

Why Capacity Through Design?

Organizations are dynamic systems that function best when their components work together smoothly and efficiently. A successful organization aligns its strategy—"what will be done" with its culture—"how things are done." Such alignment links people, programs, places, and processes around shared vision, strategic goals, operating principles, and a business approach that inspires and delivers sustainable success.

Capacity through Design is an asset-focused methodology developed by Johnette Isham that fuses design strategies with continuous improvement to build positive organizational alignment, the co-creation of optimal environments, and the development of healthier, more successful individuals, teams, and organizations. Based on the assumption that dialogue about strengths, successes, values, and hopes is itself transformational, it fosters the relationships necessary for shared direction, intentional action, and contagious pride.

Capacity building refines the strategies, systems, and spaces that organizations need to thrive. Design creates with a purpose—a focus on quality of life to merge innovation with analysis, aesthetics, and functionality. Three main components comprise **Capacity through Design** to align the "what" with the "how."

Appreciative Inquiry is an asset-based tool that engages individuals in a system's renewal, change, and continuous improvement.

Evidence-based design is the process of basing decisions on credible research to achieve the best possible outcomes.

Sustainable design is a collaborative process that involves thinking holistically and ecologically to positively impact the interdependent domains of:

- o environmental - built, natural, and virtual spaces
- o economic - business model, financial vitality, and resource attraction
- o social - human, cultural, and spiritual

Based upon organizational priorities, **Capacity through Design** can deliver long-term value for:

- o collaborative innovation
- o compelling built environments
- o programmatic results
- o increased user satisfaction
- o improved staff recruitment & retention
- o transformational partnerships
- o distinctive branding & marketing
- o capital campaigns with a heart
- o grants for green facilities
- o stronger financial performance

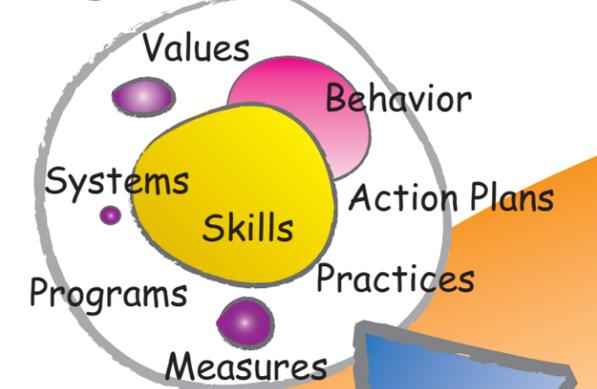
Considering a facility project and capital campaign? **Capacity through Design** provides the groundwork necessary for compelling facilities and a capital campaign that attracts donors, stakeholders, and partners. It follows The Kresge Foundation's 12 Steps to a Successful Campaign.

Time to update your strategic plan? **Capacity through Design** engages constituencies in an upbeat, creative process of visioning and action planning that draws on assets, alliances, and research to align energies around common intent.

Need to improve your business and operational results? **Capacity through Design** aligns people's day-to-day activities with vision, strategy, and values to accomplish measurable results. This can entail work flow design, performance appraisal, governance, administrative policies, training and development, and information systems.

Capacity through Design is a wise investment in today and tomorrow generating a greater ROI—Return on Investment and Return on Inspiration because it helps realize human and organizational potential.

Align + Deliver Results

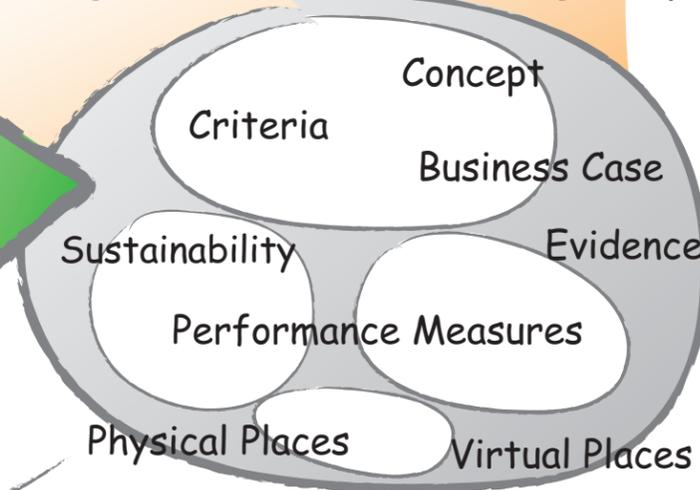


Celebrate a Sustainable and Vibrant Organization

- Execute Marketing Plan
- Define Resource Development and Campaign Plans
- Test Feasibility
- Form Design Team

Renovate or Construct

Align, Define, + Design Spaces



Dream + Affirm

- Vision
- Mission
- Alliances
- Strategies
- Values
- Expected Results
- Measures

Discover + Analyze

- Assets
- Strengths
- Opportunities
- Evidence
- Trends
- Stakeholders

Engage Stakeholders + Partners

Evaluate

Evaluate