

PARK

Academy

VDID

VERBAND
DEUTSCHER
INDUSTRIE
DESIGNER

Design Leadership Programme





Content

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Why?

Because your organisation needs strong design leadership that can steer design into a direction that is good for your organisation, your customers and for the planet.

PARK Academy 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 and coaching design leaders at organisations
- ◆ The tools that we share, are all proprietary and used in our own practice
- ◆ Our learnings apply to any small, medium and large profit and none-profit organisations
- ◆ We actively connect our 2.000+ alumni for life long learning and sharing

...and **because it works**. 89% of graduates state that the Academy helped them further their career and 86% of graduates intend to return for further education in the future.

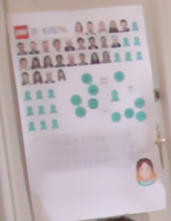
What?

PARK Design Leadership programmes are designed for busy design and non-design professionals. 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 and leadership topics. All of these are relevant for all design disciplines like product, UX, service and social design.

DESIGN
LAB 2.0





Who?

Participants

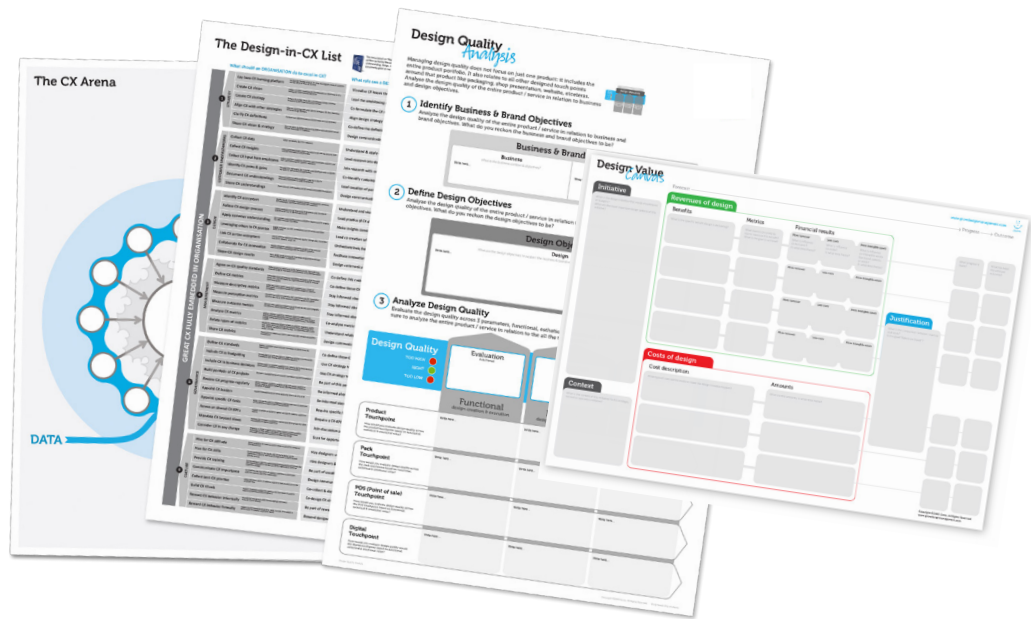
A PARK Academy Design Leadership program is set up for:

- ◆ 8 to 15 experienced senior designers, account managers, design managers, creative directors or other professionals working with design such as engineers, marketers and HR managers from different organisations, fields and design disciplines
- ◆ That have a great passion for design as a driver for change, innovations or just better customer experiences

Tutors

The education meetings are led by:

- ◆ Senior Consultants and directors of PARK, each with 20+ years experience in design management and design leadership
- ◆ Partner of several Design councils
- ◆ Working with great organisations such as Unilever, Mars, Adria Mobil, Julian Alps, Datev, HP, Bosch, Advent Health and many more...
- ◆ Always on par with the latest from leading design practices



Most modules contain PARK Academy proprietary tools.

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
Product Sustainability
& Innovation Manager
at Kvadrat

PARK Academy 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. PARK Academy 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.

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



Design Management

Deploy design resources to help you reach your business objectives.

- ◆ What are the characteristics of this profession and why is it so important to professionally manage design and designers?
- ◆ What are the three contributions of design management that bring value to an organisation?
- ◆ How does design management connect the dots between design and business?



Design Leadership

Align everyone around an inspiring design vision.

- ◆ Why is leadership important for design and organisations?
- ◆ What are the characteristics of good leadership and how does it apply to design?
- ◆ What can design leadership contribute to organisation leadership?
- ◆ How can you navigate between design management and design leadership in your daily work?



Design Strategy

Define design's role in improving user experiences, your business, and the world.

- ◆ Why do organisations develop and manage strategies and how are they linked to the purpose and vision of an organisation?
- ◆ What is the approach to managing design strategies?
- ◆ What are the key components of an impactful design strategy?
- ◆ How does a design strategy connect to the broader context of an organisation?
- ◆ What are the competencies and skills needed to manage design strategies?



Design Quality

Set and manage quality objectives for more objective design decisions.

- ◆ What are the different dimensions of design quality and how should they be managed?
- ◆ How to set objectives for design quality?
- ◆ How to discuss and explain design quality in an objective way, with an appropriate distance from content?
- ◆ How to manage design creation and execution in such a way that the set objectives are met?



Design Process

Create design processes that drive better efficiency and effectiveness.

- ◆ Why does the business need a design process and why is it so important to manage it professionally?
- ◆ What are the key dimensions of a design process?
- ◆ How can you build & adjust a design process within the context of an organization?
- ◆ How do you align your design process with the rest of the organisation so that design has maximum impact?
- ◆ How can you keep your less structured designers on track?



Design Teams

Find a shared purpose and boost design team potential.

- ◆ What is the difference between a group and a team?
- ◆ What are the key characteristics of an effective and efficient design team?
- ◆ How do you position yourself as a trusted manager of your design team?
- ◆ How to manage effective feedback and conflict in the context of a design team?
- ◆ How to transform a dysfunctional team into a high-performance team?



Design Research

Discover unmet needs that change your business perspective.

- ◆ How should you set-up and manage Design Research activities?
- ◆ How can you ensure that the outcome of the design research is integrated within your design process?



Design in Customer Experience

Design for a more holistic customer experience.

- ◆ Why is effective management of the customer experience essential for organisations?
- ◆ What are the different levels of customer experience?
- ◆ What are the customer experience disciplines?
- ◆ What are the main hurdles to ensure successful customer experiences for the business?
- ◆ How should Design's capabilities be used to build customer experiences?



Design Value

Justify your design investments through a holistic business lens.

- ◆ How can you link the value of design with organisation objectives and goals?
- ◆ What types of value can design deliver?
- ◆ How can you predict the business value of your next design initiative?
- ◆ What are the different dimensions of measurable performance metrics?



Design Storytelling

Excite, entertain and engage stakeholders & peers.

- ◆ Why people love stories and why is storytelling an essential design competency that can help to influence the hearts and minds of stakeholders?
- ◆ How to communicate, present and discuss design management and design leadership topics and what are the critical success factors that will make your communication stick?
- ◆ What are the storytelling tools and exercises that can help you to prepare and deliver your stories to maximise audience impact?



Managing Service Design

Drive business transformation with service design.

- ◆ How can the synergy between Service Design and Design Management be exploited to establish service design leadership in organisations, markets, and service design teams?
- ◆ 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 that help an organisation move from a product-centric to service-centric mindset and approach?
- ◆ What are the competences and practices that design managers need to develop in order to succeed in the Service Design domain?



Design Briefing

Connect design, business and people with impactful briefing.

- ◆ Why you need to define design objectives and goals first before you write your detailed design brief
- ◆ How to develop and communicate a design brief for a particular project
- ◆ How to make sure designers deliver according to your design brief.
- ◆ How the design brief helps to guide discussions around design quality and drive efficient progress of the design process.



Design in Organisation

Position and organise design for greater business impact.

- ◆ How can you improve and optimize the position of design within an organisation?
- ◆ How do the level of maturity and the scope/ level of integration influence the position of design inside an organisation?
- ◆ How can you identify, understand, prioritise, interact with and influence the stakeholders of design?
- ◆ What are the six ways to improve the design function's credibility?



Design Language

Define, manage and grow brand design equity.

- ◆ Why do organisations invest a lot of time and resources to build and maintain strong brands?
- ◆ How should you distil a design language from a brand and apply, maintain and refresh it?
- ◆ What are the elements of a design language to manage over time?
- ◆ What value does a well-managed design language deliver to your brand?
- ◆ How can a design language help to facilitate objective assessment of design work?



Design Resources

Find, develop and fast-track your design talent.

- ◆ Why should an organisation invest in design resources and why is it so challenging to secure the right design resources?
- ◆ What design resources should organisations be looking for?
- ◆ How can the right design talent be located and recruited, both internally and externally?



Design Tools

Make challenging design tasks easier with the right tools.

- ◆ What is a design tool and why do you need them?
- ◆ What differentiates design tools from other tools in an organisation?
- ◆ How to make sure designers share their best-practice and experience?
- ◆ Why do you need to develop new tools that inspire designers and demonstrate professionalism to stakeholders?



Design for Humanity

Champion design for a better, brighter future.

- ◆ What is the potential of design in driving fundamental change at a global level?
- ◆ What belief system does design need to adopt to drive positive change?
- ◆ How can design scale-up its impact through a collective ownership of problems?
- ◆ How can design co-create solutions across disciplines, organisations and industries?
- ◆ What is the future scope of design output when moving to end-to-end design of total eco-systems?
- ◆ How can a design leader move an organisation up the ladder of Design for Humanity?



Design Thinking

Advocate co-creative and iterative problem solving.

- ◆ Why is design thinking so over-hyped and misunderstood?
- ◆ What is the difference between design and Design Thinking?
- ◆ How does a design leader define his or her perspective on Design Thinking?
- ◆ How to position design and design thinking in your company?
- ◆ How does a design leader position themselves as a leader of Design Thinking?



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
- ◆ 10,5 days with tutoring, workshops and presentations
- ◆ Study-load is 4 hours average per week

Type of education

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

Livebook

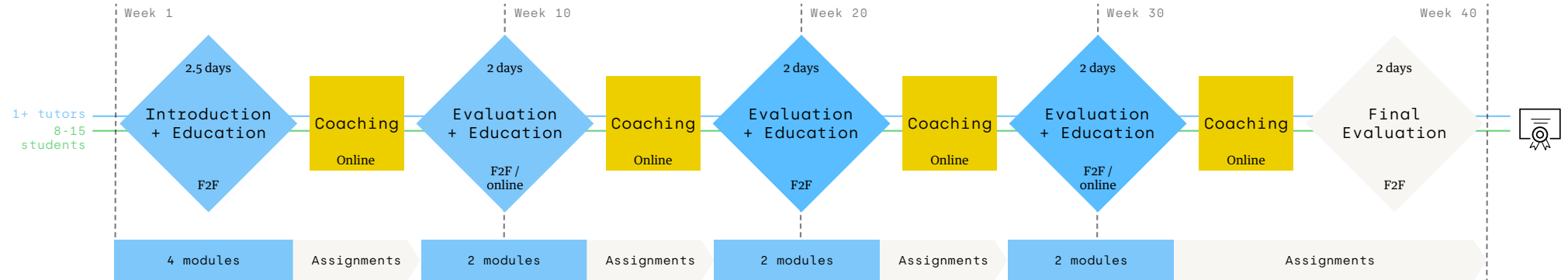
Our Design Leadership Programs are based on the principle of blended learning from the get go in 2003. To facilitate this approach to education that combines online educational materials and opportunities for interaction online with physical place-based classroom methods, we created the Livebook.

A unique and customised digital platform available for the participants during and after the PARK Academy programs. The Livebook is your personal coach, reminder, inspirator and repository of all your relevant Design Leadership content, your personal learnings, your assignments and reflections.

Structure

- ◆ The program consists of 4 phases of 2,5 months
- ◆ Every phase starts with a face-to-face education meeting, each entailing 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 PARK Academy programme:





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 at info@park.bz



Managing design processes is fun, if you are willing to see it... 😊

Mmasest
 Accountable
 Dashboards
 Strategic Briefing
 Project Scope

PARK

Academy

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