PARK Academy | dba

PARK Academy Programme UK

Dedicated online PARK Academy Programmes conducted in partnership with the DBA.

Starting on Mar, Jun and Nov 2026

Online

About PARK

We consult. We educate. We coach. We inspire.

PARK is where design and business come together for better leadership, better business and a brighter future for all.

Since 1998, we've been building and scaling design capabilities for organisations and people to create a better tomorrow.

PARK Academy

First piloted at LEGO in 2013, **PARK Academy** is a world leader in design management and leadership training, offering a range of programmes, expert tutors and a dedicated learning platform.

We have scaled our **Academy** for cross-company delivery with nine national design councils and have developed bespoke in-company programmes for clients including Bosch, Unilever and Haleon.

Today, we have over 2000 **PARK Academy** graduates who form a global alumni network and enjoy a range of other benefits. 89% state that the **PARK Academy** helped them further their career, while 86% intend to return for further study.

PARK

- Consulting
- Academy
- Coaching
- Connections

Accelerate your career, maximise your potential, increase your impact.

Who are PARK Academy programmes for?

PARK Academy programmes are tailored for anyone responsible for leading or managing design in their organisation – but are particularly valuable to help individuals transition into senior management or leadership roles.

PARK Academy programmes are also valued by non-design professionals who oversee or manage design within agencies, consultancies, or departments such as engineering, marketing or human resources.

Our content covers a wide variety of design management and leadership topics, relevant for all design disciplines from product and graphic design, to UX, UI and service design. The programmes are designed for working professionals, to fit alongside and immediately elevate their work.

Why PARK Academy?

Led by leaders

We are a **team of consultants and design leaders** with extensive experience leading design in the real world.

Blended learning

We mix **formal teaching with coaching and self-guided study**. Whether face-to-face or online, we deliver impactful learning that is personalised and engaging.

Live assignments

We make the learning real by **integrating your work challenges** into the learning journey, from theory to application.

Learn from experience

We find that others' success and failure can teach us a lot**.** Our programmes are brought to life with **real-world case studies** as well as tutor and student experience.

Small classes

We believe less is more. Limiting class size offers greater personalisation and interactivity, ensuring that every student's needs can be met.

Unique PARK Tools

Our Design Leadership Programme is based on principles of blended learning, combining online educational materials with in-person teaching for maximum student benefit.

Across all modules, our **PARK** proprietary tools have been developed to help students navigate each subject and structure assignments – and can be immediately put to use.

Academy Livebook

From the **Academy's** foundation in 2013, we created the **Academy Livebook**, our unique and customisable digital platform, to **help participants to enter into dialogue and engage with our content.**

Your personal coach, inspiration, and repository for lesson content, assignments and personal learnings, the Livebook is available during and up to one year after a **PARK Academy** programme.

The whole programme 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**

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Programme overview:

Design Leadership Excellence

5th-6th March 2026 + 8th May 2026

Programme Description

The Design Leadership Excellence programme combines 3 critical modules to help you sharpen and elevate your impact as a design leader.

Fee

Programme fee - **£2200**
DBA Members receive a 25% discount - **£1650**

Programme modules

Design Leadership
Deeply understand the why, what and how of the design leaders role.

Design Strategy
Define how design can deliver against organisation and end-user objectives.

Design Value
Know how to justify your business investments through a holistic design lens.

Programme lead

James Hall joined PARK in 2013 following an extensive career in product design at both **LEGO and Hasbro**. There he honed his skills in design leadership – directing, managing and launching multiple consumer products worldwide.

Today, James not only teaches the Academy programs, but is also a Senior Consultant and Company Director at **PARK**. From embracing new design leadership techniques to helping people discover new ways to think, James' raison d'être is to **help his clients reach their goals.**

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Programme overview:

Mastering Design Orchestration

11th-12th June 2026 + 4th September 2026

Programme Description

The Mastering Design Orchestration programme combines 3 critical modules to ensure you know how to manage or lead design strategically, tactically or operationally.

Fee

Programme fee - **£2200**
DBA Members receive a 25% discount - **£1650**

Programme modules

Design Process
Ensure design has repeatable or adjustable design process that fits your business context.

Design Quality
Demystify and improve the management of design quality to ensure just right solutions.

Design Teams
How to create high-performing design teams with a shared purpose.

Programme lead

James Hall joined PARK in 2013 following an extensive career in product design at both **LEGO and Hasbro**. There he honed his skills in design leadership – directing, managing and launching multiple consumer products worldwide.

Today, James not only teaches the Academy programs, but is also a Senior Consultant and Company Director at **PARK**. From embracing new design leadership techniques to helping people discover new ways to think, James' raison d'être is to **help his clients reach their goals.**

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Programme overview:

Advancing Design Leadership

26th-27th November + 22nd January 2027

Programme Description

The Advancing Design Leadership programme combines 3 critical modules to help you connect and advance design within your business context.

Fee

Programme fee - **£2200**
DBA Members receive a 25% discount - **£1650**

Programme modules

Design Storytelling
Learn to leverage storytelling to excite, engage, entertain and influence stakeholders.

Design in CX (Customer Experience)
Expand designs sphere of influence to improve your customer experiences.

Design for Humanity
Champion design for a better, brighter future.

Programme lead

James Hall joined PARK in 2013 following an extensive career in product design at both **LEGO and Hasbro**. There he honed his skills in design leadership – directing, managing and launching multiple consumer products worldwide.

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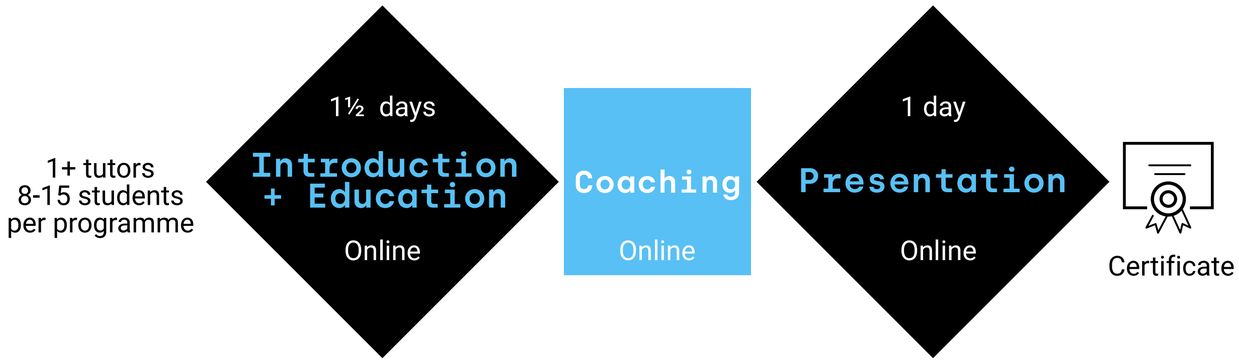
Programme overview:

PARK Academy Programme UK

Structure & Format

- All 3 modules **will be delivered over a 1½ days** online via Microsoft Teams.
- During the training, you will receive a brief to complete **'in-role' assignments** related to each of the modules.
- You will be given 8 weeks to complete assignments and **each participant will receive 1-1 coaching** to support completion.
- Participants will meet again online to **present and discuss their assignment outcomes.**
- You will receive a **certificate of completion** from **PARK Academy** and have **access to all learning materials for 12 months** after completion of the programme.
- You will have the opportunity to extend your learning journey with additional 3-module programmes throughout 2025-2026.



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3 modules

Design Leadership Excellence
5 & 6 March 2026

Mastering Design Orchestration
11 & 12 June 2026

Advancing Design Leadership
26 & 27 November 2026

Presentations

8 May 2026

4 September 2026

22 January 2027

Programme overview:

PARK Academy Programme UK

Fee

Each programme fee - **£2200**
DBA Members receive a 25% discount - **£1650**

Registration

To register your interest in the programmes, please follow these links:

Design Leadership Excellence.
Mastering Design Orchestration.
Advancing Design Leadership.

Questions

Please reach out to **info@park.bz** with any questions or to arrange a call with the programme lead. Alternatively, attend one of our information sessions, these are listed in the what's-on page on our website.

Interested in becoming a Corporate DBA Member?

DBA Corporate Membership is for organisations that value design leadership and believe that design plays a pivotal role in the way their business operates and is differentiated from competitors. **DBA members** span a cross section of industries that invest in and value design. The group recognises the benefits of:

- **Cutting edge thinking** on design effectiveness and maximising the return of investment in design.
- **Access to expertise** on every aspect of design procurement.
- **Opportunities to discuss** the issues impacting them and their organisations, learning from each other as they share experience.
- **Gaining a platform to voice their views** and shape the future of the design industry.

Global Endorsement

We are grateful for our international and cross-industry clients, who have offered a constant quality gauge for both the delivery and content of PARK Academy programmes.

After 10 years and 2200+ graduates, the **PARK Academy** Design Leadership Certificate has become the industry benchmark, used by HR managers and design leaders globally for career development, recruitment and learning platforms.

In-Company

BOSCH HALEON ROCHE LEGO

MARS DRÄGER AIRBUS ACCENTURE

Cross-Company

VDID VERBAND DEUTSCHER INDUSTRIE DESIGNER

Skillnet IRELAND

Dd Design denmark

FLANDERS DC

ESTONIAN DESIGN CENTRE

DOGA Design and Architecture Norway

dba

IDSA

KCDM COMPETENCE CENTER FOR DESIGN MANAGEMENT

WDO

The programme helped to broaden my mindset and begin the transition from design practitioner to design leader. It has helped me to alter my behaviour and see a path forward in my future career ambition.

Design Project Leader, Unilever

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Empowering design leaders