPICS

- Branding and Social Responsibility
- Greener Meetings:
- Professional Climate Change
- 7 Habits Of Highly Effective Sites
- Plan Or Be Planned: “Not Another Time Management Seminar!”

BOOKS/ARTICLES/PAPERS

2009

- Do Good Design (Pearson/AIGA, ISBN 0-321-57320)

2007

- Web Accessibility 2.0

2005

- Liberate Your Web Site
- Analysis of Digital Art Audiences

2003

- To Tell The Truth (cover story, Applied Arts)

2001

- A New Format For Canadian Legislation (white paper)

“...profound knowledge, positive thinking, humour... pure inspiration!”
- Selma Prodanovic, Brainswork, Vienna (Austria)

“Exceptional facilitator and extremely knowledgeable.”
- Jane Hawksworth, Royal Roads University, Victoria (Canada)

“It is always good to be reminded about good behaviour.”
- Nete Oensholt, Lego Corporation, Copenhagen (Denmark)

“David is spot on.”
- Sheikha Haya Al Khalifa, Manama (Bahrain)

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expertspeaker@davidberman.com | www.davidberman.com/about



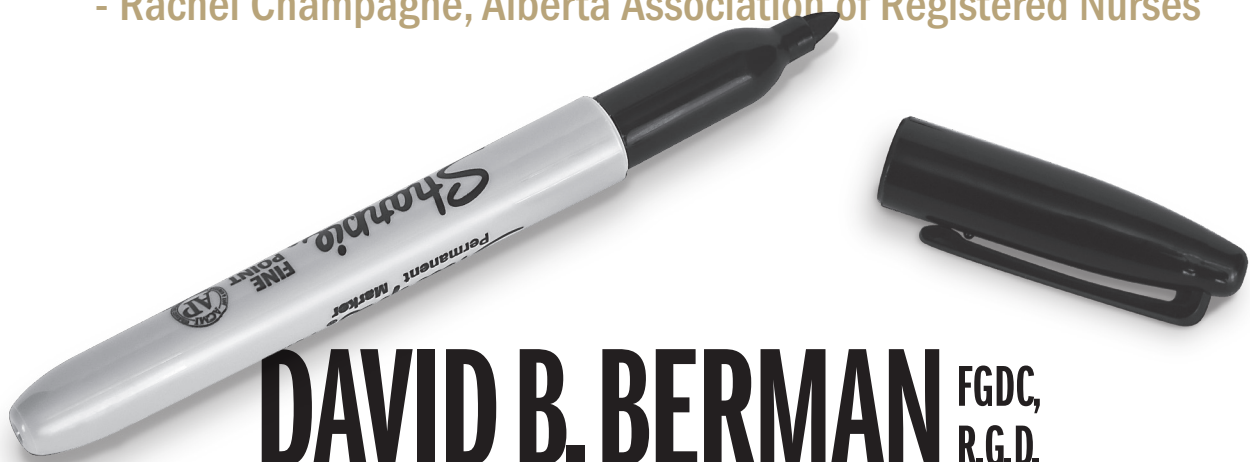
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David Berman's 7 Habits of Highly Effective Web Sites

1. Start with a strategic plan.

Can you answer "How will you know when you've succeeded?"

2. See it as two projects.

If all you have is a hammer, everything looks like a nail.

3. Evergreen: fresh, accurate, relevant.

If you can't afford to heat and clean it, don't add another floor.

4. Plan twice, design once.

Would you ask a writer to draft 3 versions, then throw out 2?

5. Communicate consistently.

Build trust through clarity and consistent repetition.

6. Don't skip steps.

Sign off on a step-by-step, Web-specific process.

7. Test early and test often.

More usability and accessibility tests. Less focus tests.

David offers in-depth one- and two-day public seminars covering every aspect of these seven habits, as well as custom consultation, design and development services.

If you would like to subscribe to our events e-news, visit www.davidberman.com/subscribe.

To get as many copies of this flyer as you'd like, e-mail David at berman@davidberman.com, telephone us at (613) 728-6777, or download a printable pdf version at www.davidberman.com/seminars/sevenhabitsweb.php.

**For a full article explaining these seven habits
visit www.davidberman.com/seminars/sevenhabitsweb.php**



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For your convenience, find a list of hypertext links and books cited in this learning guide at:

<http://www.davidberman.com/seminars/sustainable-strategy-course.php#links> .

Cover photograph: Trevor Johnston / Cover design: Cynthia Hoffos / Photo: Kate Andrews

Professional Member / Membre professionnel,
Canadian Association of Professional Speakers
International Federation for Professional Speakers

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We have taken effort to ensure the accuracy of this manual. If you have any suggestions for improvement, please email berman@davidberman.com or visit www.davidberman.com .

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Expert Speaker

David Berman, R.G.D., FGDC

Some related seminars, available publicly or at your location:

- Successful Management of Web Site Projects
- Effective Web Information Design
- The New Standard on Web Accessibility: WCAG 2.0
- Principles of Graphic Design
- Seven Habits of Highly Effective Web Sites

Links and books:

<http://www.davidberman.com/seminars/strategysuccess.php#link>

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David Berman has recently been named a high-level advisor to the United Nations on how Web design can be used to help fulfill the Millennium Development goals. He has over 25 years of experience in graphic design and communication strategy.

David brings both graphic design and information technology expertise to his communications projects. While training at the University of Waterloo in computer science and at Carleton University in psychology and typography, he became deeply involved with the student press, introducing microcomputers for the production of student newspapers in Canada. David worked in the federal government as a computer systems analyst before turning his hobby of graphic design into his career.

He has worked extensively in adapting the printed word for electronic distribution, including Web design and software interface development. As graphic designer and communications strategist, David concentrates on new media, information design, and marketing strategy at David Berman Communications. He has been the project manager of numerous Web projects, including strategy and design for Canadian Heritage, CRA, CMHC, Health Canada, IBM, Industry Canada, the National Research Council, Statistics Canada, the Canada Council, CFIA, and the International Space Station, as well as many private sector and non-profit organizations.

David served as first elected president of the Association of Registered Graphic Designers of Ontario, the world's first accredited graphic design organization, from 1997 to 1999. He drafted the association's constitution and *Rules of Professional Conduct* and authored Ontario's accreditation examination on ethics and professional responsibility. In 1999, David was named a Fellow to the Society of Graphic Designers of Canada. In 2001 he was elected national vice-president. Presently, he is Ethics Chair for the graphic design profession in Canada, a vice-president of Icoграда, the world body for graphic design, and is a frequent international keynote speaker on social responsibility and design.

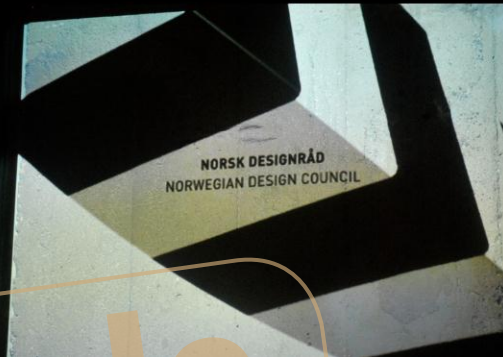
David is a national professional member of the Canadian Association of Public Speakers and the International Federation for Professional Speakers.

His book on how design thinking can create a better world, *Do Good Design* (Peachpit/Pearson, 2009), is now available in 4 languages.

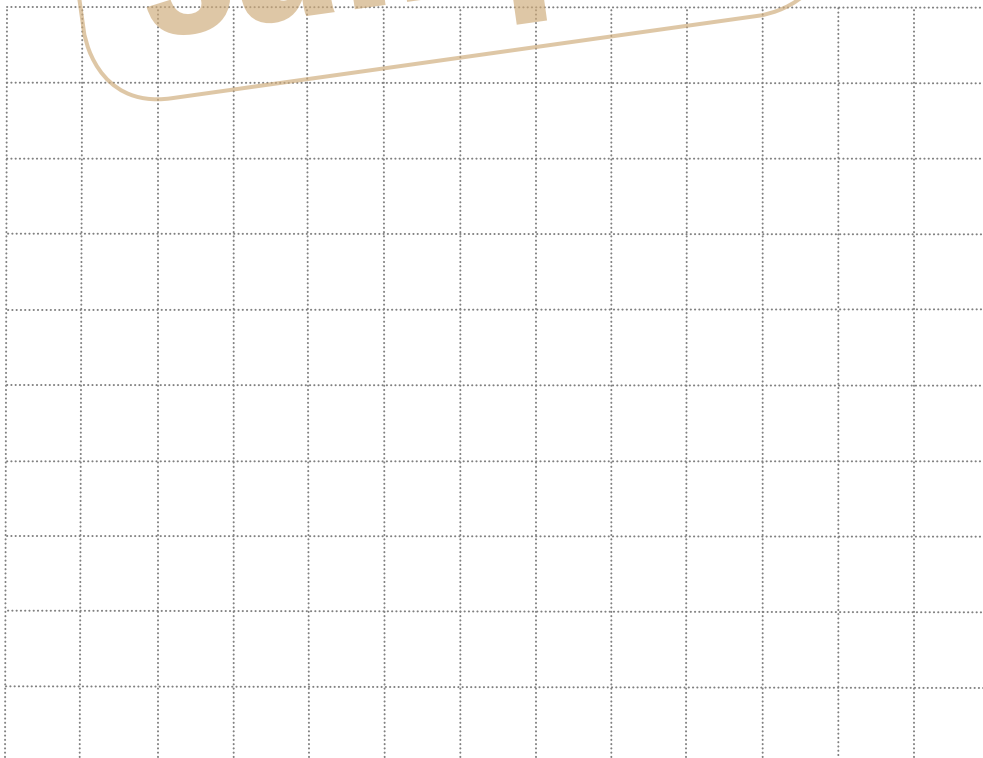
Developing Your Sustainable Project Strategy

- A THE QUADRUPLE BOTTOM LINE
- B STRATEGY CHARTER
- C IMPLEMENTATION

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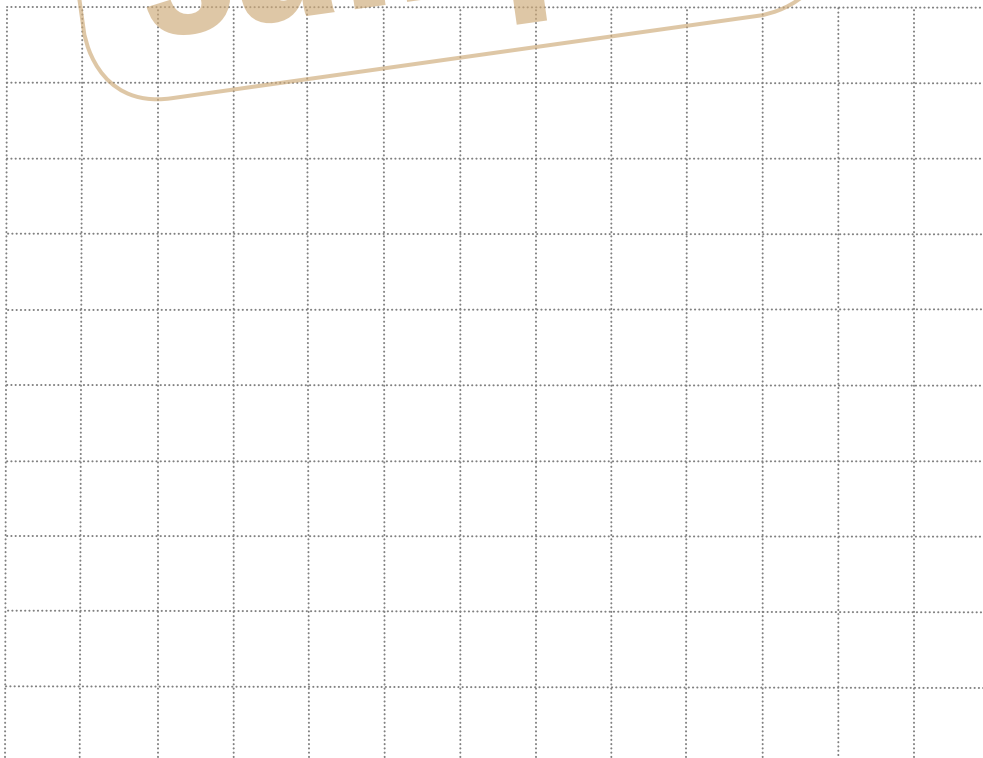


We need triple-bottom-line ... no, **quadruple**-bottom-line design thinking

- | | |
|------------------|----------------------------|
| 1. Financial | Profit |
| + | |
| 2. Environmental | Planet |
| + | |
| 3. Social | People (universal design!) |
| + | |
| 4. Cultural* | Design |

*our unique adaptation beyond genetics (e.g. we design ideas rather than thicker hair when the climate changes)

sample



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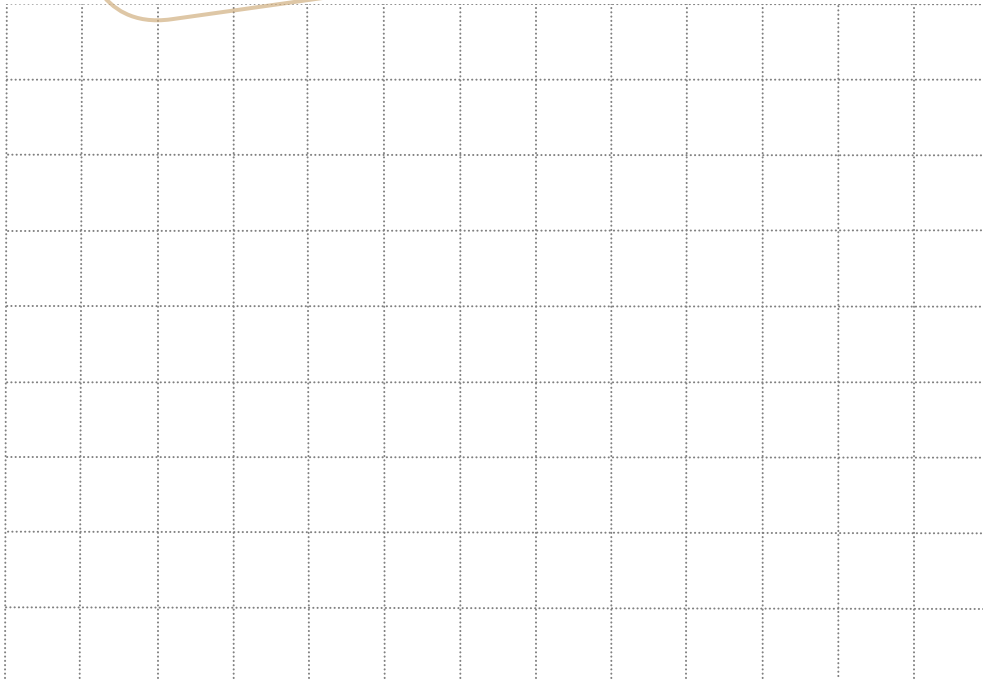
Next 10 years: global cultural drivers

- Pragmatic environmentalism
- Majority of humanity gain Web access
- Accessibility policies
- Transition of power structure and brand ownership
- Mobile apps and delightful small screen devices
- Easy sells
- The long tail (e.g. micropayments)
- Linear vs. multithreaded governance
- Plummeting costs of open source apps and data
- Recognition of Internet as business tool + publishing
- Cloud (collaboration, microblogging, social media)
- Workforce that increasingly lives in these worlds

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“When the world outside your organization is changing faster than the world inside your organization, you have a problem.”

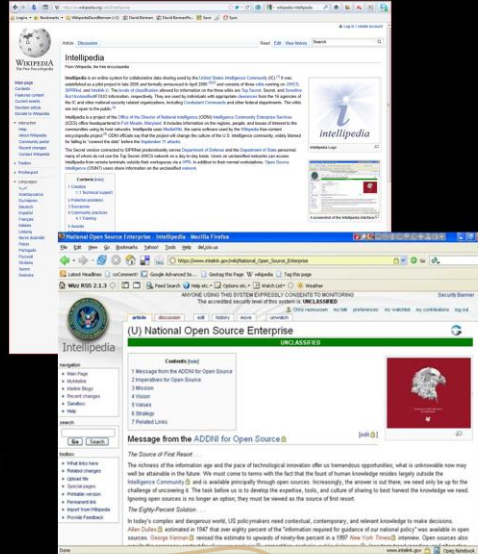
- Jack Welch, CEO, General Electric



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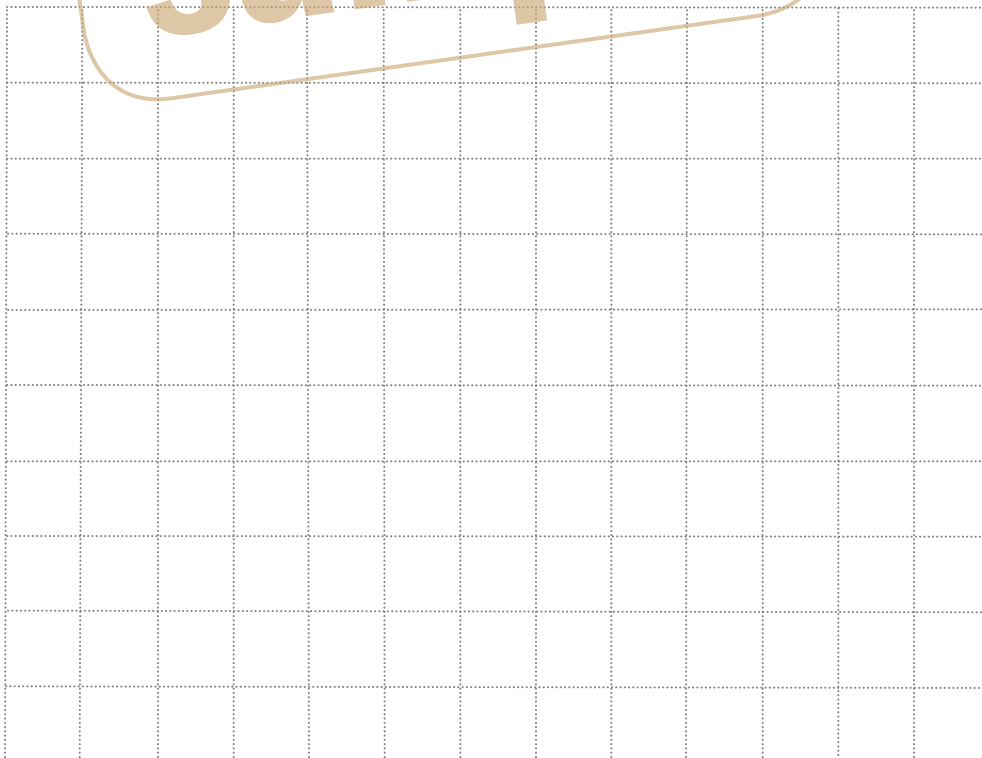
Wiki case study: Intellipedia

- 35,000 Intellipedians from 16 agencies
- Wiki (4,500 edits a day), blogs, Flickr-style photo sharing, tagging
- No anonymity
- Surprise: people don't misbehave
- Recruits and motivates younger workers



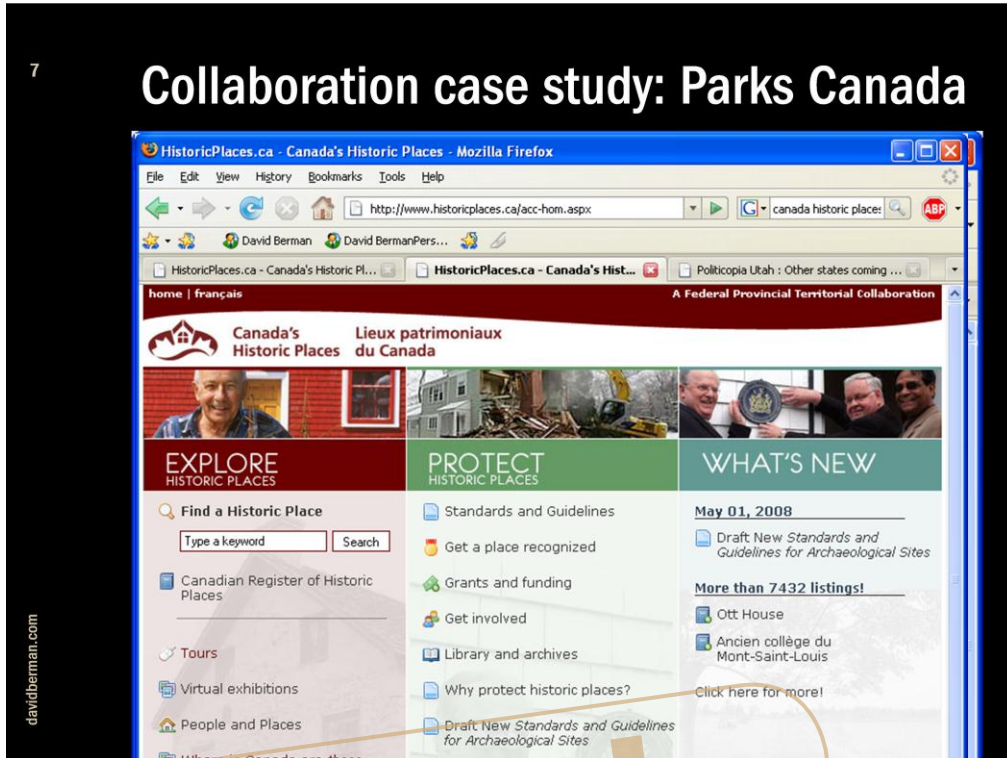
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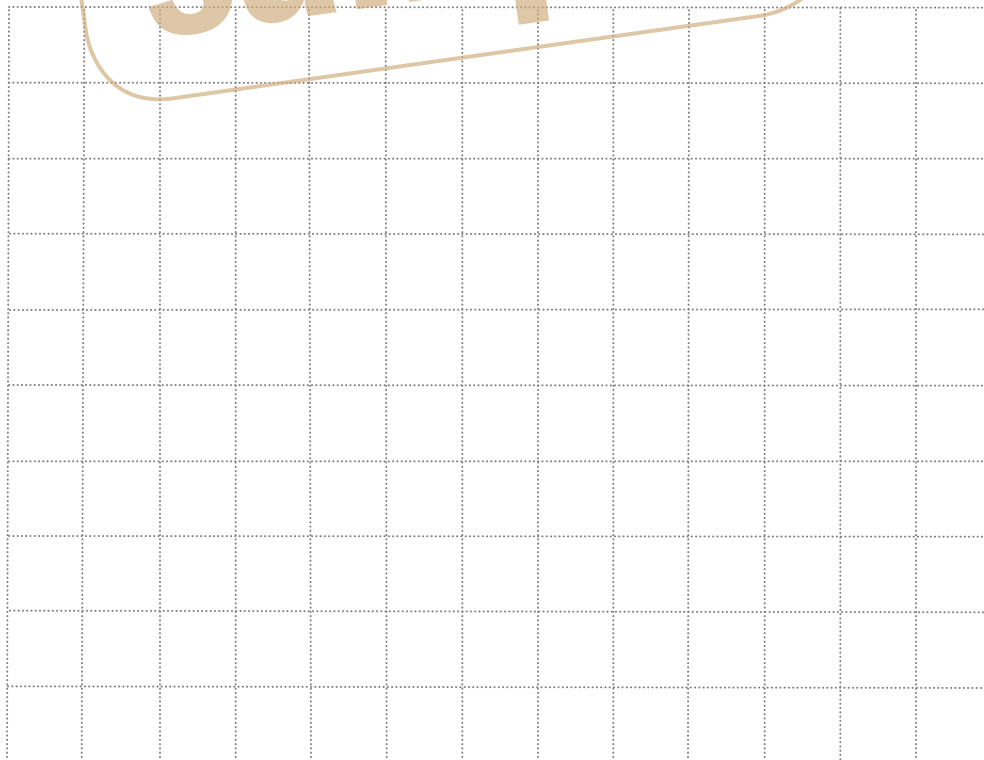


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Collaboration case study: Parks Canada



sample



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Where Rapid Strategic Development™ fits in sustainable design strategy

1. process orientation
- 2. strategy**
3. research, discovery (if not set already)
4. content outline
5. information architecture
6. estimating (project planning for Stage II)

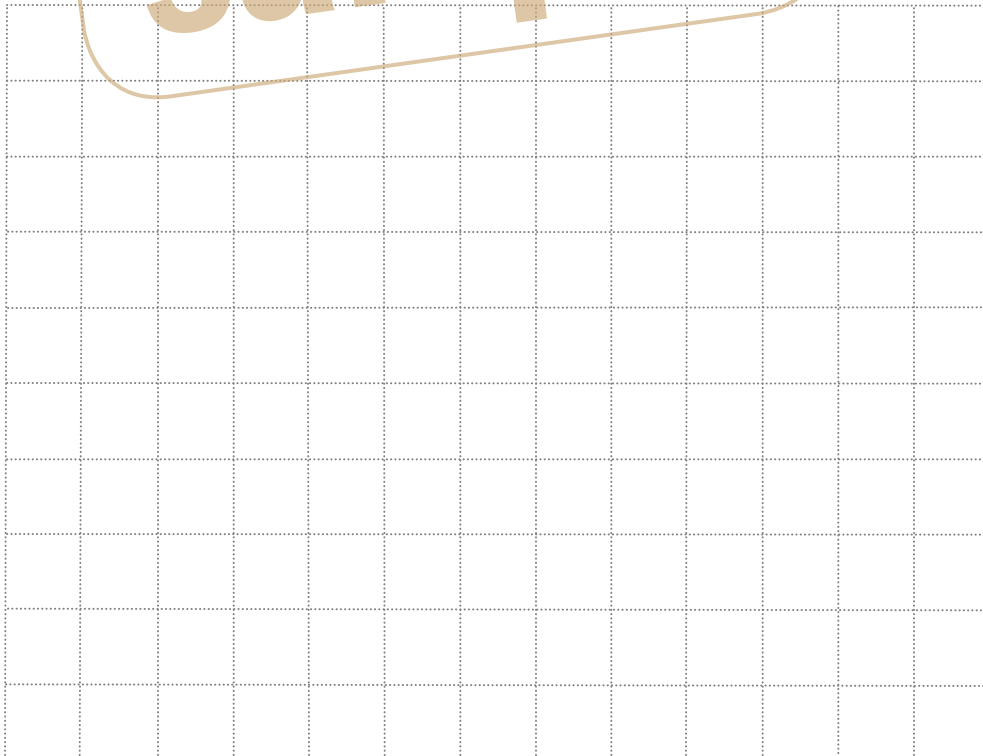
7. design
8. production
9. evaluation

Stage I

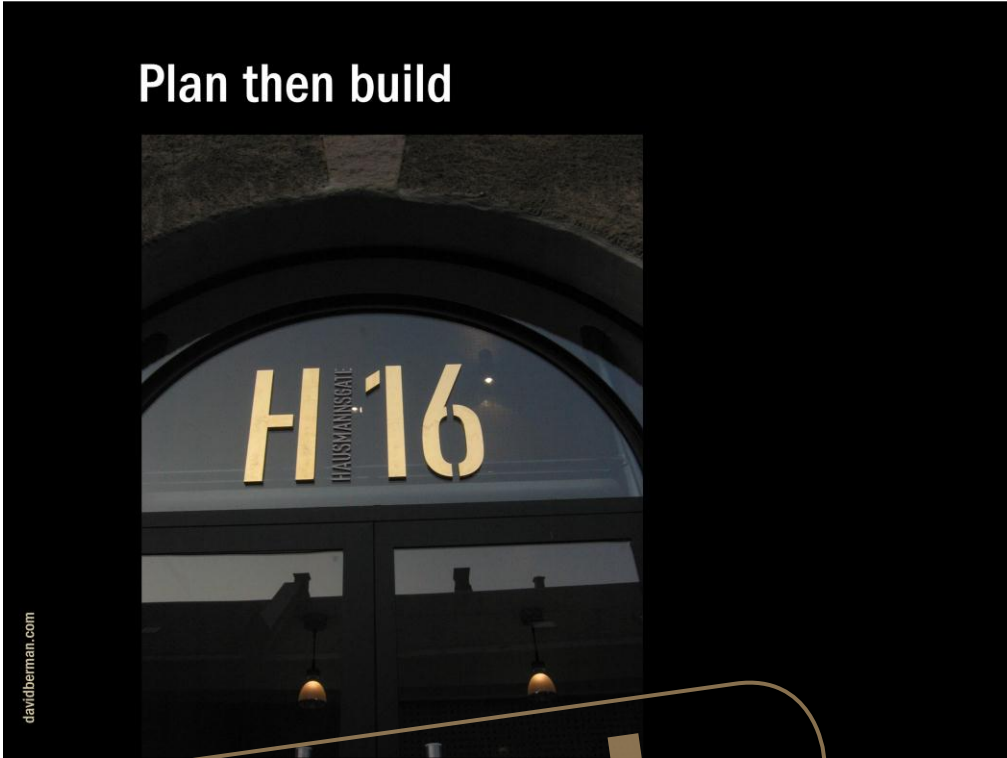
Stage II

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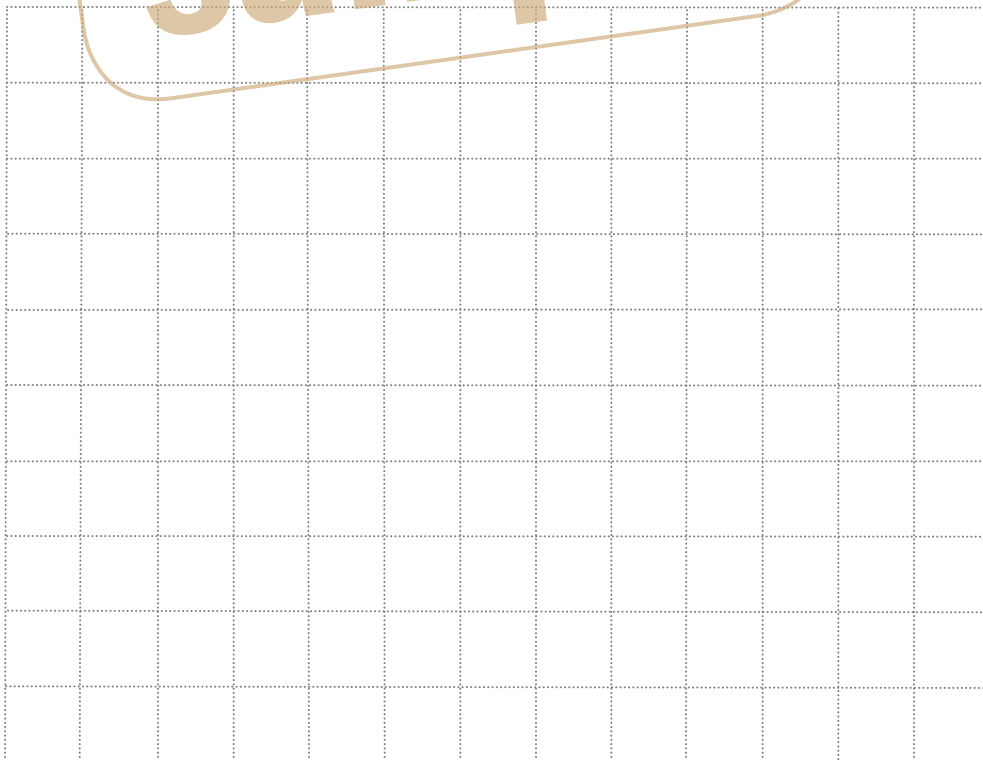
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Plan then build



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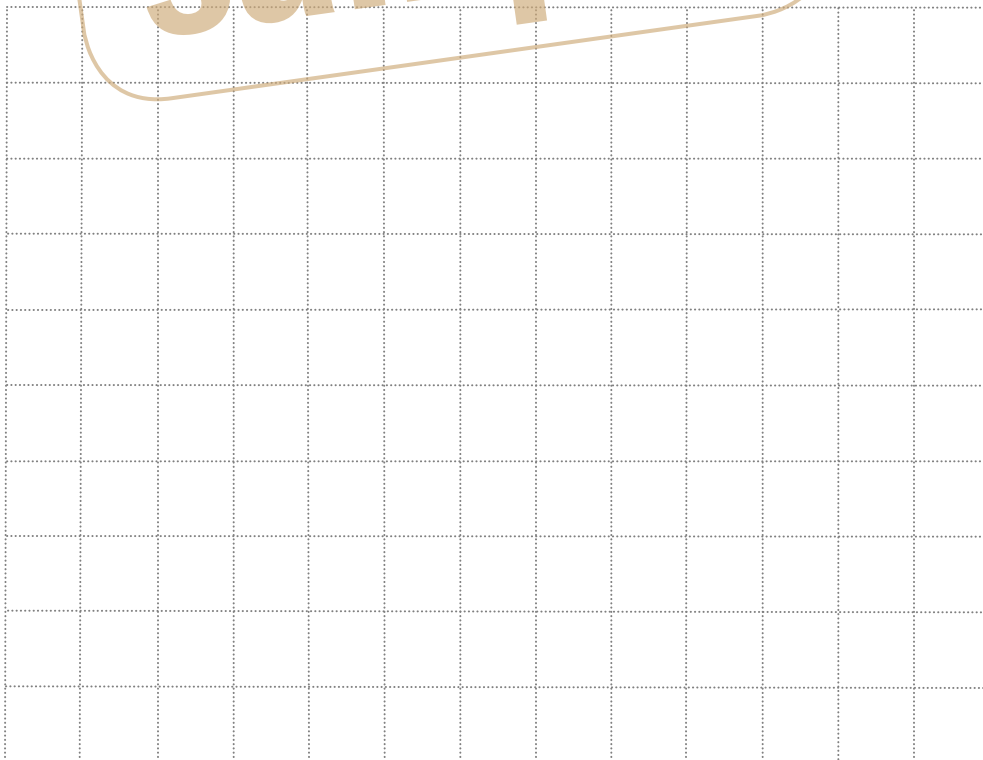


Avoid the design treadmill...

“The CEO’s husband
doesn’t like the
blue...
...can you show us
something in red?”



sample



11

Strategy is...

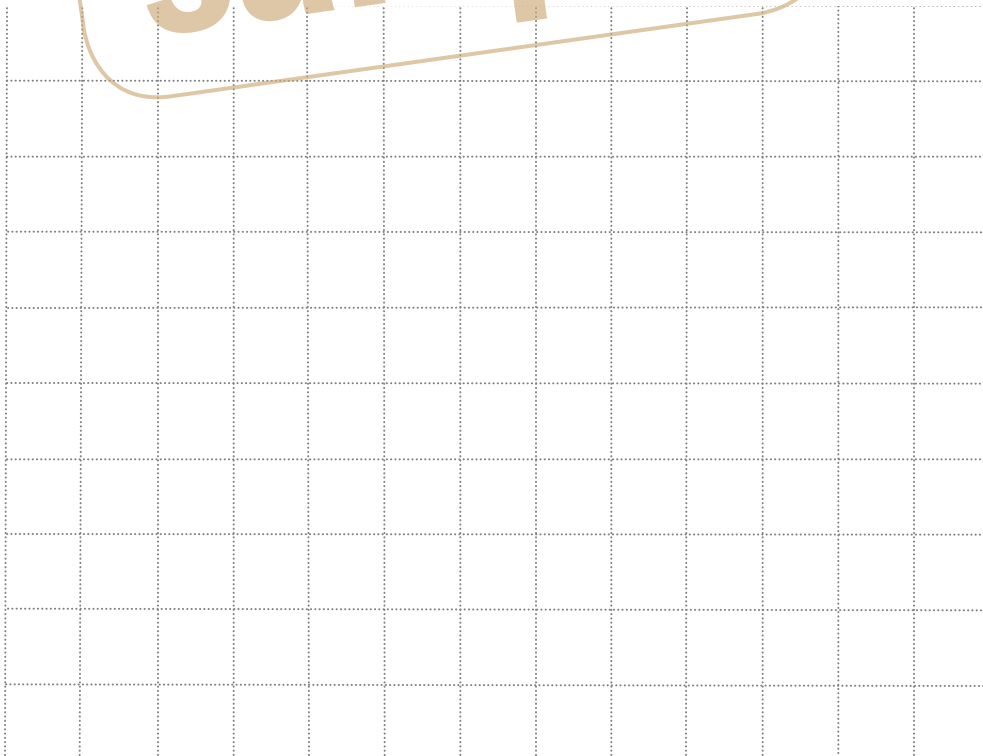
Strategy is precisely answering this question:

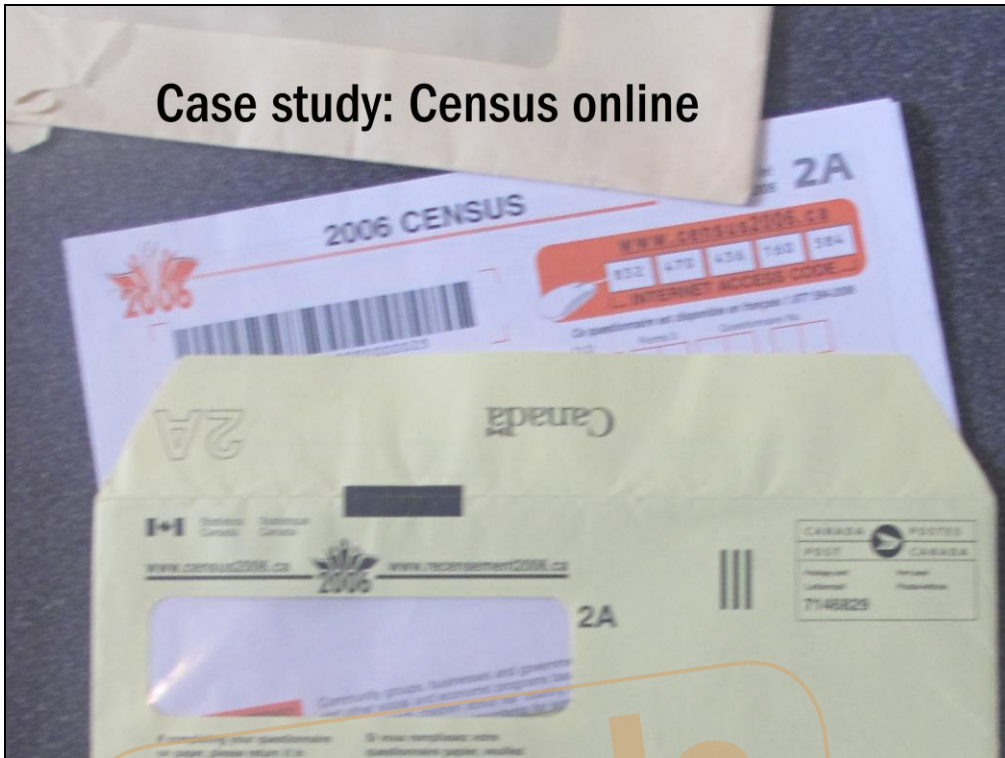
“How will we all know when we’ve succeeded?”

...then choosing a plan to get to that state

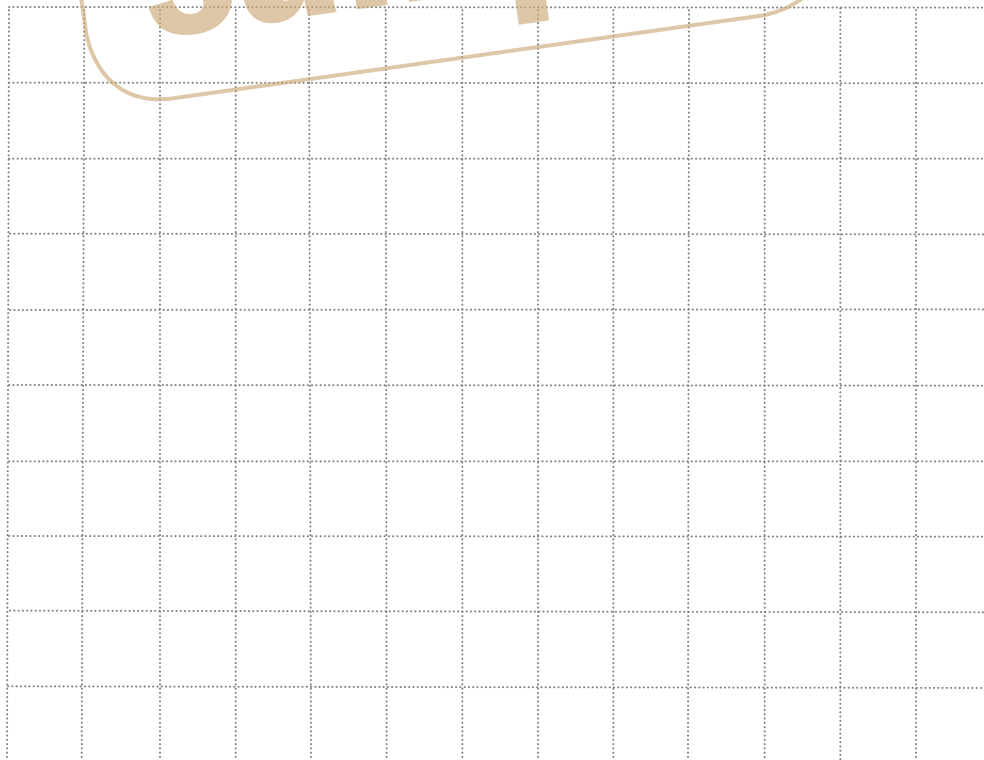
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“There is nothing so useless as doing efficiently that which should not be done at all.” - Peter Drucker





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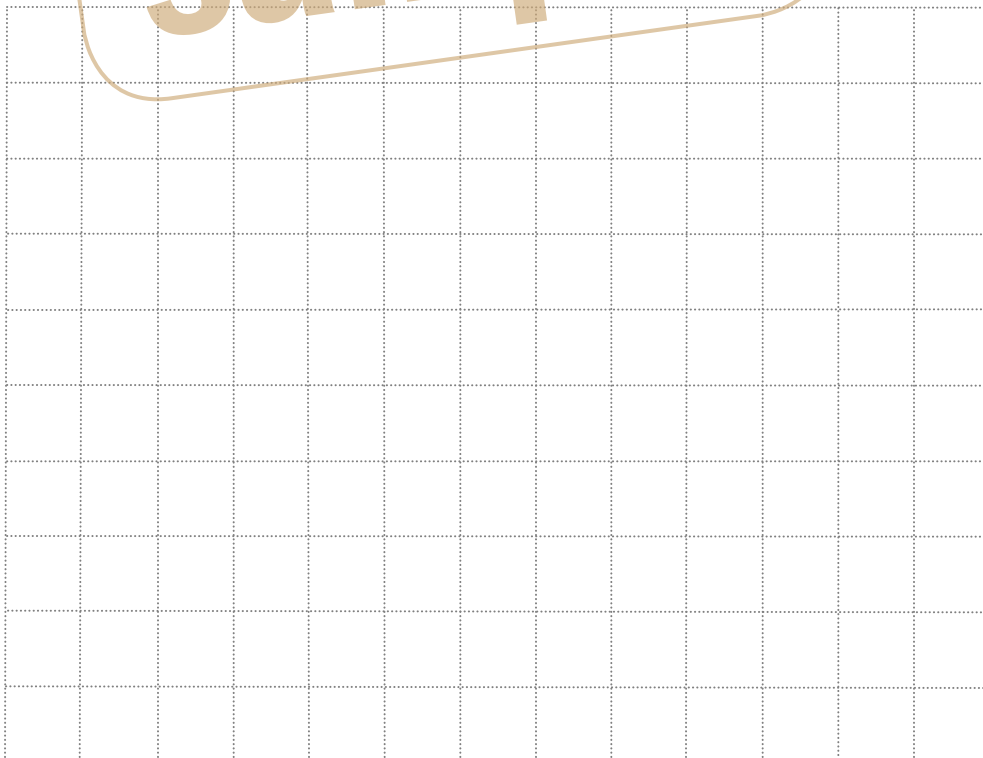
All projects benefit from strategy

Strategy-weak projects are more likely to come apart due to:

- constantly changing **technologies**
- constantly **rising expectations**
- relatively **uneducated clients**

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sample



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Aim your rocket, the earlier the better

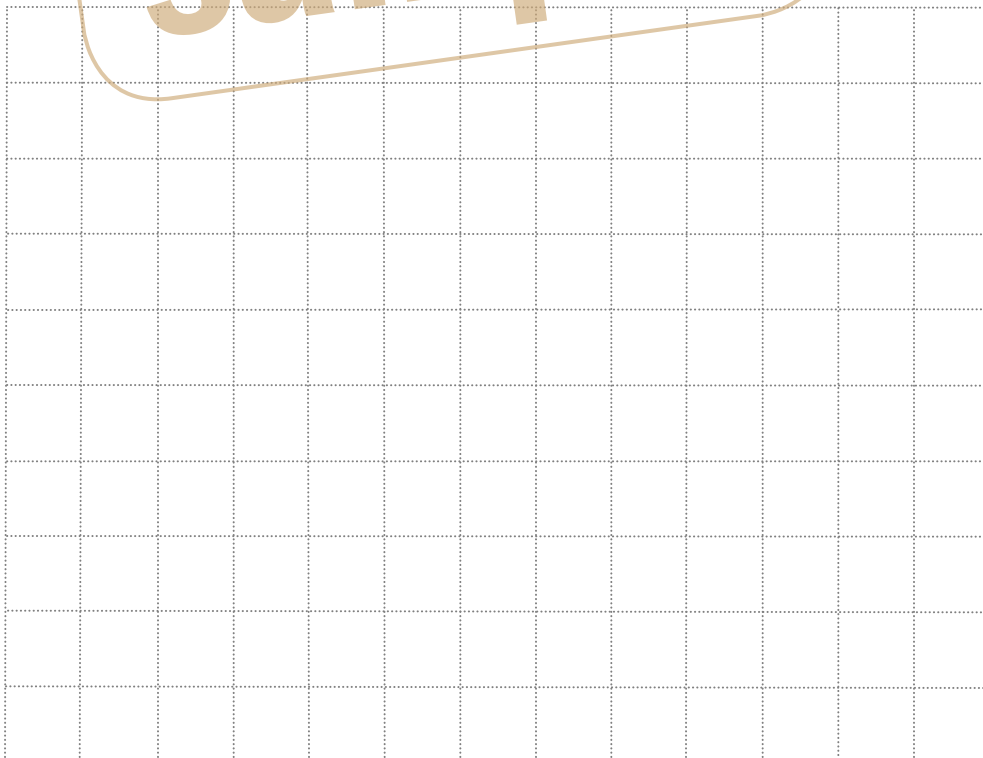
You always get the time back

Investing in strategy will:

- increase likelihood of **useful results**
- make **better products** possible
- enable more effective **collaboration**
- **reduce risk** of unexpected hurdles
- **speed** internal approval
- fulfill **accountability** requirements
- save time, effort and **money**

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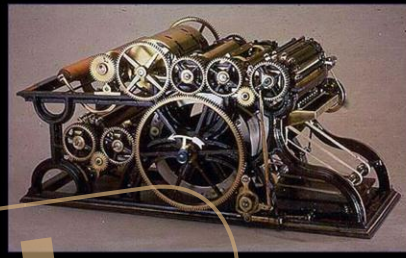
15

A communications challenge

Do you know any magazine designers who can build a printing press? TV producers who can build a TV tower?

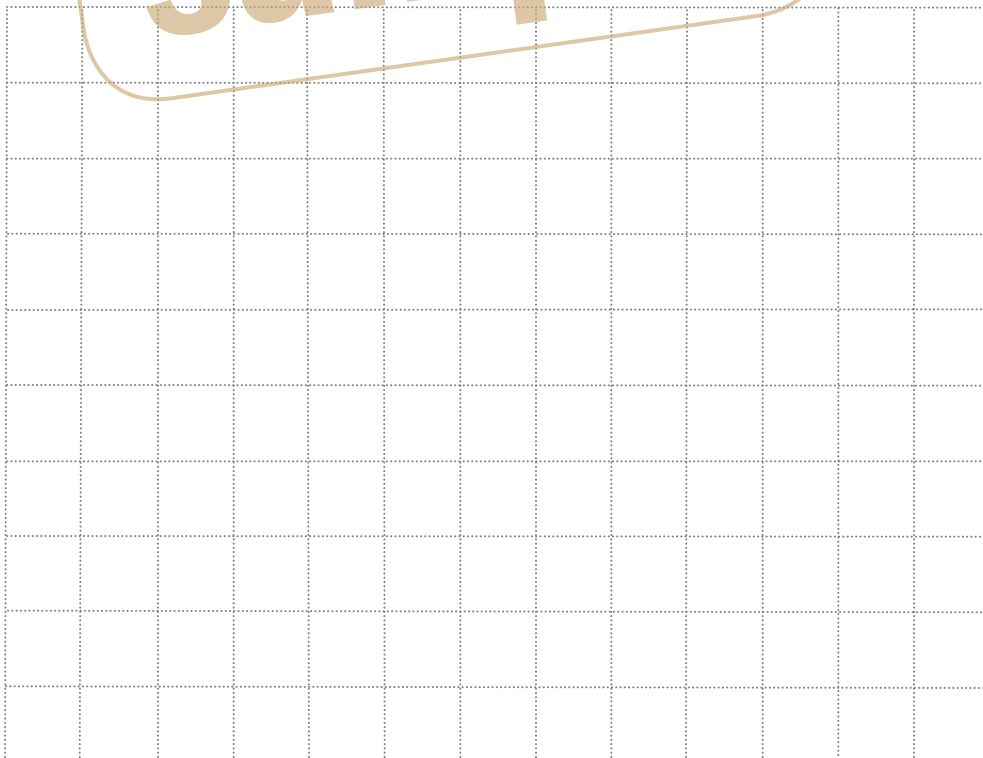
Design strategy is usually a greater **communications challenge** than a technology challenge...

...because we are essentially communicating and interacting with people



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sample



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Case study: LendingTree.com



"If we don't succeed, we run the risk of failure." - George W. Bush

