

Design Leadership program





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Why?

Because your organisation wants strong design leaders that can steer design into a direction that is good for business.

Grow shares practical knowledge, tools and methods to boost the value of design, with directly noticeable outcomes.

- We are founders of the LEGO Design Academy
- We are endorsed by design councils around the world
- Our tutors spend 75% of their time consulting design leaders at companies
- The tools that we share, are all proprietary and used in our own practice
- Our learnings apply to any company size, from tiny to large
- We actively connect our 700+ graduates for life long learning

...and **because it works**. Grow graduates tell us that they get promoted, their salary and responsibilities are increased, and their design budget goes up!

What?

Grow Design Leadership programs are designed for the busy design professional. That's why a few things are very important to us:

- Learning while working
- Intensive interaction between student & tutor
- Fresh content, straight from reality
- Low on theory, high on practice
- Direct improvement of daily work
- Fun. Or let's say 'intrinsic motivation'

The content we offer covers a wide variety of design management topics. All of these are relevant for all design disciplines like product, UX, web and graphic design.

DESIGN LAB 2.0





Who?

Participants

A Grow Design Leadership program is set up for:

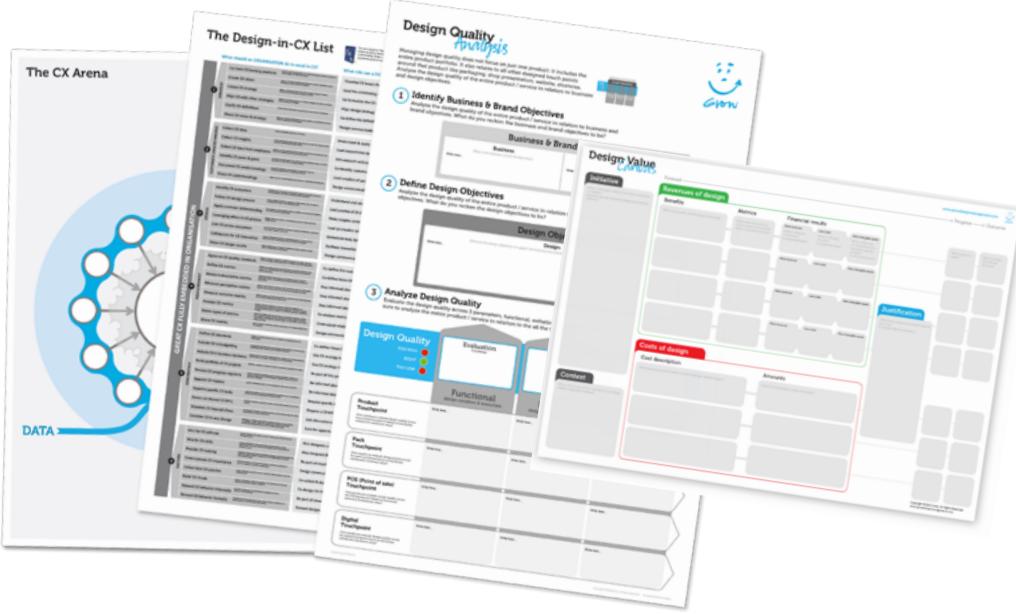
- 8 to 15 experienced senior designers, account managers, design managers, creative directors or other professionals working with design
- From different companies, industries and design disciplines
- That have a great passion for design

Tutors

The education meetings are led by:

- Consultants and directors of PARK (www.park.bz)
- 25+ years of experience in design management
- Partner of several Design councils
- Working with great companies such as Unilever, Permasteelisa, Niko, Barco, Mars, Adria, Bosch, Accell Group and many more...
- Always on par with the latest from leading design practices

*The Grow Graduate
hall of fame ;-)*



*Our tools ready to help
directly during the daily job*

The whole program has been a valuable experience. I am deeply impressed by the relevancy of every module in my daily work. I did not expect it to be on such a high level.



Andreas Schulze
Owner / Industrial Designer
at Schulze Design

I got more than I expected. It was worth every sweat and tear. I feel I now have the vocabulary to put words on what we have and what we need in our daily work.



Lea Nordström
Technical Manager
at Kvadrat

Grow was pure brain-wellness for me! Every meeting my brain got filled with new energy and great ideas!

You really made me going strong!



Nina Wetcke
User Experience Manager
at Danfoss

Modules

We take a modular approach to using our topics, as different situations require different content. Grow modules are similar in structure, giving a 360° view including definitions, examples from other companies, the differences between managing and leading, and a nice method or tool to get started with.

Grow offers the following 18 modules of which 10 are normally taught in a full Grow program



Design Management

Design management is the profession of managing design.

- *What are the characteristics of this fairly new profession?*
- *How does design management bring value to an organisation?*



Design Leadership

Design leaders make awesome things happen in the field of design.

- *Why is leading important for design and business?*
- *How to navigate between design manager and design leader in your daily work?*



Design Quality

If design fulfills set design objectives, the design quality is right.

- *How to discuss & explain design quality objectively?*
- *How to set objectives for design quality?*
- *How to manage design creation and execution in such a way that the set objectives are met?*



Design Process

A design process is a structural, repeatable approach to delivering design solutions within business objectives and constraints.

- *How to build and adjust a design process?*
- *How to align your design process with the rest of the organisation?*



Design in Customer Experience

Design is a part of the big Customer Experience Arena.

- *How to organise a great customer experience?*
- *How to use Design's capabilities to their full extent in building customer experiences?*



Design Language

Design languages are used to build brand recognition across all designed touch points.

- *How to distill a design language from a brand language and apply, maintain and refresh it?*
- *What value does a well-managed design language deliver to your brand?*



Design Strategy

A design strategy is a high-level plan to achieve design objectives and goals within a certain business context.

- *Why do organisations develop and manage strategies and how are they linked to the purpose and vision of an organisation?*
- *What should a design manager do when managing design strategies?*
- *What are the key components of a solid design strategy?*
- *How are these components linked to the bigger picture of an organisation?*
- *What are the competencies and skills needed to manage design strategies?*



Design Research

Combining research and design simultaneously, design research helps to find unmet needs.

- *How to setup and manage design research activities?*
- *How to make sure the outcomes are implemented in your design process?*



Design Value

Design brings value to people through great products, experiences and services, with that economical value to companies. In order to deliver this value, budgets are needed. A design manager needs to justify these budgets.

- *Which kinds of value exist and in which terms to discuss these with stakeholders?*
- *How to predict the business value your next design initiative will deliver to the company or client?*



Design Briefing

Designers can only deliver innovative, beautiful and successful products if they are briefed well.

- *How to develop and communicate a design brief?*
- *How to make sure designers deliver to your design brief?*



Design Storytelling

Presenting is one, but presenting design is quite special.

- *Why people love stories and why is storytelling for designers an essential capability in order to influence the minds and heart of stakeholders?*
- *How to communicate – present and discuss - design management and design leadership topics and what the critical success factors are to make your communication stick.*



Design Tools

Design tools ensure 'repeatable' results and efficient design work.

- *How to ensure that designers use the right tools?*
- *How to ensure that designers have access to the latest tools available at all time?*
- *How to make sure designers share their experiences?*



Design Thinking

Design Thinking can help to solve 'wicked problems'.

- *How does a design leader define his or her perspective on Design Thinking?*
- *What is the position of design and design thinking in your company?*
- *How does a design leader profile him- or herself in the area of Design Thinking?*



Service Design

As the principles and practices of service design evolve, technologies driving innovation provide service designers and managers challenges as they support the generation of customer value through product-service ecosystems.

- *How can this synergy be exploited to establish service design leadership in organisations, markets, and service design teams, and advance the service design agenda?*
- *How can service design teams better understand the business context and help drive service innovation?*
- *What do design managers consider when introducing service design capabilities moving from product-centric to service-centric?*



Design Resources

Managing design resources is key to achieving successful design results.

- *Why should organisations invest in design resources and why is it difficult to find the right design resources?*
- *What design resources are organisations looking for?*
- *How to find & recruit design talent, internally and externally?*
- *How to form amazing design teams?*



Design Teams

A design manager knows how to build, maintain and change design teams depending on the task at hand.

- *What is the difference between a group and a team?*
- *What are the key elements of design teams, in order to achieve tasks in an efficient and effective way?*
- *What is your position in your design team and how do you manage and lead your team and team members in a trustful way?*
- *How to give each other effective feedback in a design team and to deal with conflicts in a constructive way?*
- *How to transform a dysfunctional team into a high performance team?*



Design in Organisation

Understanding the role, position and stakeholders of design in the organisation.

- *How to best use and improve the position of design inside the organisation?*
- *How to best identify, understand, prioritise, interact with, and influence the stakeholders of design?*



Design for Humanity

As sustainable design is getting crucial to sustain the impact of design, designers should not longer accept to work for organisations that do not have a true purpose.

This means that design leaders and managers will move their strategic focus from problem solving to problem definition and problem owning.

- *Why has design the potential to effect fundamental change at a global level?*
- *What belief system does design needs to make that role happen successfully?*
- *How can design scale-up its impact through collective ownership of problems and co-create solution across disciplines, organisations and industries?*
- *How can a design leader move an organisation up on the ladder of design for humanity?*





How?

Learn while you work

Intensive meetings with enough time in between to work on assignments with support from the tutor: that is the setup.

Duration

- Duration is around 40 weeks
- Of which 11 face-to-face days
- Study-load is 4 hours average per week

Type of education

- Discussions with design management experts and peers
- Individual and team assignments
- Online coaching
- Presentations to peers and bosses

Livebook

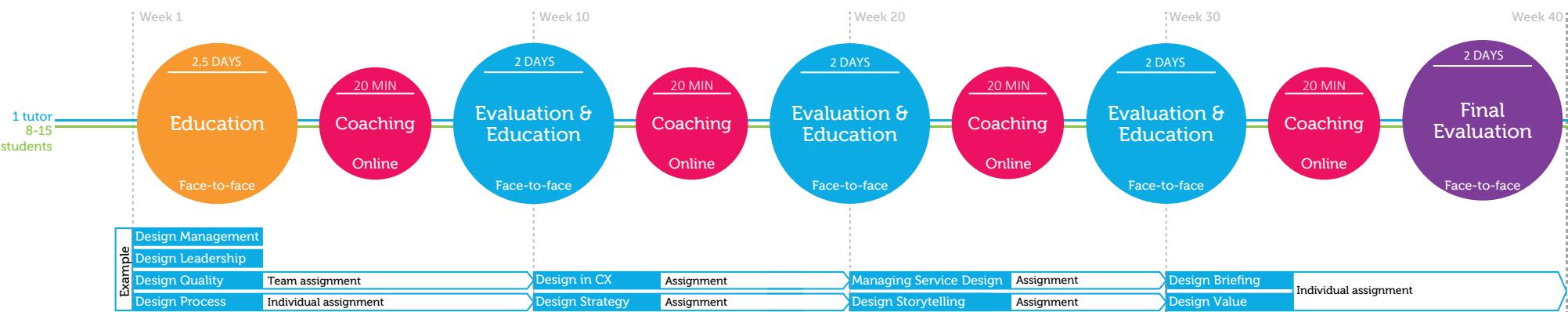
Everything you need is in the Grow Livebook, for iPad and PC. It is loaded with content and all kinds of features that will make learning fun and convenient.

The Livebook in action

Structure

- The program consists of 4 phases of 2,5 months
- Every phase starts with a face-to-face education meeting, each teaching several modules
- After this meeting, the students will be working on an individual and/or team assignment
- Halfway into each phase the students will have a coaching session with the tutor
- Each phase ends with an evaluation meeting, presenting and assessing each others' work on the different modules

Example of a Grow program:





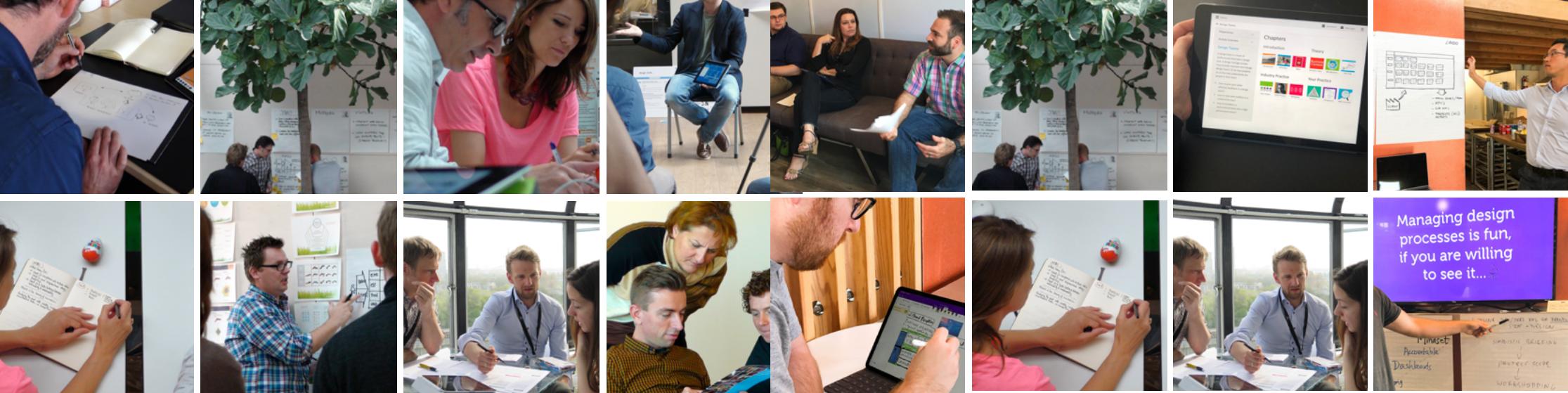
How much?

Joining a program costs €8.250,- per student. This is excluding an iPad, VAT, costs for travel and hotel stays.

When & where?

Are you ready to connect all the ideas and bits of knowledge in your head, and become a true design leader? Get in touch to know more about the next program!

Check out our [upcoming programs on our website](#) or get in contact with [Frans](#) from Grow.



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