

Alan Moore.



CRAFTING BEAUTIFUL PRODUCTS & ENTERPRISES

How to design beautiful products / services

WHAT IT IS

Alan Moore is an author, speaker and a craftsman of Beautiful Businesses. He shares his extensive experience in designing pioneering products, services and new businesses. In a practical and inspirational programme that addresses current global trends, exposes quick-fix ugly and builds possibility for a positive sustainable future. Based on his book, 'Do Design. Why beauty is key to everything'. Alan uses 'beauty as a means to help companies create better futures.

Programmes run 1 to 5 days (ongoing mentoring & training available on request).

WHO IT'S FOR

Perfect for companies that are grappling with their roadmap, struggling with disruption of their industry or looking to future proof their business and build wellbeing and engagement within their workforce. Relevant for senior executives wishing to understand why beautifully designed products, services and experiences yield high financial returns. Looking at your business' role in the world.

WHAT YOU'LL GET OUT OF IT

An understanding of how beauty can be applied to any business

How beautifully designed products and services yield high financial returns

Understanding the value of beauty in the experiences you create

Lead more beautifully

Hands on prototyping beautiful products and services

Practical and inspired mentoring

COMPANIES I HAVE ADVISED, INSPIRED AND MENTORED TO CRAFT BEAUTIFUL PRODUCTS AND SERVICES



Fortune 100 companies are elevating design as a priority at an executive level.

Accenture

89%

of companies believe that customer experience will be their primary basis of competition versus 36% four years ago.

Deloitte



Wellbeing innovation strategy. Now integrated into global business portfolio.



Helping people save money on their utility bills. Beautiful digital innovation at scale.



Virtual Law firm. Voted in top 50 most innovative companies UK 2014.



Sustainable office furniture. D&AD Product Design, FIRA Innovation Award.



Beautiful businesses are the future.

“We can now see how we can use beauty as a lens to look deeper into our investment portfolio.”

Richard Speetjens, Robeco Leader in sustainability investing

“Alan Moore inspired us about the importance of beauty, during our innovation workshop in Toulouse on the subject “Beautiful Garden”. Alan’s talk and participation in the workshop introduced a new dimension and the importance of creating engagement, meaning and creativity by always striving to bring beauty into the world.”

Ulf Axelsson, Husqvarna Group

“Alan is the best I know in describing, if not predicting, why the future of business looks the way it does, and knowing what it means. But more than that, he knows how to apply that connective insight and knowledge. Alan would be invaluable to any company exploring ‘what next?’ means to them and what they might do about it. Especially if they wanted to make it beautiful.”

Menno van Doorn, Director of Sogeti Labs Research Institute. CapGemini Group



ABOUT ALAN

Alan Moore is a craftsman of Beautiful Business and he aims to make every business on the planet as beautiful as they possibly can be. Working at the intersection between design, technology and business, Alan possesses a unique grasp on the changes that are reshaping our world.

Working on six continents, he has shared his knowledge in the form of board and advisory positions at companies such as Hewlett Packard, Microsoft and Coca Cola, workshops, speaking, as well as teaching in institutions as wide ranging as MIT and Reading University, Sloan School of Management and INSEAD.

Alan is the author of 4 books, his latest Do Design, an inspirational guide to creating better things for better reasons. Things that people will love – for a long time to come. Alan still works as an artist. He tries everyday to lead a life as beautifully as he possibly can.

