

# A New Organisational Structure for Total Design

## CONTEXT

Total Design (TD) is a creative agency that specialises in Branding, Communications and Technology. The main objective of this thesis is to improve internal collaboration between these three domains.

To achieve this goal, the study explores the barriers to collaboration, using co-creation sessions with TD employees as a key method to gather insights.

# 1

## Exploring the Context with Co-creation



Discovering ambiguity and unclarity among employees and framing their perception of current situation

# 2

## Identifying Barriers to Collaboration



Uncovering the strong internal team focus as biggest barrier to multidisciplinary collaboration

# 3

## Creating Solutions to Enhance Collaboration



Devising a new organisational structure that aligns with employees' demands

## FINAL OUTCOMES

The proposed organisational structure introduces dynamic, project-based teams that replace traditional, static groups, facilitating fluid cross-domain collaboration and enabling a more agile response to client needs



## Positive Impact

**New organisational structure facilitates:**

1. Broader service offering to clients
2. Enhanced learning and innovation
3. Improved client satisfaction

Illustrations by Storyset

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Branding, Communications and Technology at Total Design  
27 February 2024  
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