skills, expertise and capabilities
understanding user needs
communication
technology, prototyping, modelling, visualisation
research practices
continuous professional development
personal development planning

## practice methodologies

management style & creative culture
Subscription to policies & standards regarding diversity,
environment, trade, etc.
business culture
ethical inetgrity

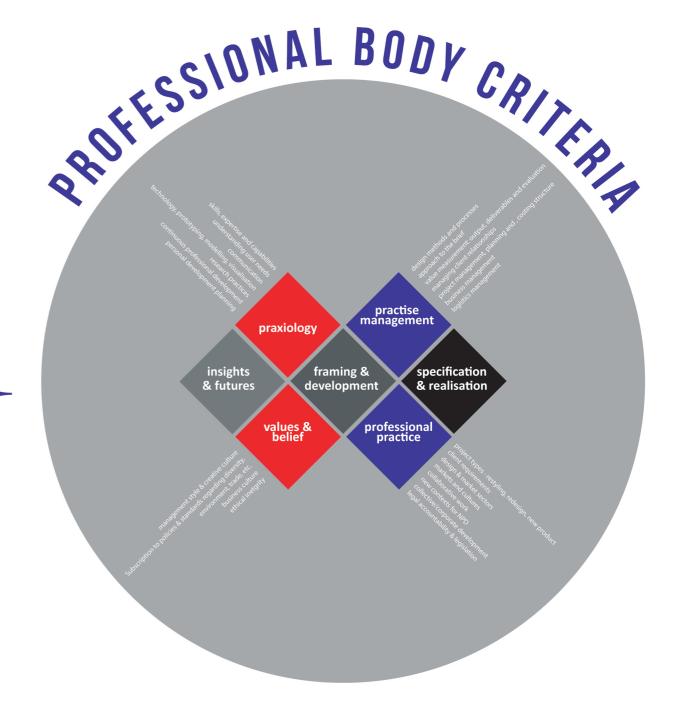
innovation intelligence

design methods and processes
approach to the brief
value measurement: output, deliverables and evaluation
managing client relationships
project management, planning and , costing structure
business management
logistics management

project strategies

project types - restyling, redesign, new product
client requirements
design & market sectors
markets and cultures
collaborative work
new contexts for NPD
collective/corporate development
legal accountability & legislation

professional practice



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