



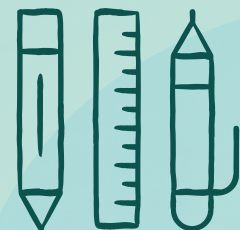
## Practice Tool

# Designing for change. Top tips for creating human-centred design

---

Human-centred design's inherent value lies in its ability to design solutions that authentically connect with people. By prioritising empathy, stakeholder conversations, creativity and collaboration, organisations can harness the potential of the co-design and human-centred design process to make a meaningful difference and establish a stronger brand foundation.

Informed through the National Centre's brand design process in partnership with creative agency Storyfolk, here are **eight top tips** for organisations seeking to harness the power of human-centred design.



1

### **Prioritise Stakeholder Involvement**

---

Engage stakeholders early and consistently throughout your design process. Their insights are invaluable for creating solutions that truly meet their needs. Leverage the unique insights from all facets of an organisation, at all levels.

5

### **Embrace Iteration**

---

Be open to refining your brand and solutions based on feedback and insights. Iteration is essential for evolving your brand effectively.

2

### **Cultivate Empathy**

---

Develop a deep understanding of your audience by genuinely listening to their stories, experiences, and perspectives. Empathy is the foundation of effective human-centred design and critical for NFP organisations to create impactful work.

6

### **Foster Collaboration**

---

Collaborate across departments and engage various stakeholder groups. Multidimensional collaboration ensures alignment and comprehensive brand development.

3

### **Clearly Define Challenges**

---

Begin with a clear understanding of the problem you're solving. Thoroughly research and define your challenge to guide your creative process. This is especially crucial when crafting a brand that connects with a complex and diverse audience.

7

### **Craft a Unique Narrative**

---

Develop a compelling narrative that encapsulates your brand's mission and values authentically. Storytelling helps organisations and businesses to effectively communicate their mission, drive support and engagement, and create positive change and action.

4

### **Encourage Creative Ideation**

---

Foster a culture of creativity within your team. Generate multiple innovative concepts, drawing from the knowledge gained through stakeholder engagement.

8

### **Symbolise Uniqueness**

---

Find meaningful symbols or elements that represent your brand's essence. These symbols can serve as powerful reminders of your brand's bigger-picture vision and ensure your brand connects for many years to come.

Learn more about the National Centre's brand design process [here](#).