Design Leadership

Increase your influence and leverage your colleagues' talents to achieve a shared vision.

Dynamic designers lead the charge toward a shared vision. Whether you're in management or aspire to be, this two-day intensive will level up your influence and impact. The strategies you learn will connect you to the big picture, allow you to diagnose challenges early, and help you work through communication roadblocks across teams. You'll synthesize all your learnings, and apply them to a leadership challenge you're currently facing. When you return to work, you'll have a game plan to improve relationships and drive better outcomes.

"This course gave me a new perspective on how to influence and interact with people in my organization."

YOU'LL WALK AWAY KNOWING HOW TO:

+ Assess and shift the communication and collaboration dynamics at play in your team and/or organization

+ Recognize and leverage the distinct mental models, goals, and needs of business, development, and design partners

+ Increase transparency throughout the design process

+ Gain alignment around vision, process, and outcome

+ Anchor design reviews in business value and user goals

+ Use storytelling and persuasion to sell your product vision and get buy-in

COST

Public: $1,900 per person + $64.95 Eventbrite fee
For corporate pricing, e-mail
training@cooper.com

LENGTH

2 days

IDEAL FOR

Mid- and senior-level practitioners and managers who want to have more influence, increase their team's effectiveness, and inspire others.

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Course Topics

DAY ONE: UNDERSTAND THE CONTEXT, PLAYERS, AND OPPORTUNITIES FOR INFLUENCE

+ Own your influence: the qualities of effective leadership

+ Assess your current situation: understand the dynamics at play

+ Start with empathy: understand the needs and goals of business, engineering, and design partners

+ Set intentions: approaches to reduce ambiguity and increase transparency

+ Invite participation: techniques to gain alignment around vision, process, and outcome

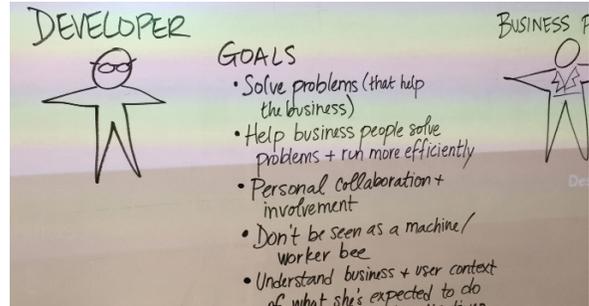+ Practice partnership: best practices for working together and managing up

DAY TWO: COMMUNICATE A DESIGN VISION

+ Give and receive feedback: methods for fostering a healthy, feedback-rich culture that leads to great work

+ Storytelling and persuasion: how to make a compelling case for your designs

+ Put it into practice: apply what you've learned to different communication and collaboration challenge scenarios, and receive feedback

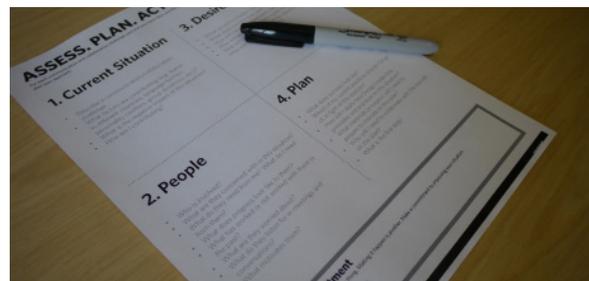+ Bring it all together: Apply everything you've learned to a current leadership challenge you're facing

We'll talk about the distinct goals, mental models and communication styles of key players in the design process.

You'll work with peers to define strategies for tackling common communication and collaboration roadblocks.

You'll apply everything you learn to a personal leadership challenge and walk away with concrete next steps.

QUESTIONS?

E-mail us at training@cooper.com
or call **415-267-3500**