



A DMI on-site workshop designed exclusively for today's practitioners

Making the In-House Design Function A Strategic Competency

A workshop tailored to your specific internal design group's issues

Led by Peter L. Phillips

Design Management Strategy Consultant, Author of "Creating the Perfect Design Brief: Managing Design for Strategic Advantage"

What people are saying about this workshop:

"All in all, it was an amazing, uplifting, and superb 1.5 days."

—Jennifer Mumford, Director, Ringling Design Center, Ringling College of Art and Design

"The feedback for this workshop from the participants has been extremely positive. Many of them refer to it as a memorable event that has impact on their day to day practice."

—Willem JH Boijens, Vodafone Global Marketing - User Experience

Workshop Description:

Design is increasingly viewed as a core, strategic, business competency in this highly competitive climate, and designers are being challenged to provide far more than a service, or support function. Their new role is to provide sound solutions to real-world business pressures.

This one-and-one-half day workshop has been developed to address—head-on—these new challenges in a highly practical and pragmatic manner.

The workshop is designed specifically for in-house corporate design groups working in graphic design, packaging design, or product design who are searching for positive, practical techniques to better establish their group as a core strategic business competency.

If your organization's in-house design function wants to move toward becoming an essential strategic business partner, then this workshop from DMI is right for you!

Design, and strategic design thinking, has rapidly become a key ingredient in the development of overall corporate business strategy for most organizations. As a result, design managers and designers now need to re-think both the processes of managing design, and the way in which they communicate the strategic value of design to the success of the enterprise—no matter what that enterprise is.

This workshop is specifically *tailored* to address the unique needs of each organization that requests the workshop. No two workshops are the same. Typical topics often include:

- Developing an accurate articulation of the way(s) in which your department adds value to the business, and how to communicate this value in a compelling way!
- How to re-structure your department so that it will work more effectively.
- Tools for becoming a more “strategic” function in the real world of business.
- How to qualify projects as either “production projects” or “strategic projects.”
- The role of a strategic design brief for your work.
- Overcoming common obstacles to a successful transition.
- Integrating *design* processes with *business* processes.
- How to get recognition, credibility, and trust for the role of design in business.

What you will learn:

- The most common mistakes managers of design activities make today—and how to avoid them!
- How to re-think the strategic role of design within your organization.
- Techniques for evolving design from a service/support activity to a core, strategic business competency.
- How design professionals can become credible, trusted, strategic business partners.
- How to think and speak about design in business terms.
- What it takes to make new processes work for you, rather than against you!

How you will benefit:

You will be able to take a fresh look at the way you are managing design, and utilize current best practices in business design management. You will take away practical tools you can use right away to help your design activities meet new business challenges.

The process includes a pre-workshop interview with the design manager to identify key issues and direct the focus of the workshop.

The typical workshop includes an overview presentation in the morning of day one to introduce key concepts, current industry best practices, and a review of specific issues that have been identified by each company. The remainder of the workshop is devoted to a highly interactive group working session to address the issues, determine department value propositions, and develop doable, realistic, action items to effectively move towards a new role for the design function in the company.

Since this workshop was introduced in 2006, numerous companies have chosen to bring this valuable training experience to their in house design function.

The workshop has been conducted internationally for a wide variety of organizations, including consumer product goods, medical, financial services, and nonprofit, among others.

Some of these organizations include: BBC (London), Alberto Culver, Barclays, Capital One, FM Global, USG, Wrigley's, Nestle/Purina, P&G, Vodafone, The Scott's Co., Black & Decker, LexisNexis, Oracle, Emory University, Ringling College of Art & Design, New England Journal of Medicine, AutoTrader.com, and Vanguard.

Workshop details**Workshop length**

The recommended length of the workshop is one and one-half days. If necessary, the workshop can be run in one full day. Pricing is the same for both one-day, and one-and-one-half days.

Workshop audience

This workshop is intended for in-house and corporate design groups. Typical workshop sizes range from four to twenty-five participants. The workshop is conducted on-site, at your facility, making participant travel and lodging unnecessary.

Typical workshop schedule

<i>Day one:</i>	Start:	9:00 am
	Break:	10:00 am
	Lunch:	12:00 noon
	Break:	3:00 pm
	Finish:	5:00 pm
<i>Day two:</i>	Start:	9:00 am
	Break:	10:30 am
	End:	12:00 noon

Facility requirements

- Conference room with desk or table seating for the requested number of participants. A “U” shape is preferred for the seating, if practicable.
- Projection screen, PC, and data projection
- Three flip charts and markers, or a large white board for the working sessions
- Coffee, tea, and snacks at breaks.
- Catered lunch on the first day, or convenient access to a lunch facility.

Materials provided

- One copy per attendee of the book, *Creating the Perfect Design Brief*
- Tent name cards
- Evaluation forms

Pricing

Pricing depends on the number of expected attendees. To obtain a quote please contact John Tobin, DMI Vice President, at 617-338-6380 ext. 226, jtobin@dmf.org.

About the workshop leader

Peter L. Phillips is an internationally recognized expert in developing corporate design management strategies and programs. He has more than thirty years experience as a senior corporate design manager, a consultant, author, and lecturer. He distinguished himself in the corporate world as Director of Corporate Design for the Gillette Company, and as Director of Corporate Identity and Design for Digital Equipment Corporation. In both positions he had global responsibilities for managing strategic design functions. He has been the recipient of numerous awards and honors including the prestigious *Financial World* Gold Trophy for design of the Best Annual Report in the United States

As a consultant, Peter has developed numerous global brand identity programs for many Fortune 500 companies. He also advises corporations on re-structuring and re-positioning their in-house corporate design groups. Peter takes a highly pragmatic, business-based approach to all of his assignments, believing that design, and the management of corporate design functions, is a problem-solving discipline rather than a simple aesthetic exercise.

Mr. Phillips is the author of *Creating the Perfect Design Brief: How to Manage Design for Strategic Advantage*, Allworth Press (also available in Spanish, Portuguese, and Estonian editions). He has contributed to several books, published numerous articles in leading industry publications such as *Graphis* and the *Design Management Review*, and developed case studies on brand identity for DMI and the Harvard Business School.

Phillips serves as a member and secretary of the board of directors of DMI. He founded the DMI Professional Development Program, conducts seminars worldwide, and is a frequent guest speaker in the US, Europe, and Asia.

About DMI

Founded in 1975, DMI is the world's leading professional organization dedicated to design management. Everything designed, be it a product, identity, interface, environment, or communication, has to be managed. Integrating the creative side (intuitive, visual thinking, designing) with the analytical side (deductive, measurable, business management) is not easy. Design management is the art and science of empowering design to enhance collaboration and synergy between "design" and "business" to improve design effectiveness.

Today, DMI is an international authority on design management with members in more than forty countries. The Institute conducts research, publishes a quarterly magazine, produces teaching cases with the Harvard Business School, provides career advancement workshops, and produces four conference series on three continents.

To obtain a price quote and arrange a workshop, please contact John Tobin, DMI Vice President, at 617-338-6380 ext. 226, jtobin@dmf.org.

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