THE DESIGN LEADERSHIP FRAMEWORK
Overview and Application

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My Mission since 2018
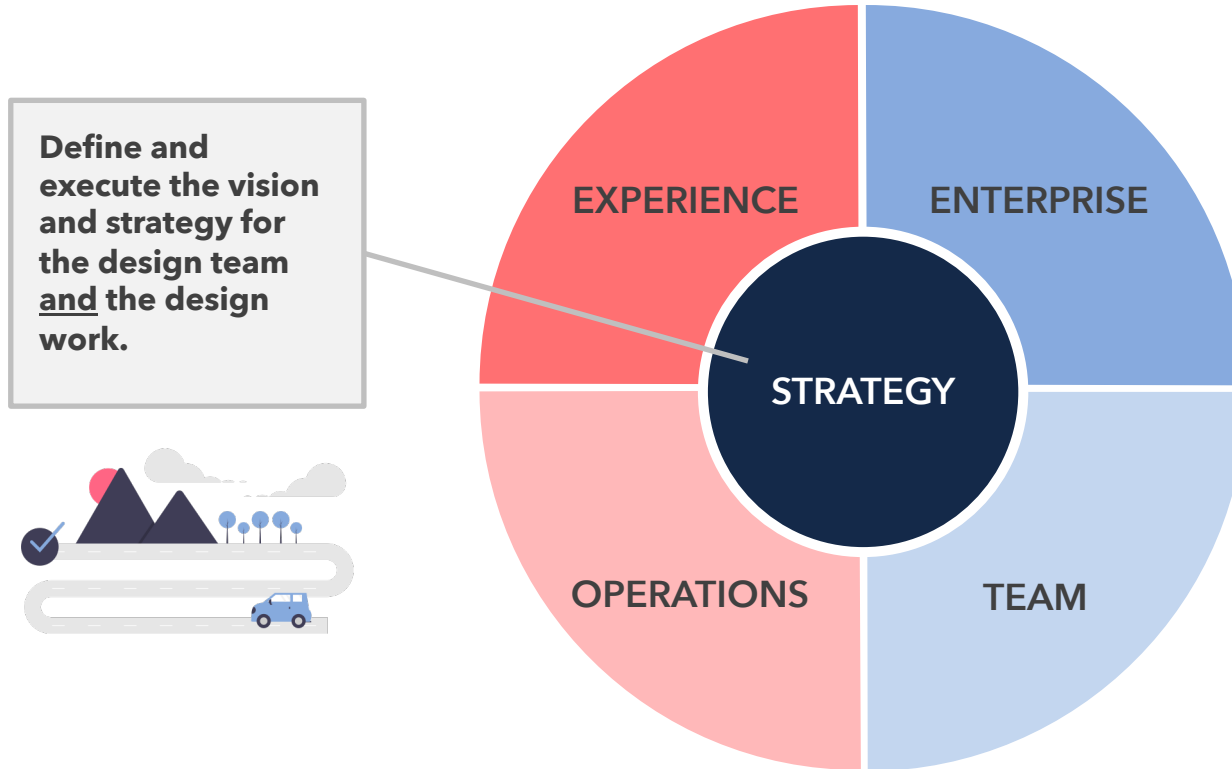
The Design Leadership Framework

- Give an overview of design leadership and management tasks
- Help to develop necessary roles, competencies and capabilities
- Improve communication and alignment in design teams
- Inspire current and future design leaders
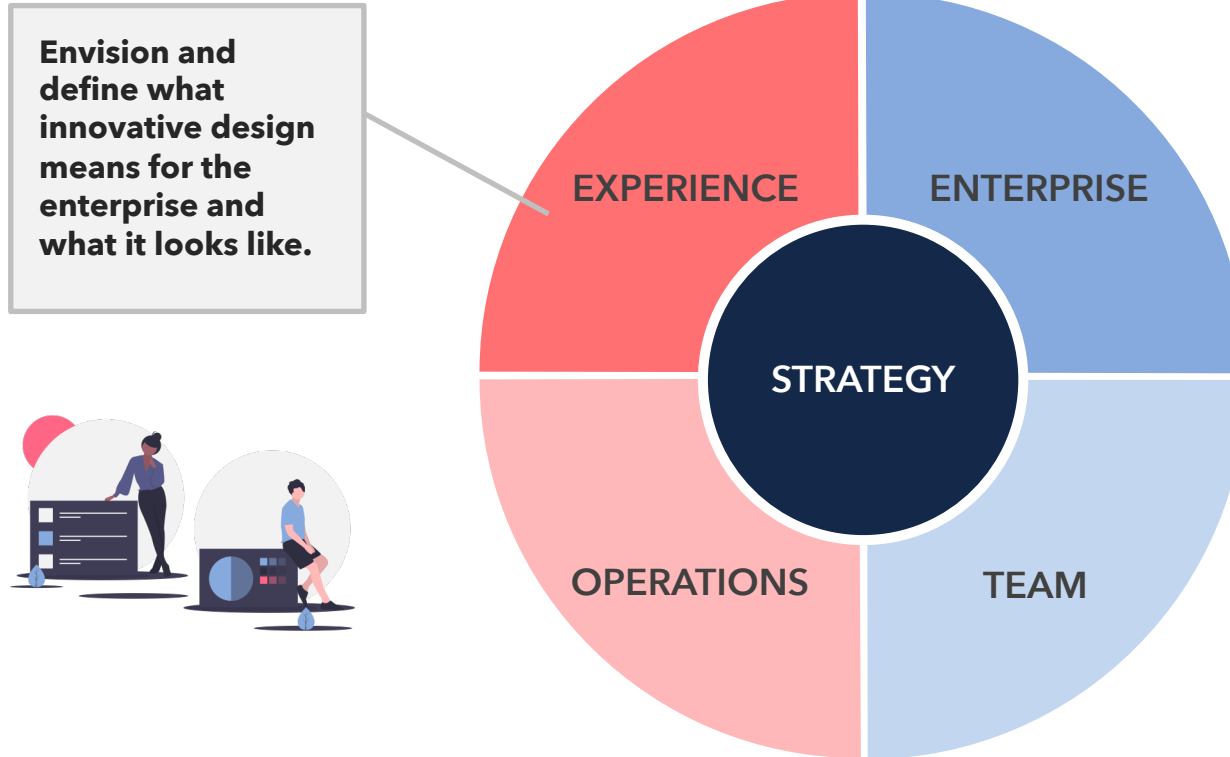
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The overall task of leading a design team and building the design capability can be divided into five areas. The area of Strategy is influencing the activities and initiatives of the other four areas and is therefore placed in the center.

Define and execute the vision and strategy for the design team **and** the design work.

EXPERIENCE

ENTERPRISE

STRATEGY

OPERATIONS

TEAM

Envision and define what innovative design means for the enterprise and what it looks like.

EXPERIENCE

ENTERPRISE

STRATEGY

OPERATIONS

TEAM

EXPERIENCE

ENTERPRISE

STRATEGY

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TEAM

Define the structures, processes, tools and work environment to support the delivery of day-to-day design work.

THE DESIGN LEADERSHIP FRAMEWORK OVERVIEW
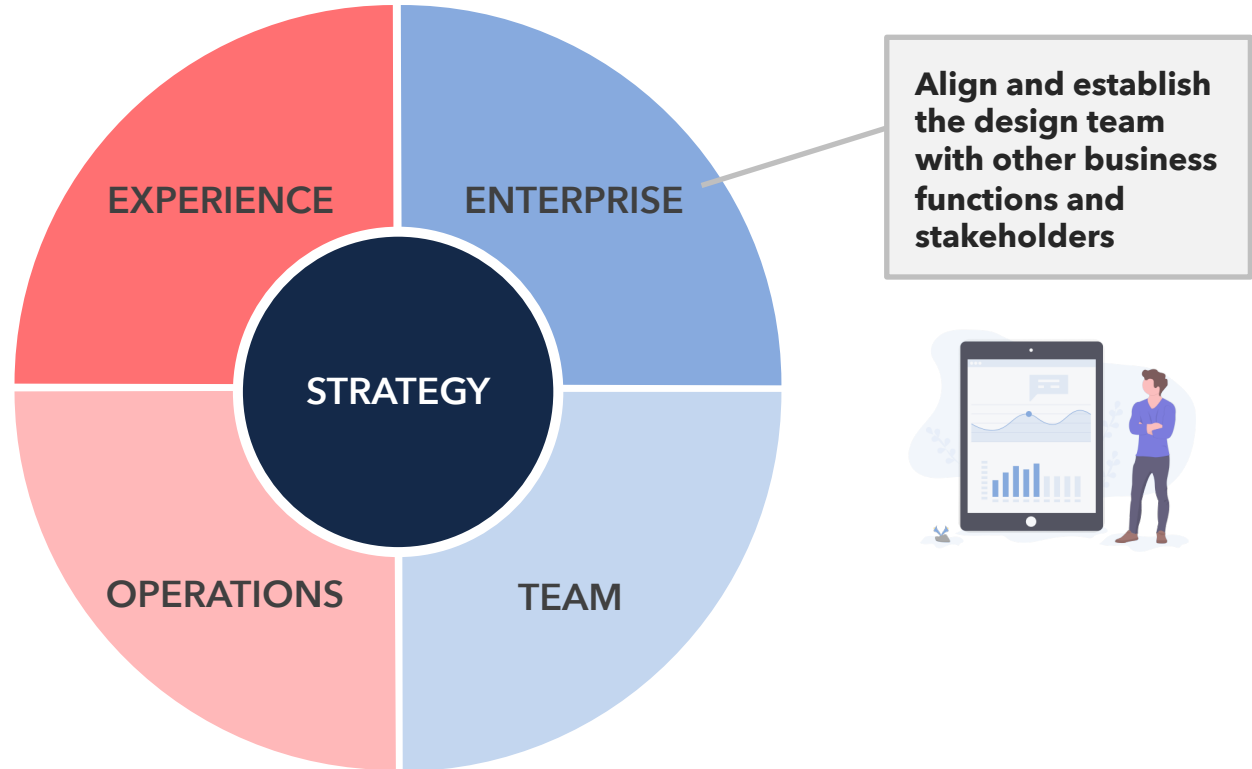

EXPERIENCE

ENTERPRISE

STRATEGY

OPERATIONS

TEAM

Manage and build the design team so that everyone stays motivated and can grow.

Align and establish the design team with other business functions and stakeholders

EXPERIENCE

ENTERPRISE

STRATEGY

OPERATIONS

TEAM

THE DESIGN LEADERSHIP FRAMEWORK OVERVIEW

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.

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. Re-present the design team both internally and externally.

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.

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.

EXPERIENCE · ENTERPRISE · STRATEGY · OPERATIONS · TEAM

THE DESIGN LEADERSHIP FRAMEWORK ASPECTS

STRATEGY

Define and execute the vision and strategy for the design team _and_ the design work.
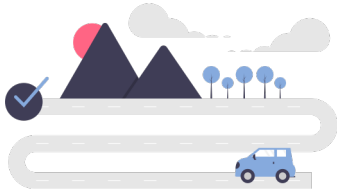
ASPECTS

Define
Vision & Goals

Develop
Strategy & Roadmap

Manage
Program Initiatives

Drive
Change

Measure
Practice & Performance

EXAMPLES

Vision Statement
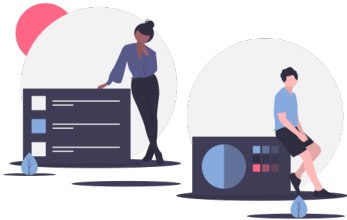
Roadmap

OKRs / Goals

Project Portfolio

Communication Plan

KPIs and Metrics

Dashboards

THE DESIGN LEADERSHIP FRAMEWORK ASPECTS

EXPERIENCE

Envision and define what innovative design means for the enterprise and what it looks like.

ASPECTS

Develop
Design Principles

Define
Design Language

Advocate
User Perspective

Promote
End-to-End Experience

Drive
Innovation

Provide
Creative Guidance

EXAMPLES

Design Guidelines

Design Values

Design Patterns

Journey Maps

Design Thinking

Strategic Design

Storytelling

Customer Insights

OPERATIONS

Define the structures, processes, tools and work environment to support the delivery of day-to-day design work.

ASPECTS

Define
Organizational Structure

Define
Design Workflow

Manage
Work Streams

Facilitate
Collaborative Design

Define
Work Environment

Ensure
Design Coherence

Enable
Knowledge Exchange

Assure
Quality and Compliance

EXAMPLES

Project Management

Org Charts

Role Descriptions

Process Blueprint

Design Systems

Design Tools

Filesharing

Employee Experience

Interiour Design

TEAM

Manage and build the design team so that everyone stays motivated and can grow.

ASPECTS

Develop
Team Culture

Provide
Feedback & Guidance

Plan and Scale
Staffing Demand

Manage
Recruiting & Onboarding

Foster
Talent Growth

Reflect
Leadership Skills

Manage
External Partners

EXAMPLES

Meeting Culture

Team Coffee

Design Critique

1:1 Meetings

Onboarding Experience

Talent Pool

Skill Matrix

Yearly Meeting

Career Paths

THE DESIGN LEADERSHIP FRAMEWORK ASPECTS

ENTERPRISE

Align and establish the design team with other business functions and stakeholders

ASPECTS

Align with
Business Strategy

Build
Stakeholder Alliances

Develop
Design Culture

Promote
Design Capabilities

Support
Enterprise Challenges

Build
Design Reputation

EXAMPLES

Stakeholder Analysis

Alignment Meetings

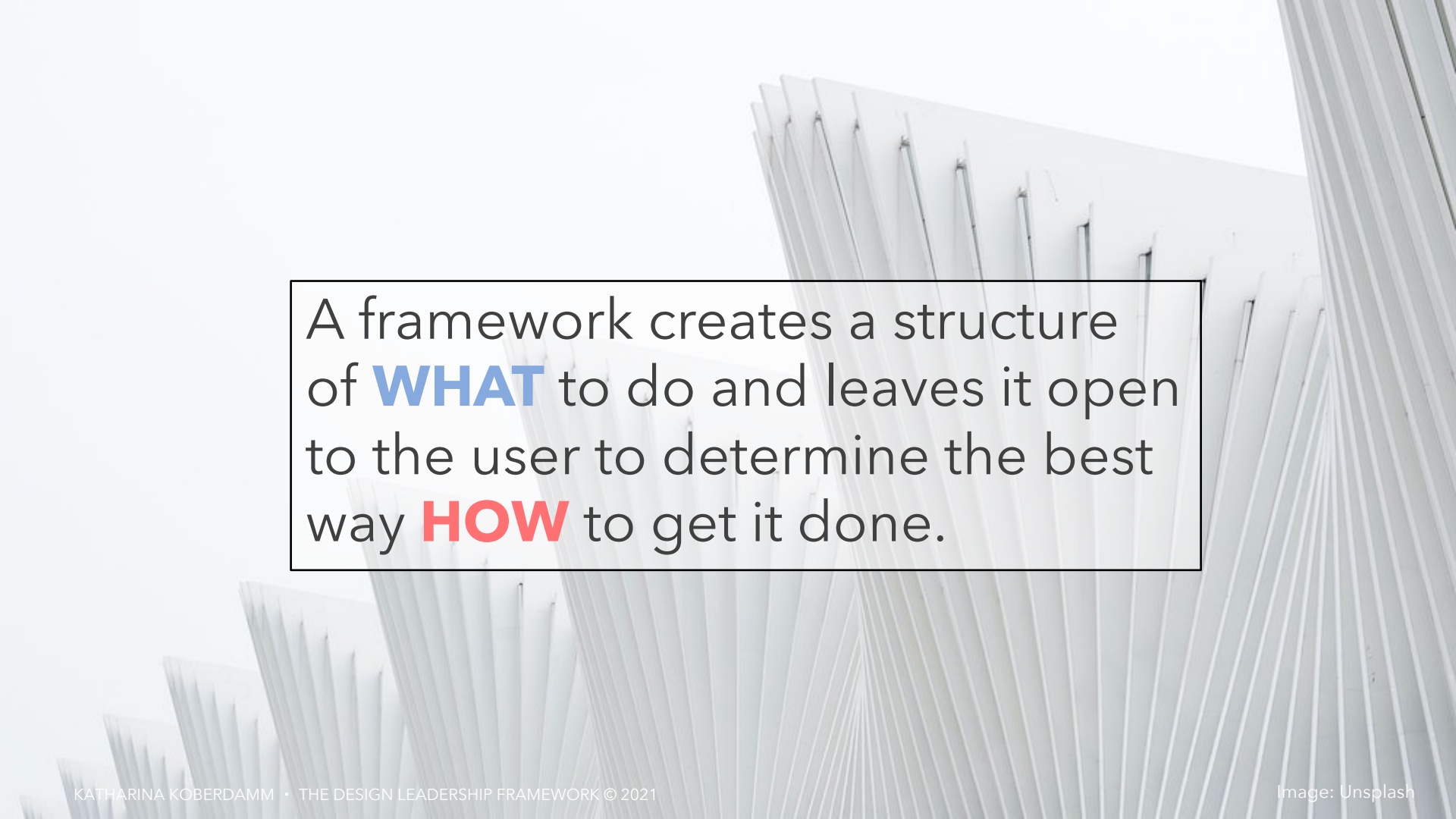Business Lunch

Showcase Design Work

Design Talks

Internal Blog

Enterprise Design

Design Trainings

THE DESIGN LEADERSHIP FRAMEWORK ASPECTS

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

A framework creates a structure of **WHAT** to do and leaves it open to the user to determine the best way **HOW** to get it done.
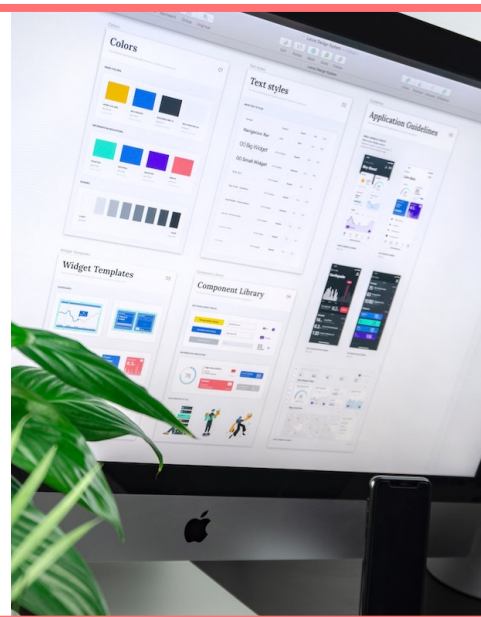
Image: Unsplash

EXAMPLE | ENSURE DESIGN COHERENCE

WHAT

Provide the **necessary resources** for designers (and developers) to **create coherent design solutions**.[1]

HOW

- Styleguides
- Brand Manuals
- Interaction Patterns
- Design Systems
- Review Meetings

[1]From: The Design Leadership Framework – Abstract:
https://designleadershipframework.com/downloads/
Image: Unsplash

Ideas for applying the Design Leadership Framework

Assess the current state of your team

Develop a strategy for your team

Define Leadership Roles & Responsibilities

Align with other stakeholders

Team Assessment with the Design Leadership Framework

A workshop dedicated for the design team to find out:

- Which areas and aspects of Design Leadership are doing well?

- Which aspects are working not so well?

- What are the biggest pain points?

- Do you have blind spots?

Team Assessment with the Design Leadership Framework

Team Assessment with the Design Leadership Framework

	🙂 So-So		😀 Good		😁 Great
STRATEGY					
EXPERIENCE					
OPERATIONS					
ENTERPRISE					
TEAM					

Team Assessment with the Design Leadership Framework

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Using Miro or similar

Team Assessment with the Design Leadership Framework

Work on ideas

- Gather ideas and topics to improve the identified pain points

- Prioritise and select ideas and next steps to move forward

Team Assessment with the Design Leadership Framework

After the assessment

• Synthesise and structure the ideas and topics

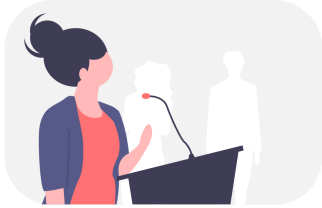• Develop a cohesive strategy and roadmap for your team

→ This should be done by the design leader(s) or small task force

Bringing everything together

| 1 Assess current state with the framework | → | 2 Identify and select areas of improvement | → | 3 Drive change in your team |

1
Assess current
state with the
framework

2
Identify and
select areas
of improvement

3
Drive change in
your team

Self Reflection

Team Assessment

Structured Survey

Pain Points

Strategic Goals

Best Practices

Design Team Roadmap

Change Initiatives

Track Success

Learn more about the Design Leadership Framework

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