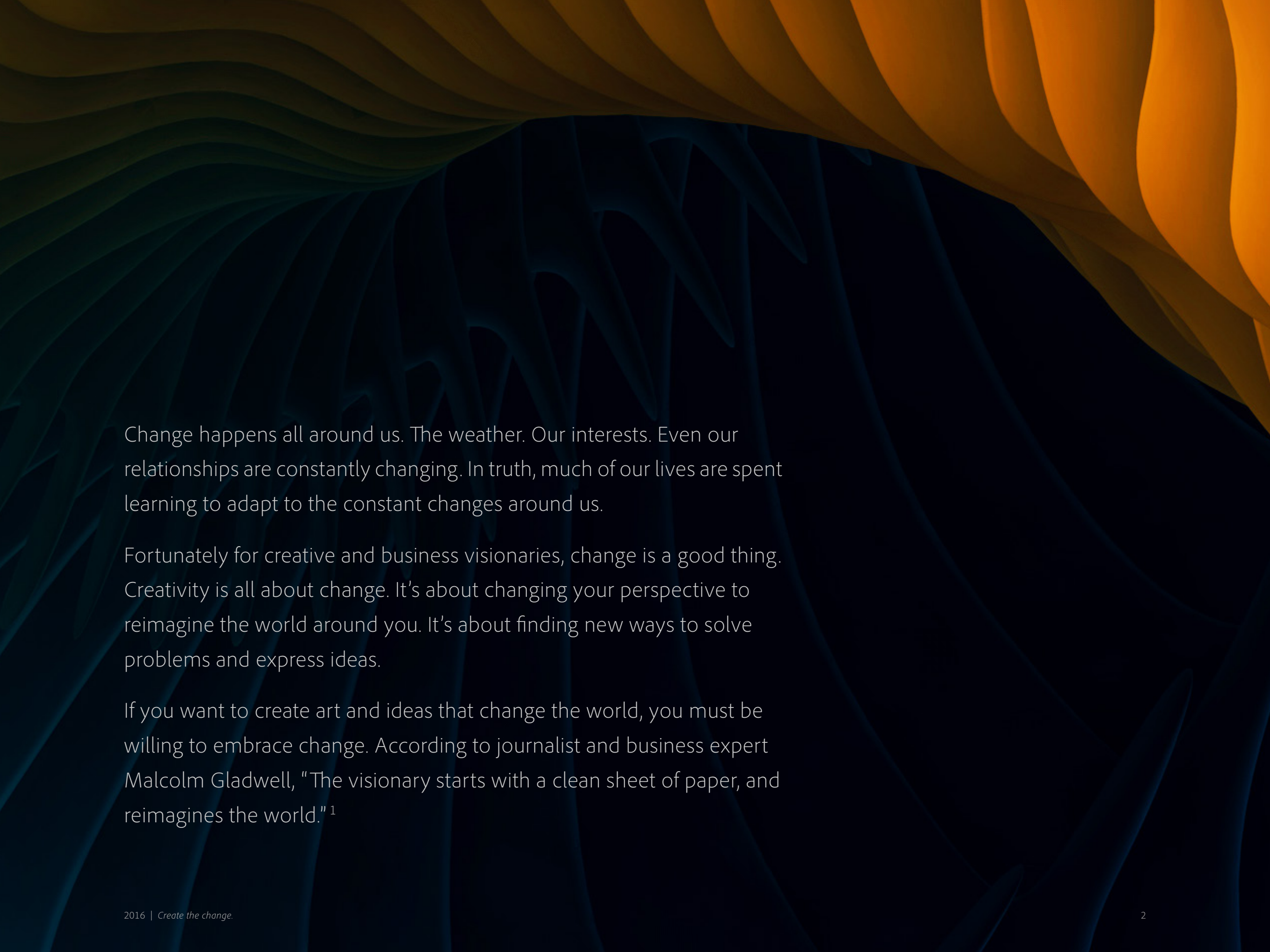# CREATE THE CHANGE.

Building a creative process for the modern world.

Change happens all around us. The weather. Our interests. Even our relationships are constantly changing. In truth, much of our lives are spent learning to adapt to the constant changes around us.

Fortunately for creative and business visionaries, change is a good thing. Creativity is all about change. It's about changing your perspective to reimagine the world around you. It's about finding new ways to solve problems and express ideas.

If you want to create art and ideas that change the world, you must be willing to embrace change. According to journalist and business expert Malcolm Gladwell, "The visionary starts with a clean sheet of paper, and reimagines the world." [1]

82%

of companies believe a strong connection between creativity and desired business results exists in the market today.

If reimagining the world feels too grandiose, it's okay to start smaller—even within your own business. The truth is that companies that welcome creativity, change, and innovation are inevitably more successful.

In fact, 82 percent of companies believe a strong connection between creativity and desired business results exists in the market today.[2] And they're right. Because companies that foster creativity enjoy greater market share by a factor of 1.5 when compared to their less creative counterparts.[3]

One way they're using creativity to change and to improve their business is by focusing on design to deliver better customer experiences. By putting design at the heart of their organization, businesses can better understand the ways customers interact with their brand. And they capitalize on that by creating appealing content and intuitive user experiences.

Keeping up with, or better yet, leading these companies might require some changes on your part. It starts with shifting your focus to design. When that happens, your team will be better equipped to create captivating experiences. This leads to customer loyalty and ultimately gives you a competitive advantage.

Change the way you view DESIGN.

Design, which was once thought of as simply the way a mobile app or website looks, is now a cultural lens that should be at the center of every business decision.

As Tim Brown, CEO of IDEO, a design and innovation consulting firm, says, "Where you innovate, how you innovate, and what you innovate are design problems. When you bring design thinking into that strategic discussion, you introduce a powerful tool to the purpose of the entire endeavor, which is to grow."[4]

Tim Brown isn't the only one who knows design's impact on a business. In fact, 65 percent of organizations agree that design-driven companies outperform their competition.[5] So much so, that 59 percent of businesses are investing in design to help differentiate their brand.[6]

Making any kind of change in business is hard, let alone choosing what to invest in. Ideally, every person in the company should have some affinity for design—from your CEO and executives, down to the engineers and salespeople. When leadership is on board, they can make company-wide decisions that reach every corner of the organization.
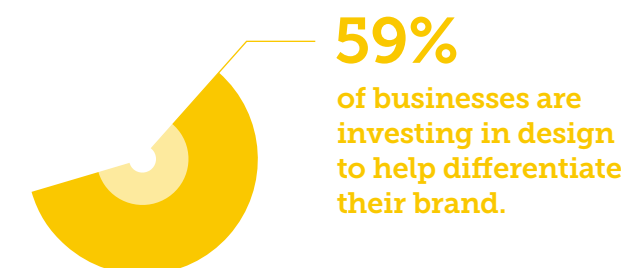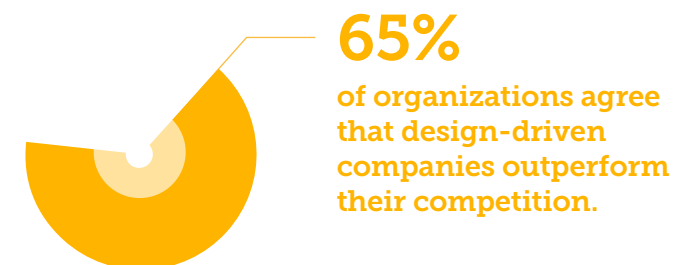
Of course, you might not have a say in picking your CEO and top executives. And you might not have any company-wide decision-making power. But you can start with yourself. Have design-centric conversations with those you work with—both above and below you. Let everybody know that you value design. Set design-related goals. Hire design-led thinkers. Inspire your employees and co-workers to follow suit.

You also want to empower your designers. Provide them with the tools and opportunities they need to create amazing work. When you prioritize and encourage design for those you work with and those you work for, you inspire your entire community, bringing them together literally by design.

As you apply the expertise from your employees, leaders, customers, and even partners, you encourage creative problem-solving. Bringing together a community of people invested in your brand helps ground solutions in real and firsthand experiences.

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TIM BROWN
CEO
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Airbnb sees the BIG PICTURE.

When you and your team learn to internalize both beauty and utility in the customer experience, you create work that gets noticed. The sooner that companies embrace this idea, the sooner they start seeing huge success. Here's an example.

Shortly after Airbnb launched, it began to struggle. When revenue flat-lined to barely $200 per week, company leadership knew they had to make a big change. After looking at the Airbnb website, co-founder Joe Gebbia realized something.

"We noticed a pattern. There's some similarity between all these 40 listings. The similarity is that the photos sucked. The photos were not great photos. People were using their camera phones or using their images from classified sites. It actually wasn't a surprise that people weren't booking rooms because you couldn't even really see what it is that you were paying for." [7]

So Joe and team grabbed some cameras, jumped on a plane, and took better quality photos of the homes available for rent. A week later, revenue doubled and has skyrocketed ever since. [8]

Of course, it might be overstating things to say that high-quality images amount to amazing customer experiences in all cases. But for Airbnb, its customer experience begins with photos. It saw its business from the customer's point of view, and it understood that design affects customer experience. In other words, Airbnb identified what needed to change and then put forth the effort to make it happen.

The founders at Airbnb learned the value not only of beautiful customer experiences but of making sure that everyone in the company gets it too. According to Gebbia, "Everybody takes a trip in their first or second week in the company, and then they document it. We have some structured questions that they answer, and then they actually share back to the entire company. It's incredibly important that everyone in the company knows that we believe in this so much, we're going to pay for you to take a trip on your first week." [9]

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JOE GEBBIA
Co-Founder
Airbnb

EXPECT a beautiful experience.

Airbnb is just one of many businesses that understands that design is at the heart of the customer experience. It's not just a cosmetic final touch but a critical part of creating content and experiences. Another obvious example is Apple Inc., whose attention to design and detail is shown throughout the retail experience.
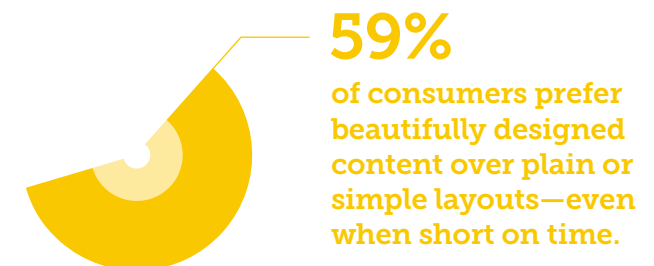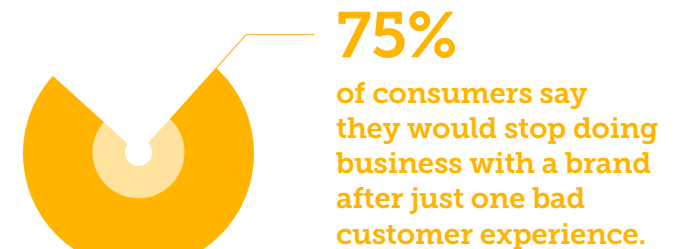
When you think of Apple—whether it's their products, their brick-and-mortar stores, or even their advertisements—you think sleek, simple, yet beautiful. And that's exactly why people choose Apple products, despite the fact that they cost nearly three times more than similar products.[10]

People will pay a premium for a beautifully designed experience. And they won't put up with poor ones. In fact, 75 percent of consumers say they would stop doing business with a brand after just one bad customer experience.[11]

In today's environment, the challenge is to create these beautifully designed experiences for every audience segment on every channel. Because today's consumers use an average of 6 devices and rely on 12 sources of content, businesses are tasked with creating a ton of content quickly to reach their customers wherever they are.[12]

This can be a good thing because it means more opportunities to engage with your customers. But these demands also present enormous challenges for businesses that want to reach the right people with the right content at the right time. The truth is that yesterday's efficiencies won't meet tomorrow's customer needs—or even today's for that matter.

Consumers have higher expectations today and want consistently beautiful, personalized content. Even while average attention spans continue to shrink, 59 percent of consumers prefer beautifully designed content over plain or simple layouts, even when short on time.[13] Accomplishing this requires the most advanced and up-to-date technology that you can create and also deliver.

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CHECK your design toolbox.

If the end goal is amazing customer experiences, and the way to do that is through a high volume of beautifully designed content, how do you enable your creative teams to develop in quantity without losing quality?

You want to empower your creative teams to get work done wherever they are. For some, that could mean providing creative mobile apps. Other companies might want to focus on using a secure server that their employees can access outside of office walls.

You can enable your people with technology, but it has to be the right technology. If you're using old, archaic systems, they may be getting in the way of creating content. If a system is difficult to use or doesn't meet their needs, employees start to use it less and less, slowing down the creative process even more.

The truth is, it's going to take more than hiring a bunch of new people. It requires you to take a serious look at every step of your creative process.

Fox Sports Digital did just that. Sports broadcasting moves quickly, so the faster the design team can deliver the next version of a mobile app or web interface to the market, the greater its competitive advantage.

As more channels launched, Fox Sports needed to create more content than ever before. They looked for a way to speed up their creation process. They found that Adobe Creative Cloud allowed them to keep everyone on the team up to date with all the files, fonts, images, settings, and other assets at their fingertips.

Collaboration is also crucial to Fox Sports' success because creating content takes a lot of people. Designers come up with initial concepts and then loop in the development and product teams to make sure that projects are doable and meet business goals. The team members often work on multiple projects at once and need to always stay up to date and maintain design consistency.

To keep their creative process from getting chaotic, Fox Sports knows how important it is for everyone to have access to design information from the same location rather than relying on multiple file-sharing services and individual machines.

Just as Fox Sports Digital did, you want to figure out what tasks and workflows your teams spend the most time on. Make sure they're not constantly tracking down the latest image version or font. Give them access to stock images and templates to help speed up content creation. Enable them with the latest technology that lets them work on the go.

"Having apps and services in Adobe Creative Cloud that improve efficiency saves us valuable resources in terms of how much time we spend on a project and how quickly we can move on to the next project. Keeping everybody up to speed and on the same page with Creative Cloud results in fewer last minute changes and more motivated and engaged employees."[14]

JON DEAN
Vice President of User Experience and Design
FOX Sports

Embrace the power of CHANGE.

Regardless of which factors are slowing your business down, the good thing is that you have the power to change. As a creative and business leader, you have the ability to give your team members the advantage they need to create amazing work.

So whether that means acquiring new design-related technologies, or even having design-related conversations, when your people feel inspired and empowered to make design a priority, amazing things happen. They change the way they value the customer experience, giving your business a huge competitive advantage.

The Adobe advantage.

Adobe Creative Cloud provides the world's best apps and services that enable creatives to collaborate seamlessly across desktop and mobile, delivering amazing digital experiences.

1. **Create amazing content across desktops and devices.** Create from anywhere using your favorite desktop apps (Adobe Photoshop CC, Illustrator CC, and more), plus companion mobile apps.

2. **Collaborate and work better together.** All your creative assets—such as images, shapes, colors, and settings—are always available at your fingertips. Plus, you can easily share files, folders, and libraries to help speed the creative process.

3. **Accelerate the design process.** Find the perfect stock image from Adobe Stock, or font from Adobe Typekit font library, all from within the Creative Cloud apps. And you can access the Adobe Behance creative community to get feedback from talented artists.

Adobe has been a partner to the world's best brands for more than 30 years, providing industry-leading creative solutions that help you create amazing content. Today, Adobe offers everything you need to achieve an advantage through design, thanks to a variety of Adobe solutions, such as Adobe Creative Cloud, Adobe Experience Manager, and Adobe Digital Publishing Solution. These solutions bring together the necessary components for a modern digital workflow, including a full spectrum of creative desktop and mobile apps with integrated fonts and stock images, an asset management and delivery system that keeps your content connected and accessible, and direct publishing that lets you convert your designs into beautiful mobile apps that let you update continuously—without coding or IT support. Now you can easily deliver content at the velocity your company needs to give your customers engaging, personalized experiences. For more information, visit Adobe.com.

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