

DESIGN LEADERSHIP FRAMEWORK CHEAT SHEET COLLECTION



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Design Leadership Framework

What are the **relevant tasks** that have to be addressed when **leading design teams**?

THE DESIGN LEADERSHIP FRAMEWORK AREAS

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 ASPECTS

OPERATIONS	EXPERIENCE	STRATEGY	ENTERPRISE	TEAM
Define Organizational Structure	Develop Design Principles	Assess Current Situation	Align with Business Strategy	Develop Team Culture
Define Design Workflow	Define Design Language	Define Vision & Goals	Build Stakeholder Alliances	Provide Feedback & Guidance
Manage Work Streams	Advocate User Perspective	Develop Strategy & Roadmap	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	Manage Program Initiatives	Support Enterprise Challenges	Foster Talent Growth
Ensure Design Coherence	Provide Creative Guidance	Measure Practice & Performance	Build Design Reputation	Reflect Leadership Skills
Enable Knowledge Exchange				Manage External Partners
Assure Quality and Compliance				

THE DESIGN LEADERSHIP FRAMEWORK STRATEGY



Leadership Mission

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.

ASPECT	SHORT SUMMARY
Assess Current Situation	Understand and synthesize the current challenges, opportunities and influencing factors for your design strategy.
Define Vision & Goals	Develop a design vision that can guide the design work, hold together the team and connect leadership activities.
Develop Strategy & Roadmap	Develop a strategy and a plan that will bring the vision alive and lead the design team towards its aspired goals.
Drive Change	Prepare and unite the team for change initiatives that are to come - especially changes in organizational structures or processes.
Manage Program Initiatives	Set up a design program that is based on your strategy and consists of a set of projects to close the gap between vision and implementation.
Measure Practice & Performance	Measure the results of your strategic initiatives and changes. Regularly assess the health of the design practice and quality of design work.

THE DESIGN LEADERSHIP FRAMEWORK EXPERIENCE



Leadership Mission

Influence and support the innovation of products, services with a human-centred angle and a design-led approach.

Envision and define what great design means for the company and what it looks like.

Provide creative leadership and input for relevant design decisions.

ASPECT	SHORT SUMMARY
Develop Design Principles	Define design principles that describe on a general level, what are the guiding values and guidelines for design in your team and enterprise.
Define Design Language	Define the design language that describes the general foundations and re-usable components and patterns to use when creating design solutions.
Advocate User Perspective	Be the advocate for human understanding and empathy within product development and the enterprise.
Promote End-to-End Experience	Support a holistic and strategic approach on improving the experience of products and services along the customer journey.
Drive Innovation	Drive the innovation of products, services and customer experiences forward with a human-centered perspective and a design-led approach.
Provide Creative Guidance	Provide creative leadership and direction by overseeing and guiding the outcomes of design work across multiple teams, products and initiatives.

THE DESIGN LEADERSHIP FRAMEWORK OPERATIONS



Leadership Mission

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.

ASPECT	SHORT SUMMARY
Define Organizational Structure	Define the organizational structure, team setup and roles for your team.
Define Design Workflow	Define the typical design workflow including process phases, used methods and design deliverables.
Manage Work Streams	Set up the operational processes for staffing and resource allocation. Define how projects and tasks are managed and tracked.
Facilitate Collaborative Design	Provide opportunities for collaborative design sessions and peer-to-peer problem solving regularly.
Define Work Environment	Define the physical work environment and the digital infrastructure and tools for your design team.
Ensure Design Coherence	Provide the necessary resources for designers (and developers) to create coherent solutions based on the defined principles, patterns and main building blocks of the designs.
Enable Knowledge Exchange	Foster the easy access to and exchange of existing knowledge, best practices and ways of working to ensure quality, efficiency and potential for innovation.
Assure Quality and Compliance	Define a process for quality assurance to ensure that shipped designs comply with the standards and guidelines defined by the design department.

THE DESIGN LEADERSHIP FRAMEWORK ENTERPRISE



Leadership Mission

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.

ASPECT	SHORT SUMMARY
Align with Business Strategy	Ensure that the goals and initiatives of the design team are in line with the overall business strategy.
Build Stakeholder Alliances	Build bridges and alliances to other departments as well as other executives and leaders actively.
Develop Design Culture	Promote design culture in the enterprise, so that everyone inside and outside the design team can understand the value of design.
Promote Design Capabilities	Ensure that the capabilities of the design team are understood and all relevant business functions know, when and how to involve the team.
Support Enterprise Challenges	Position and establish the design team as an important contributor to solve business problems and organizational challenges across the enterprise.
Build Design Reputation	Build reputation for your team - both internally and externally - to create visibility, attract potential talent and help to advance the field of design.

THE DESIGN LEADERSHIP FRAMEWORK TEAM



Leadership Mission






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.

ASPECT	SHORT SUMMARY
Develop Team Culture	Foster shared values and rituals that keep the team healthy and happy. Support a positive, inspiring and trusting team spirit among designers in your organization.
Provide Feedback & Guidance	Provide professional feedback and support for your design staff and check in regularly to understand their current challenges, motivations and goals.
Plan and Scale Staffing Demand	Build and scale the design team that meets the enterprise's requirements in terms of needed headcount as well as necessary skills.
Manage Recruiting & Onboarding	Define the practices how new staff is attracted, assessed, hired and onboarded.
Foster Talent Growth	Support designers in growing both professionally and personally in their careers.
Reflect Leadership Skills	Assess and improve your skills for leading and managing the design team by actively gathering feedback and learning new abilities.
Manage External Partners	Build and manage successful relationships with necessary external partners.

THE DESIGN LEADERSHIP FRAMEWORK QUICK ASSESSMENT

	 Bad	 Okay	 Good	 Great	 Excellent
STRATEGY					
EXPERIENCE					
OPERATIONS					
ENTERPRISE					
TEAM					

THE DESIGN LEADERSHIP FRAMEWORK PRIORITIZE TOPICS

OPERATIONS	EXPERIENCE	STRATEGY	ENTERPRISE	TEAM
<input type="checkbox"/> Define Organizational Structure	<input type="checkbox"/> Develop Design Principles	<input type="checkbox"/> Assess Current Situation	<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"/> Define Vision & Goals	<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"/> Develop Strategy & Roadmap	<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
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<input type="checkbox"/> Ensure Design Coherence	<input type="checkbox"/> Provide Creative Guidance	<input type="checkbox"/> Measure Practice & Performance	<input type="checkbox"/> Build Design Reputation	<input type="checkbox"/> Reflect Leadership Skills
<input type="checkbox"/> Enable Knowledge Exchange				<input type="checkbox"/> Manage External Partners
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Learn more

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