

Design Leadership

Module Overview

Many characteristics of leaders apply to design leaders as well, but their leadership style may be different: a bit more intuitive, visual and consumer-minded. A design leader guides organizations into fulfilling desired design outcomes while taking designers and stakeholders along that path.

Whereas design managers deal with 'how, when and with whom', design leaders merely deal with 'why and what'. Although, it is not easy to combine these perspectives, professional design managers need to know when and how to switch between leading or managing content, people or processes.

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

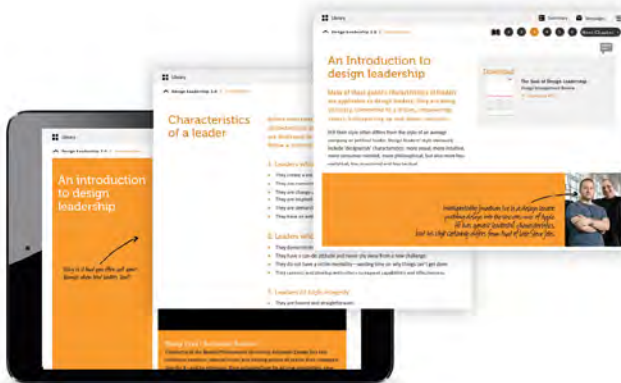


Design Leadership comes with the Design Leadership Personal Manifesto tool.

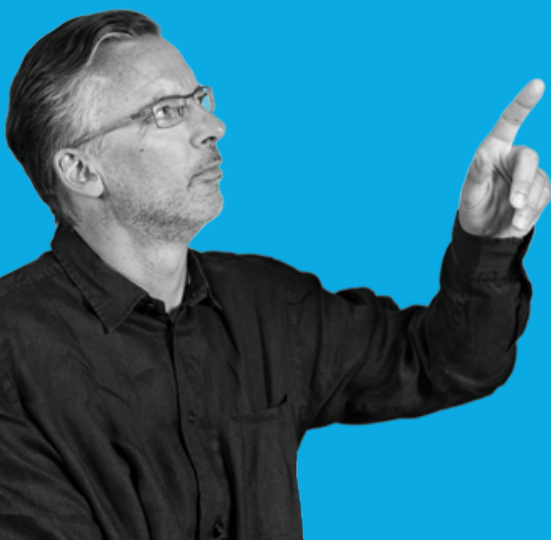
Learning Goals

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

- Know the difference between design management and design leadership.
- Reason how design can inspire or lead business into new futures.
- Show understating of how design can support new business areas.
- Present a strong personal direction that others want to follow.
- Demonstrate how to 'lead content, people and process'.



Screenshots from the Livebook app



“ Design leaders make awesome things happen in the area of design. ”

