Engaged Design Approach

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**Engaged Design Approach**

1. **Engaged Design Approach**
   - Designing solutions is a collaboration between researchers and practitioners in a real organizational setting.
   - The engaged design cycle is based on initial problems perceived by practitioners, which leads to a need for designing solutions to solve the problem.
   - However, the design cycle does NOT start with the perceived problem, but with discovering the purpose of the design solution which is more than just solving problems.
   - The engaged design cycle resembles existing design science research methodologies, but calls for close collaboration between researchers and practitioners.
   - The relevance for practitioners increases since the solutions are developed within the organization.
   - Researchers participate in fashion setting in the field.
   - Through evaluating the design cycle, theory development is possible. Rigor is secured through ongoing support and reflection from the academic field during the design process.

2. **Problem focus is the problem**
   - In the existing paradigm of design science research the main focus is problem solving. Problems are by nature negative, thus the problem based approach is centered on the negative.
   - By focusing on desired goals and the purpose of the design process, the solutions changes from a negative to a positive view.
   - This leads to e.g.:
     - A different design solution matching future goals of the organization
     - More commitment from employees/users
     - Increases implementation success

3. **New Paradigm for Design Science Research**
   - Leadership is essential to the outcome of any design process.
   - The engaged design approach is inspired by the academic approach of Positive Organizational Scholarship (POS):
     - A positive mindset focused on desired goals
     - Relating to employees and users through appreciative inquiry
     - Building trust and commitment
     - Synergy between logic and emotional intelligence
     - Solving problems by focusing on purpose and goal oriented solutions
     - Keeping focus on organizational goals

4. **Engaged Design Leadership**
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5. **Impact on Organizations**
   - The design solution is developed with support and guidance from academics leading to better solutions than without academic support.
   - The solution will have a longer term affect on the organization being purpose based rather than solving superficial problems, which are likely symptoms of underlying organizational issues.
   - Close collaboration with academics will increase learning in the organization as knowledge is shared across institutional boundaries.

6. **Theory Development**
   - Academic research will be more relevant and adaptable for practitioners.
   - Research will contribute to fashion setting within the field.
   - Rigor is secured through ongoing relating research to existing theories and academic methodology.
   - Like in action research, theory development is based on longitudinal studies including rich qualitative data.