

Transforming leaders of design  
& driving business growth

# Professional Diploma in Design Leadership and Management



Starts 1st October 2024



10 class days over 8 months



Mix of in-person classroom,  
online and 1:1 coaching



Internationally Recognised



Developed by PARK, founders  
of the LEGO Academy

Endorsed by  
IDI, VDID, KCDM, DOGA

## 3 Foundation Modules



### Design Management

Deploy design resources to help you reach your business objectives.



### Design Leadership

Align everyone around an inspiring design vision.



### Design Strategy

Define how design will deliver against organisation and user objectives.

## 4 Core Modules



### Design Briefing

Connect design, business and people with impactful briefing.



### Design Process

Create design processes that drive better efficiency and effectiveness.



### Design Quality

Set and manage quality objectives for more objective design decisions.



### Design Language

Define, manage and grow brand design equity.

## 2 Specialism Routes

### Specialist Route 1: Advancing Design Leadership



### Design in Customer Experience

Design for a more holistic customer experience.



### Design Teams

Find a shared purpose and boost design team potential.



### Design Value

Justify your design investments through a holistic business lens.



### Design Storytelling

Excite, entertain and engage stakeholders & peers.



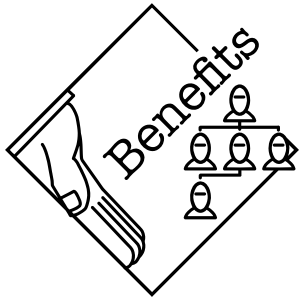
### Design For Humanity

Champion design for a better, brighter future.



### Design Value

Justify your design investments through a holistic business lens.



## Benefits For Organisations

Strengthen your competitive edge with expertly-trained, highly motivated design leaders and uniquely tailored proprietary tools.

- ◆ 10 module assignments delivering valuable and tangible results for businesses.
- ◆ Proprietary tools tailored to the needs of businesses.
- ◆ 50+ real-world, cross-industry case studies providing learning and benchmarking.
- ◆ Individual coaching – bolstering management and leadership capabilities.
- ◆ Highly motivated design leaders who are equipped to drive real change.



## Benefits For Design Leaders

A tailored development programme that inspires personal growth and expands your design leadership and management skillset. A dynamic and fun learning experience which creates a world of opportunities and sets the stage for a successful design leadership career.

- ◆ Develop expertise in managing and leading important design initiatives during assignments.
- ◆ Experience cross-industry knowledge and expand your professional network.
- ◆ Gain valuable insights through peer-to-peer shared expertise.
- ◆ Benefit from live in-person tutoring, 1 to 1 personalised coaching and mentoring for each module.
- ◆ Access an extensive alumni network including Accenture Song (Fjord), Novartis, Unilever, Johnson Controls, RichardsDee and PA Consulting (Design Partners).

### Programme Fee

Members – Early Bird: €5,995  
(before 31st Aug)

Members – Standard: €6,495  
(1st to 17th Sept)

Non-members: €9,995 / €10,495

**Member rate** is available to private and commercial semi-state sector members of the IDI, IAPI, ICAD and 100 Archive, whose businesses are based in the Republic of Ireland. Instalment plans are available.

## Register Your Interest

Please contact us directly  
at [info@designskillnet.ie](mailto:info@designskillnet.ie)

to discuss your interest

and membership options.

Applications close 17th Sept.