

Meta Service Design Framework

The Meta-Service Design framework focuses on the construction of the engines that make up the culture and not on the design or repair of a specific service, this way it uses the traditional organizational values as leverages instead of directly fighting them. Some of those values are:

- The constant pressure for short term results
- The internal competitiveness
- The pressure for always getting recognition
- The habit of externalizing intelligence
- The pressure cooker of time-to-market clocks.

In each of the stages of the framework, these and other values are explored, instead of fought heads on. This creates a friendly corporate interface to Design and allows it to gain gradual relevance in the agenda of the organization.

