

Design Leadership

Increase your influence and inspire
your team toward a shared vision.



— **“This course gave
me a new perspective
on how to influence and
interact with people in
my organization.”**

Powerful designers lead the charge toward a shared vision. Whether you've been managing a team for one year or 20, this two-day intensive will level up your influence and impact. You'll get practice with tools to help you strengthen your team and use that as a foundation to increase the impact of design across your organization. Then, you'll apply what you've learned to a leadership challenge so that when you return to work, you'll have a strategic plan to improve relationships and drive better outcomes.



You'll walk away knowing how to:

- + Identify your leadership values.
- + Empower and motivate the individuals on your team.
- + Create a resilient culture to expand your team's skills and influence.
- + Improve communication and collaboration with stakeholders.
- + Use storytelling to increase the impact of design within your organization.
- + Measure the ROI of key metrics to create visibility for the impact of design.

Cost

For open-enrollment and corporate pricing, visit cooper.com

Length

Two days

Ideal for

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

Upon Completion

Receive all materials from the course as well as a certificate to help you stand out from the crowd in your professional network

Day One

- + Build greater self-awareness to discover your own blind spots and biases.
- + Discuss techniques for cultivating autonomy, mastery, and purpose in your creative team.
- + Discover how to increase psychological safety in your team to encourage smart risk-taking.
- + Learn how to help your team grow through a culture of feedback and reflection.
- + Work with a small group of peers on the leadership challenge of your choice.



Talk about the distinct goals, mental models, and communication styles of key players in the design process.

Day Two

- + Learn how to improve your collaboration and partnership with any stakeholder using strategic communication tools.
- + Investigate the distinct goals, mental models, and communication styles of key players in the design process.
- + Learn how to leverage storytelling to generate momentum around design.
- + Identify the ROI of your design function by mapping design metrics to company goals.
- + Apply what you learned: Work with peers to define strategies for tackling common communication and collaboration roadblocks.



Work with peers to define strategies for tackling common communication and collaboration roadblocks.