



Design Leadership

Overview

Align everyone around an inspiring design vision.

Design Leaders display competencies beyond those of a traditional leader - they are more intuitive, more human-centered, and more visual.

Whereas design management deals with 'how, when and with whom', design leadership is focused on the 'why and what', and the very best design managers and leaders know when and how to switch between leading or managing content, people or processes. Some of the topics covered in this module include:

- ◆ 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?

Learning Goals

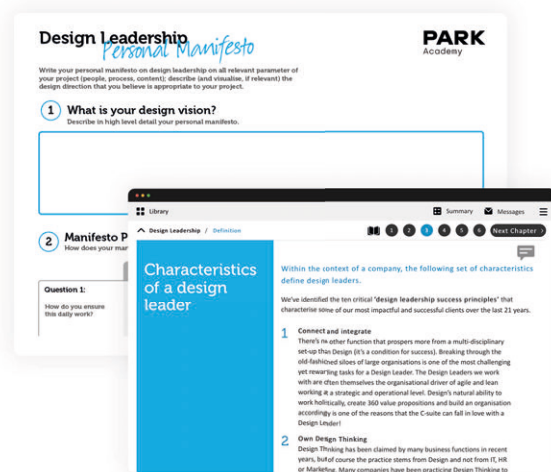
In this module we will achieve the following learning goals. You will be able to:

- ✓ Know the difference between design management and design leadership.
- ✓ Show an understanding of how design can support new focus areas within your organisation.
- ✓ Know how design can inspire or lead organisations into new futures.
- ✓ Demonstrate how to 'lead content, people and process'.

Resources

Design Leadership utilises our proprietary 'Design Leadership Personal Manifesto' tool.

PARK training materials can be found in the Livebook, our e-learning application.



“It is the Design leaders responsibility to expertly guide their organisation and the people they serve towards a better future.”