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Return on Experience

Tim Kobe

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Return on Experience will be comfortable on the shelves of designers and artists and equally comfortable for business leaders and educators. It reflects the fundamental belief that design is integral to everything we do. That all human existence has been a result of a progression of successful design outcomes. It is not in the sense that what we have created is exclusively logical and rational but true success has been the result of sort of emotional intelligence and meaning being infused into a new form that has caused us to progress as a species. Inspiration and innovation are difficult to process from a pure logic as it requires a broader view into the way we think and feel things. It is deeply personal and at the same time shared at a social level. In this sense we naturally view design as possessing enormous value and is an essential part of culture with a broad value and application.

Design is a dialogue. This book is not a treatise on do's and don'ts of design or business. It is a reflection on the nature of how to see design. Design is and always has been part of a conversation. As such, this book captures a dialogue that author, Tim Kobe has been engaged in for over 25 years at Eight Inc. This conversation is more than a single path but reflects the dialogue and practice of business leaders, designers, colleagues, and collaborators. This book would not exist without those on the other side of the conversation and is more than a lens of a single or individual point of view. Eight Inc. has been incredibly fortunate to design with some of the most successful people and companies that exist today and much of Eight Inc.'s success has been attributed to our time with Apple founder and CEO Steve Jobs.

Tim Kobe founded the globally recognised strategic design firm Eight Inc. in 1989. Today, Eight Inc. has offices in San Francisco, New York, Honolulu, Tokyo, London, Singapore, and Beijing and is a leader in innovation and branded experience working with companies such as Apple, Virgin Atlantic Airways, Nike, Coke, Knoll, and Citibank. **Roger Lehman** is a professor at Insead's Singapore campus where he is Director of the Executive Masters in Consulting and Coaching for Change Program. In addition, he designs and teaches in both open and company specific programs, providing a focus on executive leadership, leading innovation, personal and professional development, change management, and high performance teams.

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