frog-battle(s)

frog design(s) – battle(s)
design(s) / change(s) / future(s) / game(s) / machine(s)

> ... today the business world is engaged in a global battle between individualism and collectivism or *culture versus commodity*.

<p align="right">esslinger, a fine line / cycle(s)</p>

frog-choice(s)

frog design(s) – choice(s)
design(s) / change(s) / future(s) / game(s) / machine(s)

> ... the options for changing the current industrial paradigm of *cheap, cheaper, poisonous* to one of better business, stronger profits, and better value for us all ...

<p align="right">esslinger, a fine line / cycle(s)</p>

frog-collaboration(s)

frog design(s) – collaboration(s)
design(s) / change(s) / future(s) / game(s) / machine(s)

> ... the creative collaboration starts with an open mind on a defined stage. The players on that stage are much like those in the ancient art form of Greek tragedy, which remains timeless in its simplicity and very stringent rules. The action (and drama) on the stage is created and defined by three elements: the **hero** (or leader, in business terms), the supporting **cast** (the organization or company), and the **messenger** (the irritation or problem the innovation is intended to resolve).

<p align="right">esslinger, a fine line
/ game(s) / theme(s) / scenario(s) / cycle(s)</p>

frog-culture(s)

frog design(s) – culture(s)
design(s) / change(s) / future(s) / game(s) / machine(s)

> ... innovation paired with culture and a love for usability is a timeless formula for success.

<p align="right">esslinger, a fine line / cycle(s)</p>

frog-design(s)

frog design(s) – creative business strategy
design(s) / change(s) / future(s) / game(s) / machine(s)

1. find your sweet spot – area of design
2. be business-minded and do great work for clients
3. look for hungry clients who want to get to the top
4. getfamous – by being the best

adapt to win – CULTURE + PROCESS = PROFITS   esslinger, a fine line / cycle(s)

frog-elf(s)

frog design(s) – ELF rating system
design(s) / change(s) / future(s) / game(s) / machine(s)

.. in addition to saving resources, cost and materials the advantage to a strategic approach based on convergent technology will lead to a better usage ratio for technology, and a more universal connectivity in the virtual back-end.

mobile phone – computer, minimal display, sensors

frog-ethic(s)

frog design(s) – ethic(s)
design(s) / change(s) / future(s) / game(s) / machine(s)

as we have seen during the dot.com boom and bust of the 1990s, and the economic crash of 2008, speculation and paper wealth can lure plenty of smart people away from their better judgement – and int a morass of compromised ethics.

adopting a creative strategy boils down to a fundamental and momentous shift in how we think about business.

frog-factory(s)

frog design(s) – the factory
design(s) / change(s) / future(s) / game(s) / machine(s)

... in the new and ever-evolving global economy, those who know how to engineer and manufacture will have an advantage over those who know how to brand and market products.

so it is vital that all of us learn about (and learn to love) factories!

frog-fusion(s)

frog design(s) – fusion product(s)
design(s) / change(s) / future(s) / game(s) / machine(s)

simple, flexible, sustainable

less is better – open source design & development

frog-olcp(s)

frog design(s) – OLCP / Negroponte
design(s) / change(s) / future(s) / game(s) / machine(s)

... today's industrial-cultural colonialism represents one of the biggest obstacles designers and business leaders must overcome in creating environmentally responsible product strategies.

... triggering a holistic 'reboot'

frog-school(s)

frog design(s) – strategies & school(s)
design(s) / change(s) / future(s) / game(s) / machine(s)

1. classic designer(s) – individual artistic statement(s)
2. artistic designer(s) – product(s) with visual appeal
3. corporate designer(s) – in anomynous department(s)
4. creative, strategic designer(s) – fluent in

   - convergent technologies
   - social and ecological needs
   - business

<div align="right">esslinger, a fine line / cycle(s)</div>

frog-step(s)

frog design(s) – step(s)
design(s) / change(s) / future(s) / game(s) / machine(s)

1. groundwork – preparation(s) & research
2. creative collaboration(s) – result-driven team work
3. marketing – refining & optimizing

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frog-strategy(s)

frog design(s) – strategy
design(s) / change(s) / future(s) / game(s) / machine(s)

... strategies based on creativity, insight and cultural awareness are more environmentally reponsible and sustainable than the age-old approach of winning through maximizing (y)our use of resources, money and people.

it is a cold fact that both manufacturing and service industry are hitting the ceiling of efficiency and scale

<div align="right">esslinger, a fine line / cycle(s)</div>

frog-test(s)

frog design(s) – test(s)
design(s) / change(s) / future(s) / game(s) / machine(s)

... test and visualize product strategies using (virtual) reality simulations!

... competent in the vertical integration of convergence products that combine software and hardware, especially in the medical field ...

<div align="right">esslinger, a fine line / cycle(s)</div>

frog-wisdom(s)

frog design(s) – wisdom(s)
design(s) / change(s) / future(s) / game(s) / machine(s)

one who does not compete cannot be competed against

<div align="right">lao tse, cited from esslinger, a fine line / cycle(s)</div>