

Principles

Certain principles apply to every PROCEDE project, regardless of scope.

Ever-present throughout the life cycle of each project, the principles of PROCEDE inspire our designers to swing for the fences in the search for truly unique, creative possibilities.

Make no assumptions

Investigate open questions and avoid making assumptions about anything. Favor empirical evidence and observation over “judgment calls.”

Build REAL understanding

Objectively gather impressions and observations about all facets of the brand, product and/or customer in search of first-hand understanding.

Expand the possibilities

Always look for new areas of opportunity – new ways to sell the product, new reasons to use it, new people to sell it to, and new ways to express its essential qualities.

Inclusive rather than exclusive

There are no wrong answers. It is better to consider an option than to presume an objection.

Reach beyond the ordinary

Ordinary ideas aren't an option. Pursue the ideas that have NEVER BEEN SEEN BEFORE.

Eliminate the superfluous

Unnecessary details can put the brakes on innovative thinking. Better to focus on “big picture” up front. The details will follow naturally.

Adapt, change, evolve constantly

PROCEDE is a living framework, an environment with a heightened potential for innovative possibilities. Every project presents new challenges and new opportunities to adapt the process.

Guidance is suggestive

There are no rules of engagement. Everyone involved in the process is free to suggest an approach for each problem that s/he feels may be most powerful.

Decisions are collective

We are all in this together as designers, thinkers, artists, people. Decisions are based on consideration and consensus over decree.