

# **DESIGN LEADERSHIP FRAMEWORK**

## SELF-ASSESSMENT ACTIVITY

Katharina Koberdamm ▪ January 2021

## THE DESIGN LEADERSHIP FRAMEWORK INTRODUCTION

### Goal of the activity:

Understand the current state of your design team and generate first ideas how to improve.



Possible on your own or as a team activity!

# THE DESIGN LEADERSHIP FRAMEWORK INTRODUCTION

**In case you have not heard about the concept of the Design Leadership Framework, I recommend the following resources:**

## **Download PDF Abstract**

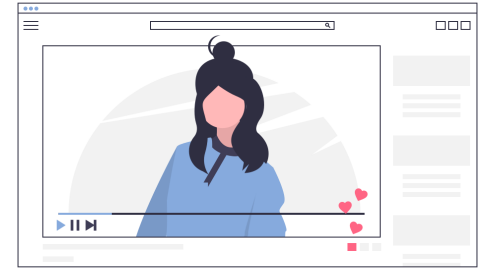
<https://designleadershipframework.de/wp-content/uploads/2021/01/Design-Leadership-Framework-Abstract.pdf>

## **Webinar Intersection 2020**

[https://youtu.be/jTnB9Gk\\_YoI](https://youtu.be/jTnB9Gk_YoI)

## **Talk at Intersection Conference 2018**

<https://youtu.be/3AufF8mFC0g>



# THE DESIGN LEADERSHIP FRAMEWORK INTRODUCTION

## STRATEGY

Develop a vision and strategy for the design team and the design work. Implement and manage the necessary initiatives to execute your strategy. Measure and improve continuously.

## EXPERIENCE

Influence and support the innovation of products, services and experiences with a human-centred angle and a design-led approach. Envision and define what great design means for the enterprise and what it looks like. Provide creative leadership and input for relevant design decisions.

## OPERATIONS

Define the organizational structures, processes, tools and work environment to support and manage the delivery of day-to-day design work. Enable creativity and ensure the health and stability of the team by letting designers focus on their craft.



## ENTERPRISE

Align the design team with other business functions and stakeholders and establish a design-led culture. Promote the capabilities of the design team and support enterprise challenges. Represent the design team both internally and externally.

## TEAM

Manage and build the design team so that everyone stays motivated and can grow. Foster an inspiring team culture and be a supportive leader that your team can trust. Make smart hiring decisions, ensure a smooth onboarding and define clear career paths.

# THE DESIGN LEADERSHIP FRAMEWORK QUICK ASSESSMENT

## Step 1: Position your design team on the scale from left to right

- Where do you see your design team in the different areas? Position each area.
- Alternative Question: How do you assess your overall skills in the different areas of design leadership?



Bad



Okay



Good



Great



Excellent

STRATEGY

EXPERIENCE

OPERATIONS

ENTERPRISE

TEAM

# THE DESIGN LEADERSHIP FRAMEWORK PRIORITIZE TOPICS

**Step 2: Select the most important aspects where you need improvement.** Which aspects should you work on next?

OPERATIONS	EXPERIENCE	STRATEGY	ENTERPRISE	TEAM
<input type="checkbox"/> Define Organizational Structure	<input type="checkbox"/> Develop Design Principles	<input type="checkbox"/> Define Vision & Goals	<input type="checkbox"/> Align with Business Strategy	<input type="checkbox"/> Develop Team Culture
<input type="checkbox"/> Define Design Workflow	<input type="checkbox"/> Define Design Language	<input type="checkbox"/> Develop Strategy & Roadmap	<input type="checkbox"/> Build Stakeholder Alliances	<input type="checkbox"/> Provide Feedback & Guidance
<input type="checkbox"/> Manage Work Streams	<input type="checkbox"/> Advocate User Perspective	<input type="checkbox"/> Manage Program Initiatives	<input type="checkbox"/> Develop Design Culture	<input type="checkbox"/> Plan and Scale Staffing Demand
<input type="checkbox"/> Facilitate Collaborative Design	<input type="checkbox"/> Promote End-to-End Experience	<input type="checkbox"/> Drive Change	<input type="checkbox"/> Promote Design Capabilities	<input type="checkbox"/> Manage Recruiting & Onboarding
<input type="checkbox"/> Define Work Environment	<input type="checkbox"/> Drive Innovation	<input type="checkbox"/> Measure Practice & Performance	<input type="checkbox"/> Support Enterprise Challenges	<input type="checkbox"/> Foster Talent Growth
<input type="checkbox"/> Ensure Design Coherence	<input type="checkbox"/> Provide Creative Guidance		<input type="checkbox"/> Build Design Reputation	<input type="checkbox"/> Reflect Leadership Skills
<input type="checkbox"/> Enable Knowledge Exchange				<input type="checkbox"/> Manage External Partners
<input type="checkbox"/> Assure Quality and Compliance				

## THE DESIGN LEADERSHIP FRAMEWORK IDEATION

### Step 3: Work out ideas how you could improve your prioritised aspects.

Example	
<b>Aspect(s):</b>	<i>Team Culture</i>
<b>Challenge:</b>	<i>Designers are feeling isolated when working remotely</i>
<b>Idea(s):</b>	<i>Monthly team building event with a mix of socialising and sharing stories from project work</i>  <i>Playing games online as a team, to get a team feeling despite remote working</i>  <i>Weekly Team Lunch via Zoom, e.g. trying out a recipe</i>  <i>...</i>

# THE DESIGN LEADERSHIP FRAMEWORK IDEATION

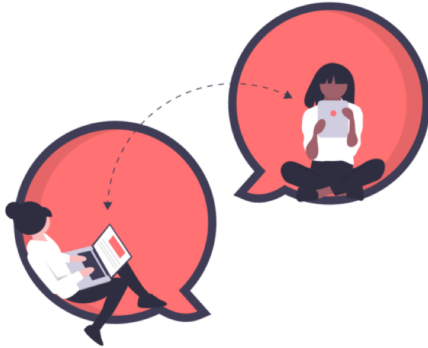
**Step 3: Work out ideas how you could improve your prioritised aspects.**

Idea
<b>Aspect(s):</b>
<b>Challenge:</b>
<b>Idea(s):</b>

Idea
<b>Aspect(s):</b>
<b>Challenge:</b>
<b>Idea(s):</b>



# THE DESIGN LEADERSHIP FRAMEWORK CONTACT



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## Website

[designleadershipframework.de](https://designleadershipframework.de)

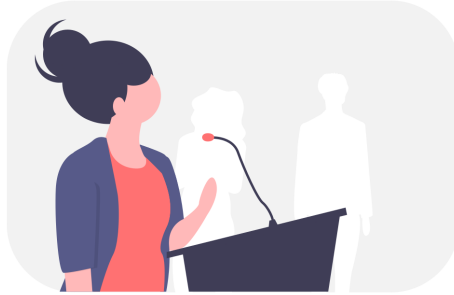
## Newsletter

You can sign up for my newsletter to receive updates about upcoming events and material:

<https://designleadershipframework.de/mailling-list/>

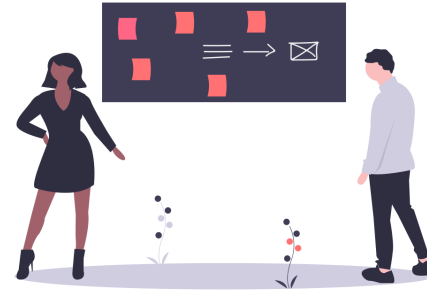
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## THE DESIGN LEADERSHIP FRAMEWORK WHAT I OFFER



### **Trainings, Lectures and Talks**

- Design Leadership
- Customer Experience
- Experience Design
- Business Model Innovation



### **Workshops and Facilitation**

- Team Workshops
- 1:1 Coaching Workshops
- Strategy Development
- Fully Remote or On-site