



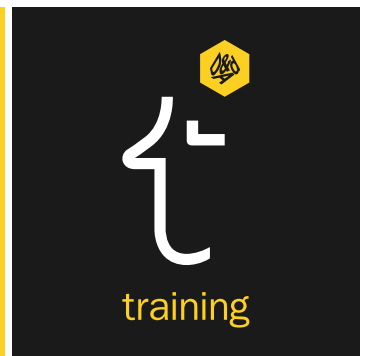
2017 Wood Pencil Winner | Graphic Design | Posters | Neue Gestaltung gmbH

THE COURSE

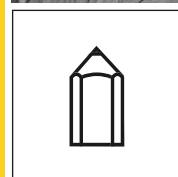
Developing an In-house Creative Design Team

IAIN AITCHISON

So, you've been asked to lead an in-house creative design team? From honing your design craft over years of experience to managing a team of designers to do great work, how now do you increase the influence of your work and establish design as a core function within your business? Well – this workshop will help you define what type of design team you'd like to lead and introduce you to the strategic knowledge and skills needed to advocate for design's role within your organisation.



Iain Aitchison
—
Founder, Graft





DEVELOPING AN IN-HOUSE CREATIVE DESIGN TEAM

This workshop is a highly interactive blend of theory, case studies, peer learning and inspiration. You will leave the day with a new found appreciation for the roles that designers can play within large organisations, a diagnosis of your team's current situation and a personal plan for your own capability development. You'll learn about the intersection of business and design and the established fields of design leadership and design management. Through a series of interactive and reflective activities you will be introduced to practical frameworks and tools to diagnose the current state of design within your own organisation and plan for its future role, including the skills and experiences you need to develop for your future leadership role.

At every workshop, you'll hear from an establish in-house design leader. For further details, check our website.

LEARNING OUTCOMES

By the end of this workshop you will have:

Learned about the range of organisations that designers are present in today, and the types of roles designers are taking on

Learned about different models of design team and their implications for the culture of creativity created and skills needed by designers

Heard from well known design leaders about what they have learned during a career forged establishing in-house design teams

Reflected upon the current and potential role of design within your own organisation

Been introduced to the fields of design management and leadership through inspiring case studies

Been introduced to a design leadership and management capabilities framework and identified areas for your own future personal development

SUITABLE FOR

Anyone who has recently joined or is considering joining an in-house design team

Anyone who is managing a team of in-house designers

Anyone who would like to know more about advocating the role and value that design can bring to large organisations

YOUR FACILITATOR

Iain Aitchison is a design and innovation management specialist working at the intersection of consulting, education and research. Previously Director at London-based product strategy consultancy Plan, in 2016 he founded Graft, a specialist design and innovation management consultancy that helps organisations build design capability. Over more than a decade, Iain has consulted to global clients including Bacardi, British Gas, Lenovo, Mars, Samsung, Unilever, Wrigley's and Yamaha; leading innovation projects in over 15 countries around the world, and the creation of long-term development programmes to enhance the design and innovation capabilities of internal teams.

CONTACT

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