

IT'S NOT
WHAT YOU
HAVE, IT'S
HOW YOU
LOOK AT
YOUR
BUSINESS.

OVERVIEW

Mirada Madrid is a design management consultancy working between Beirut and Madrid. Bridging the gap between design and business through training and consulting, we engage people to undertake design-led solutions within their companies. Prototyping, creating scenarios and mapping processes are some of the tools used to design a customized process for you.

Mirada Madrid (MM) works with you in a participatory hands-on process to reveal new perspectives and add value to your business.



OUR METHODOLOGY

- Interactive
- Customizable
- Process based
- Internal+External
- Hands-on



OUR SERVICES

- Process design + strategy
- Content creation + facilitation
- Framework design + implementation
- Bridging design+ local communities



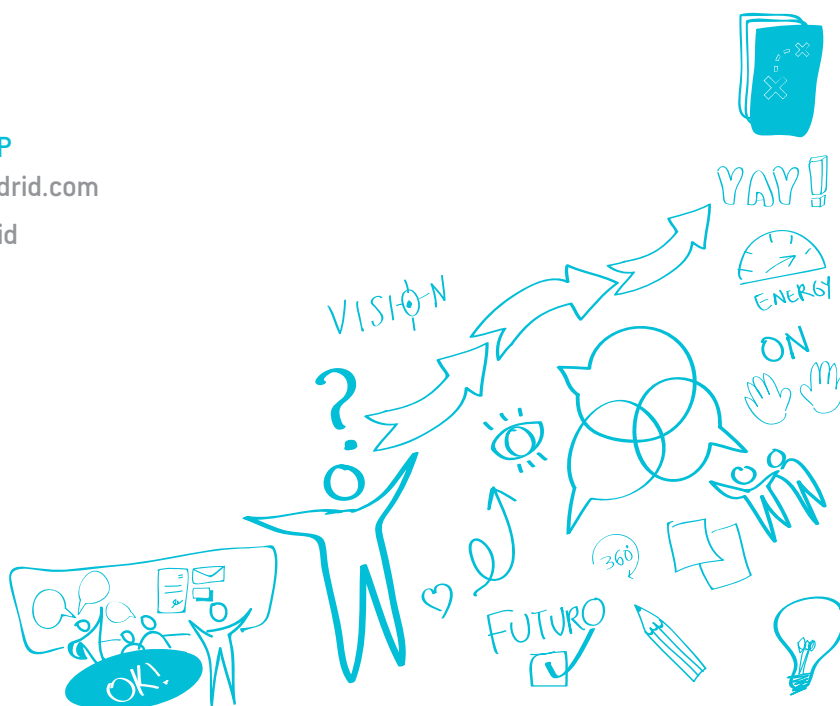
OUR CLIENTS

- Design enthusiasts
- Curious learners
- Insight seekers

PERSONAL FOLLOW-UP

joumana@miradamadrid.com

  miradamadrid





SERVICES

We help you get clarity: on your vision, on your internal processes, on what your client wants, on the gaps in your service journey across platforms.

We bring your team closer: we co-create solutions with your key people, we facilitate internal conversations and surface sticky problems in a safe and trusted environment.

We unleash your inner prototyper: we give you tools to visualize, experiment, organize and implement strategic decisions.

We reveal new perspectives: by bridging your client's needs, with your product/service offering within the market you operate in, we reveal blindspots that were impeding growth and add value to your business.

PROCESS DESIGN

+ STRATEGY

Mirada Madrid prototypes new ways of thinking and working together, by embedding design thinking, visualization tools and employee empowerment into its hands-on consultancy process.

CONTENT CREATION

+ FACILITATION

We encourage continuous learning to prepare entrepreneurs and designers to face the ever-changing market place and demanding consumers of today. We create and deliver workshops around design management and service design.

FRAMEWORK DESIGN

+ IMPLEMENTATION

We offer you a new way of working with your clients and major stakeholders by translating your content and data into an interactive and engaging program of activities.

BRIDGING DESIGN

+ LOCAL COMMUNITIES

We connect people, places, processes and disciplines and partner with international and local curious learners to design, host and implement events that make us all grow, such as the Beirut Service Jam.

COMMUNITY

OUR PARTICIPATIONS

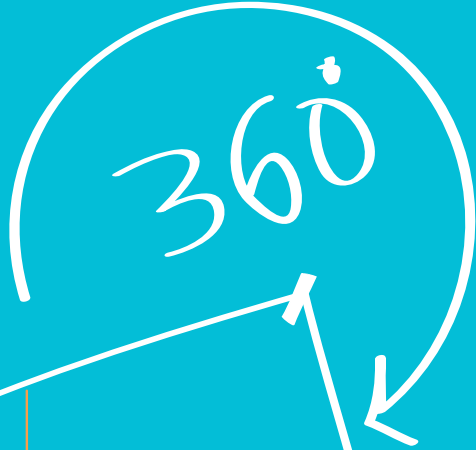
Arabnet
Agile Tour Lebanon
Beirut Design Week
Beirut Service Jam
Design Management Institute, Madrid
Global Entrepreneurship Week, LB
TEDxBeirut

OUR COLLABORATORS

AIGA ME
Acknowledgement Works
Beirut Creative Cluster
Fusion Second
n community creativity
The Netherlands Embassy in Lebanon
The Write Solutions
XVDMC



CULTURE

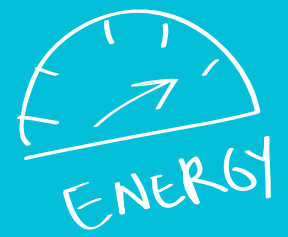
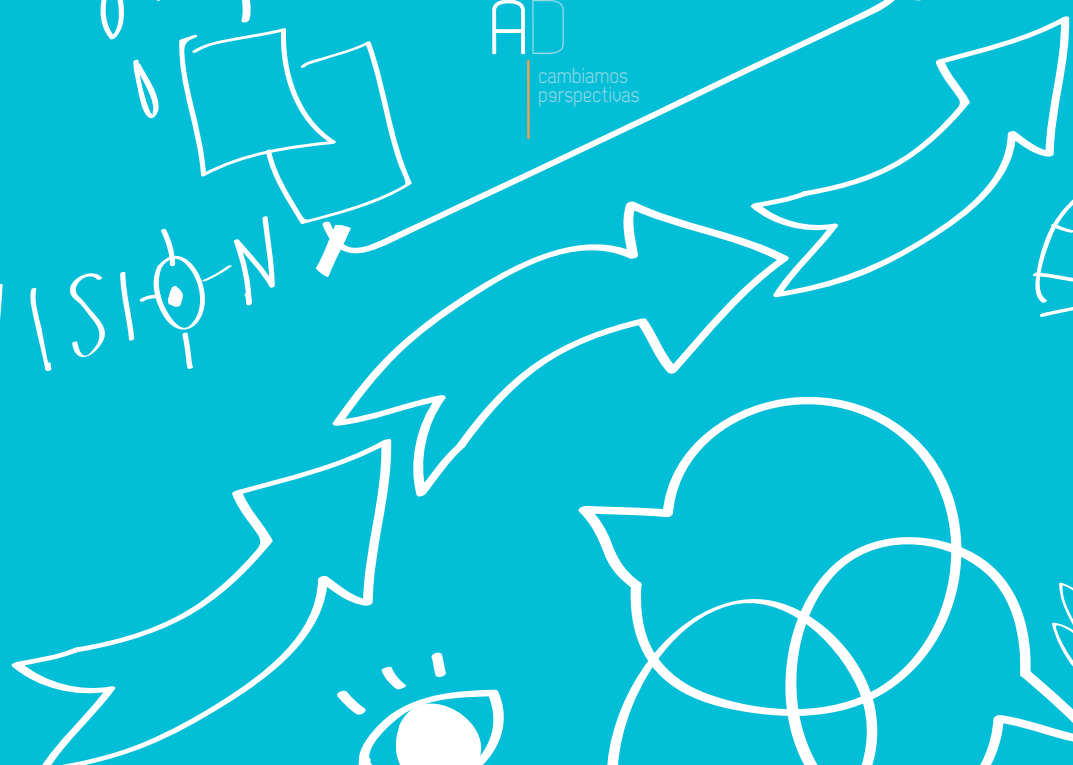


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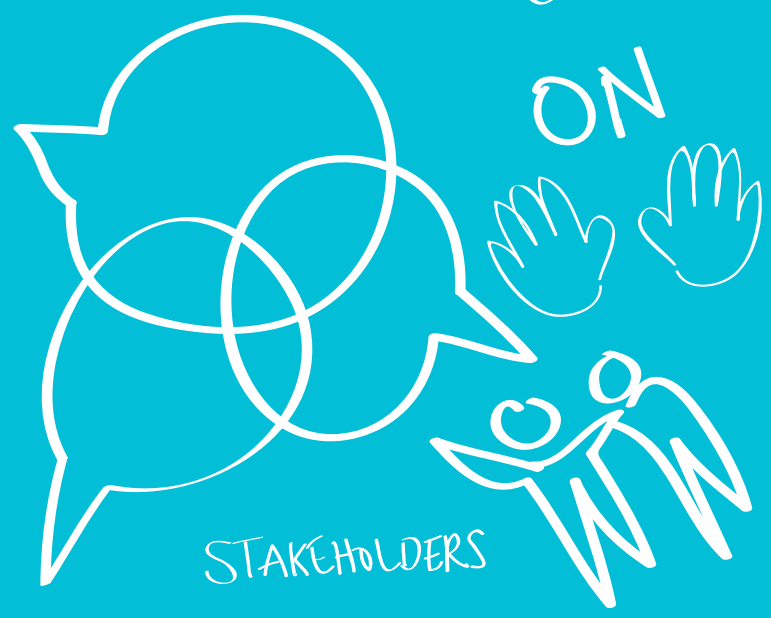
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perspectivas

YAY!

VISION



ON



STAKEHOLDERS

TOGETHER



FUTURE



EMPLOYEES

USER

