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 levers 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.

**Know**
- Map the organization culture and connections between areas and projects
- Find the value chain that supports business day by day and reach out for the champions of innovation
- Design tools, methods and processes that enable executives to look for opportunities and see the world through the eyes of their customers

**Construct**
- Engage business units in the construction of the “action-toolbox”, which will hold approaches to day by day corporate challenges
- Champions selected, capacitated, turned into believers and equipped with the right tools to transform the approach to projects in their business units

**Show**
- Develop a results oriented showcase, capitalizing over the results obtained in projects the champions are involved or scenarios used to capacitate the collaborators on the Construct phase

**Sustain**
- Design process that aims to sustain design as a leading mindset and that can be managed by internal resources
- Co-design basic fundamental process like hiring strategies, DIY capacitacion packages, new strategies for the establishment of goals and bonuses and etc.