

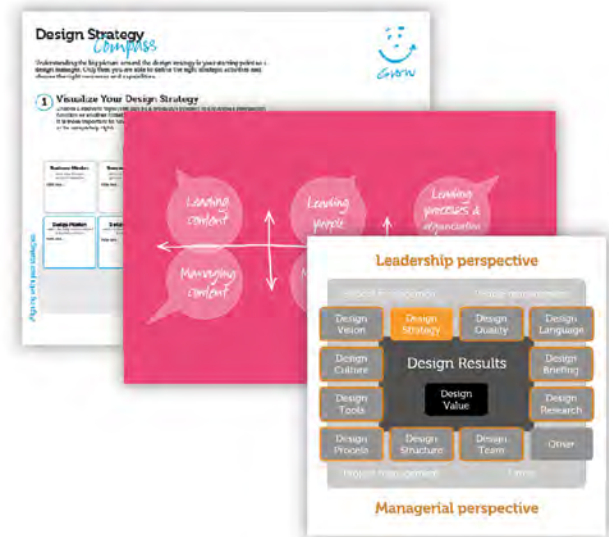
Design Strategy

Module Overview

A design strategy is a high-level plan to achieve design objectives and goals within a certain business context. It helps to achieve overarching business objectives, to align peer strategies and to make the right choices in terms of design resources and capabilities.

The Design Strategy Compass is a tool to link the corporate mission and vision with your design strategy and enablers.

- Why do organizations develop and manage strategies and how are they linked to the purpose and vision of an organization?
- 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 organization?
- What are the competencies and skills needed to manage design strategies?



Design strategy comes with the Design Strategy Compass tool.

Learning Goals

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

- Know how to apply the different components of a design strategy in order to be effective and efficient.
- Explain the business why you need a design strategy and what the relation between overarching business strategy and design strategy is.
- Demonstrate clarity and structure when discussing design strategy, even if it's components are scattered.
- Show a clear and balanced picture, and how the design strategy can contribute to achieving the business objectives and goals.
- Gain understanding of how design can influence and direct the business strategy.



Screenshots from the Livebook app



“ Design strategy is the mother of all design management activities. ”

