

business growth (by design, not by chance)

DESIGN
ROCKS

Suzie Marsden
GM Services, Better by Design
Design and NZ export companies



Mark Templeton
Chief Executive, Aeroqual
Exporting case study



Ben Hawkins
Design Manager, Rinnai
Exporting case study



hi, I'm Suzie Marsden from Better by Design

Suzie Marsden
GM Services, Better by Design
Design and NZ export companies



Mark Templeton
Chief Executive, Aeroqual
Exporting case study



Ben Hawkins
Design Manager, Rinnai
Exporting case study



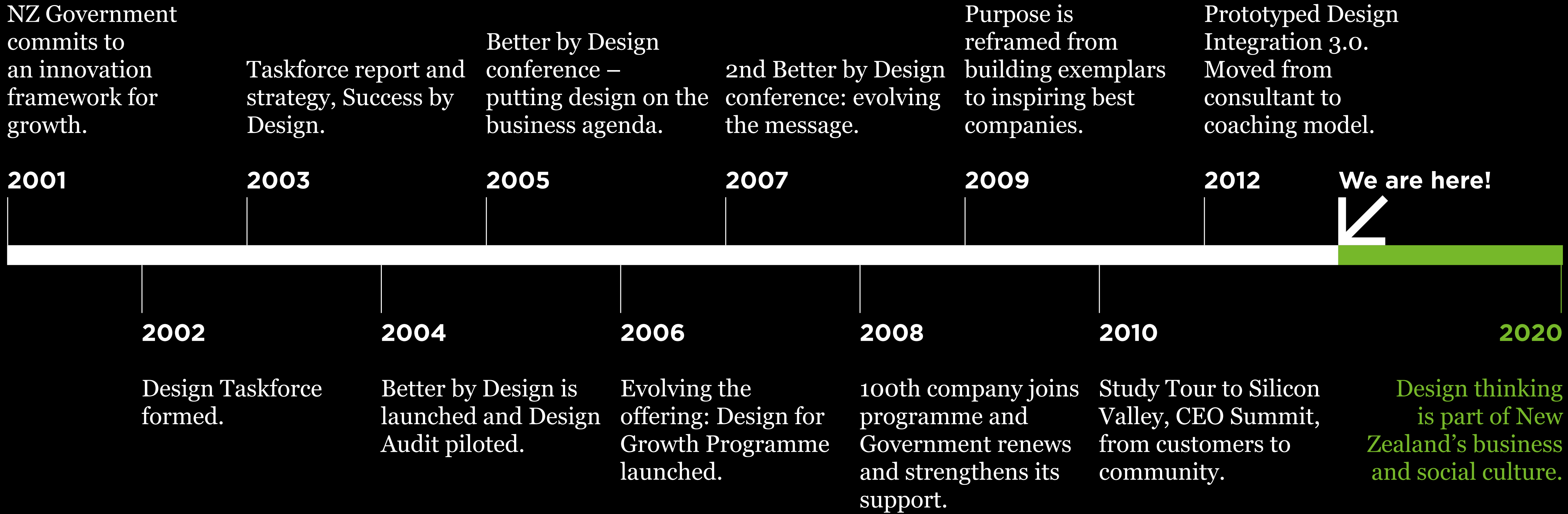
what is Better by Design?





unique in the world

the journey so far



the big change in direction

consulting

→ coaching

auditing

→ enabling

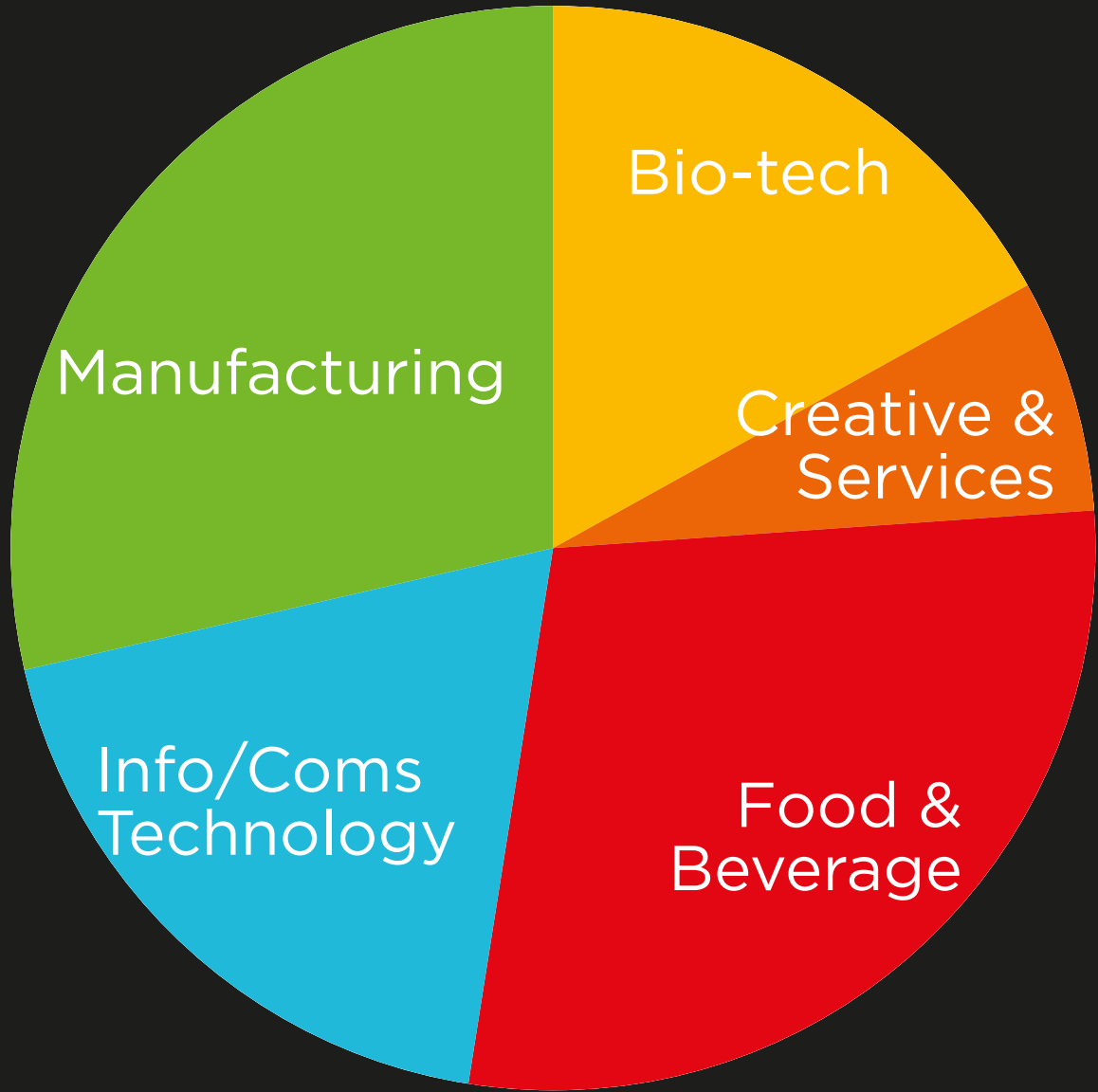
design doing

→ design thinking

outside in

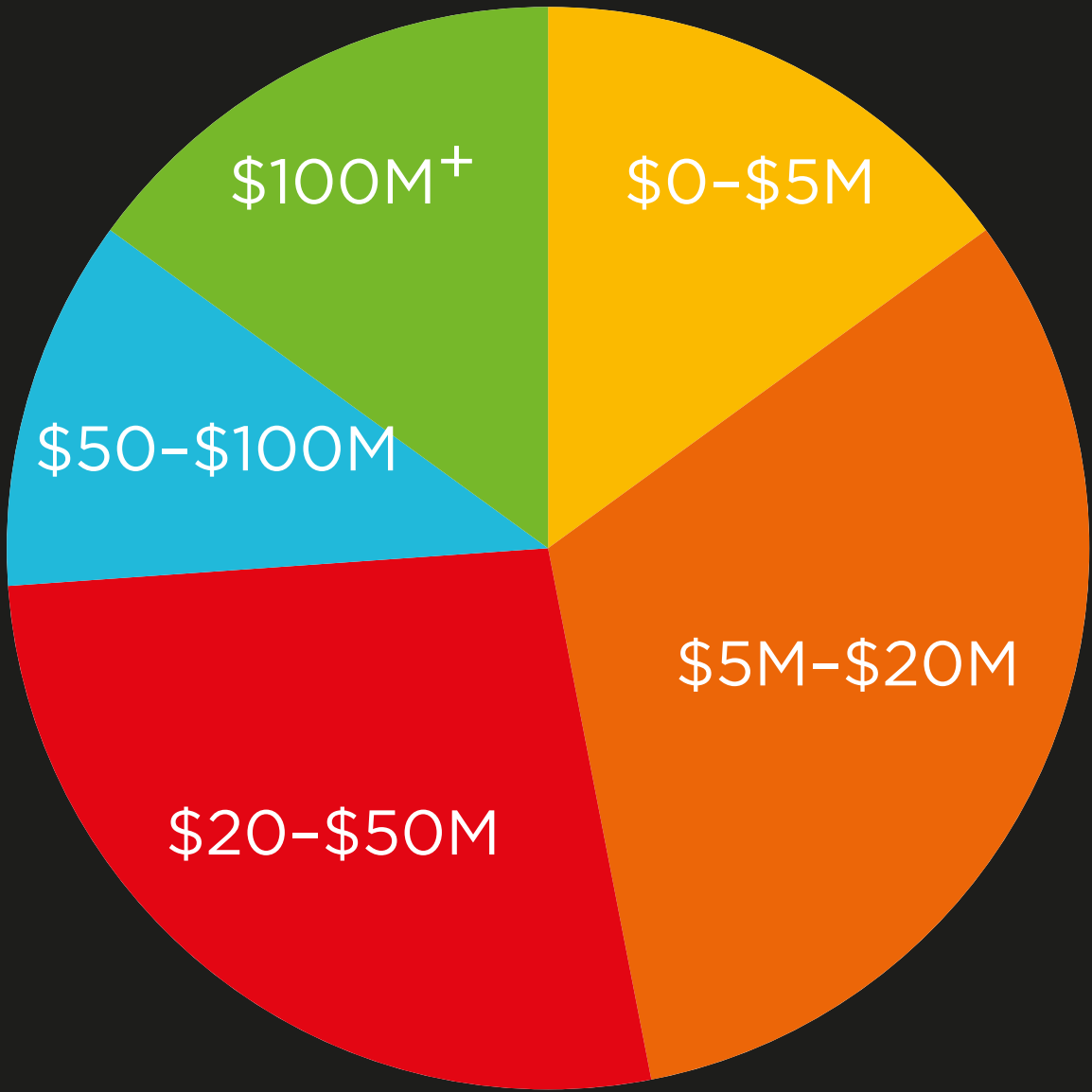
→ inside out

so, how are we doing?



NPS
Last year
+57

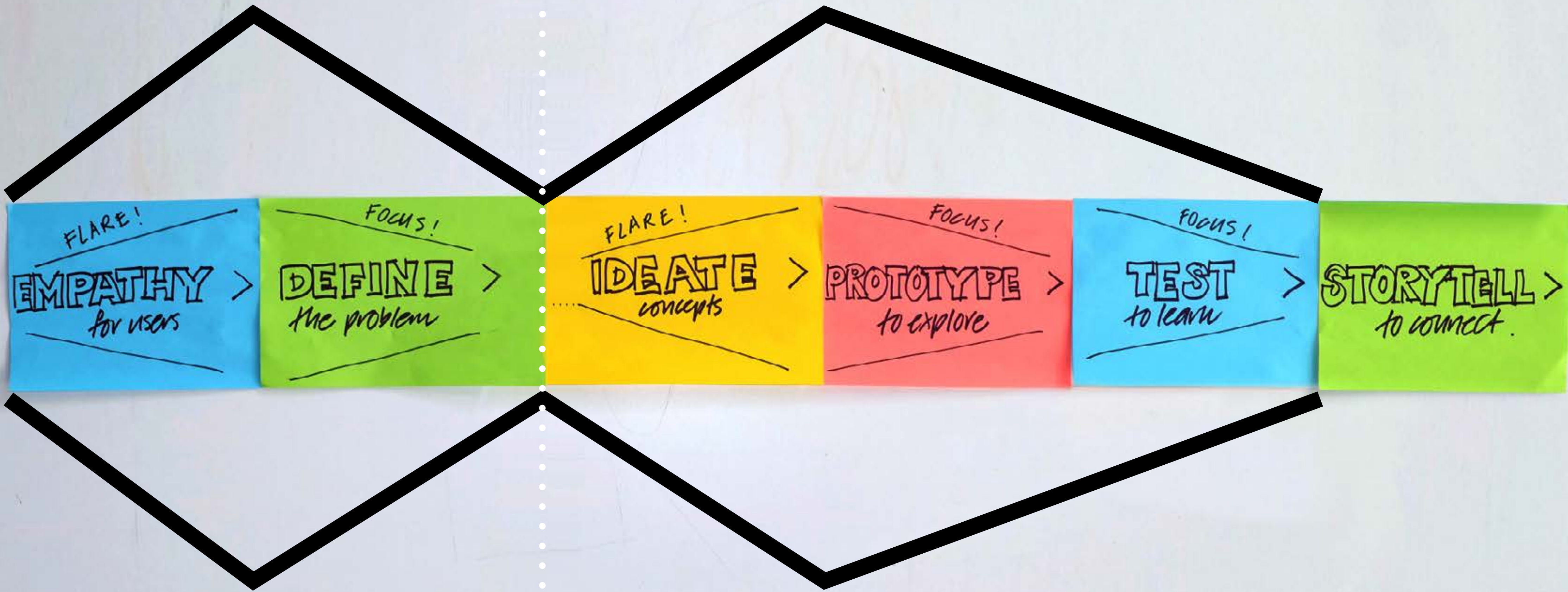
In total Better by Design
is working with
companies employing
15,000 people



what we are seeing



what we are seeing



stronger

weaker/needs work

a couple of customer stories

Suzie Marsden
GM Services, Better by Design
Design and NZ export companies



Mark Templeton
Chief Executive, Aeroqual
Exporting case study



Ben Hawkins
Design Manager, Rinnai
Exporting case study



hi, I'm Mark Templeton from Aeroqual

Suzie Marsden
GM Services, Better by Design
Design and NZ export companies



Mark Templeton
Chief Executive, Aeroqual
Exporting case study



Ben Hawkins
Design Manager, Rinnai
Exporting case study



aeroqual[®]





We are making it easier to measure the air.

aeroqual⁸⁰



**what does design thinking actually
mean for Aeroqual?
why does it matter?**

and why is it personal for me?

**how has Better by Design evolved
since the early days?**

**how has design thinking made a
difference at Aeroqual?**

**what wicked problems can
design thinking help with next?**

hi, I'm Ben Hawkins from Rinnai

Suzie Marsden
GM Services, Better by Design
Design and NZ export companies



Mark Templeton
Chief Executive, Aeroqual
Exporting case study



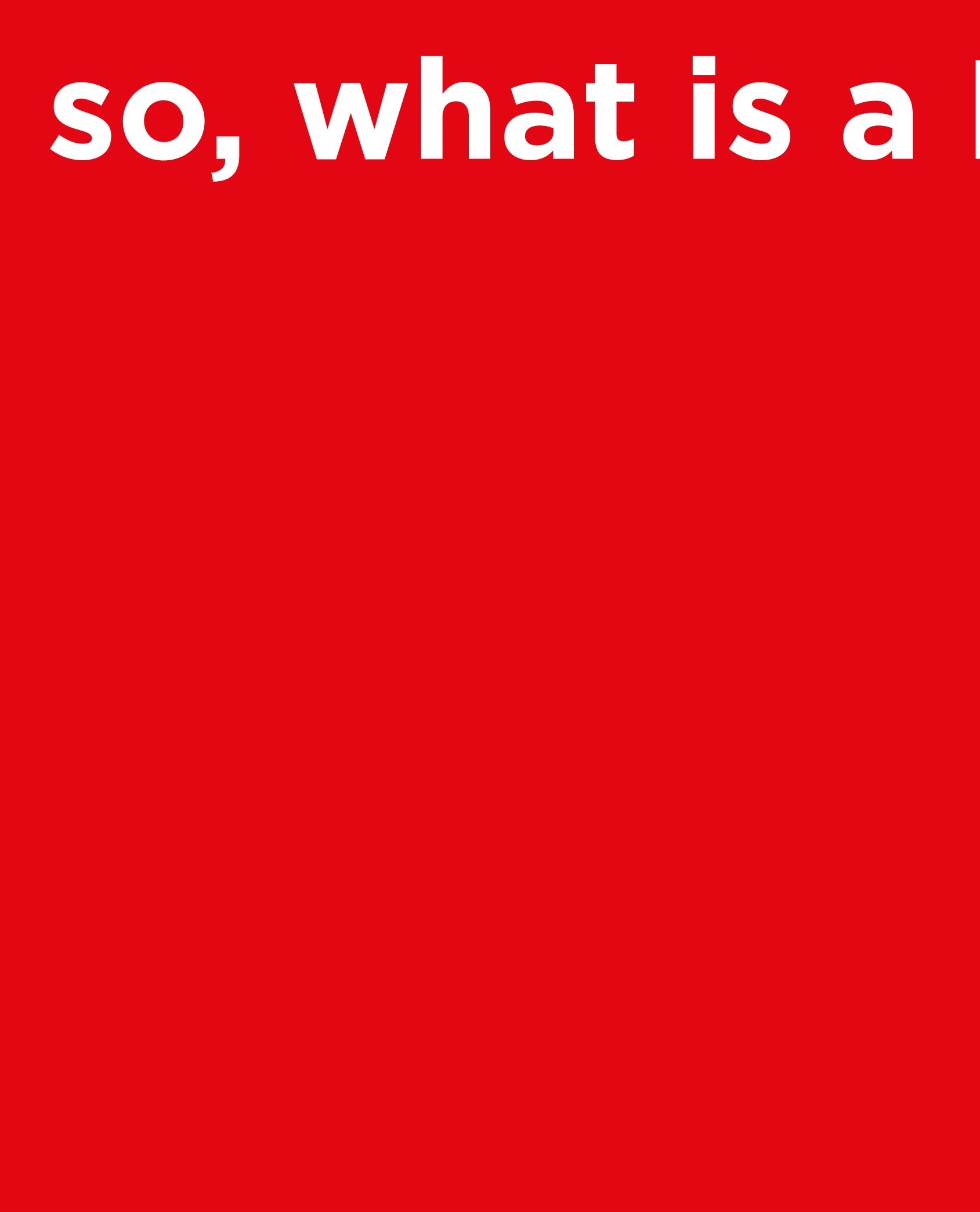
Ben Hawkins
Design Manager, Rinnai
Exporting case study



Rinnai

**how did Rinnai become good
and different?**





so, what is a ROFI?



Mozaic is not a tile pattern



how do we collaborate with students?





thanks

Suzie Marsden
GM Services, Better by Design
Design and NZ export companies



Mark Templeton
Chief Executive, Aeroqual
Exporting case study



Ben Hawkins
Design Manager, Rinnai
Exporting case study

