



Design Teams

Overview

Find a shared purpose and boost design team potential.

A design team is a team of professionals that execute design tasks to achieve specific business objectives and goals. Doing this effectively and efficiently is a challenge. A good design manager knows how to build, maintain and adapt their design team depending on the challenges ahead. To do this proficiently, he or she must truly understand the competencies and capabilities of the people in their team. Some of the topics covered in this module include:

- ◆ What is the difference between a group and a team?
- ◆ What are the key characteristics of an effective and efficient design team?
- ◆ How do you position yourself as a trusted manager of your design team?
- ◆ How to manage effective feedback and conflict in the context of a design team?
- ◆ How to transform a dysfunctional team into a high-performance team?

Learning Goals

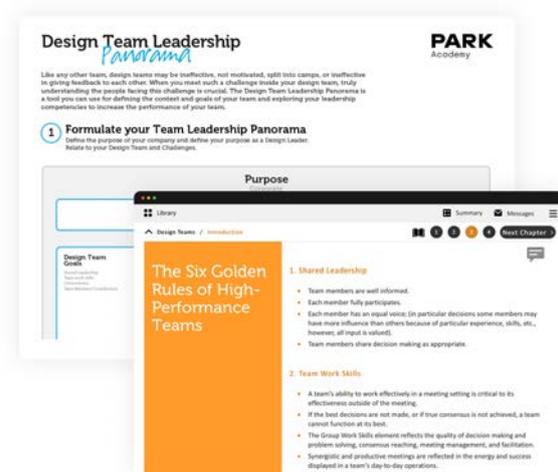
In this module we will achieve the following learning goals. You will be able to:

- ✓ Know the '6 core team elements' and their impact on the effectiveness and efficiency of the team.
- ✓ Know how to use Leadership Principles and Practices in order to improve your team management approach.
- ✓ Know how to lead design teams whilst still focusing on the individuals.
- ✓ Show an understanding of how design team issues can influence business performance negatively.
- ✓ Develop a high-performing design team.

Resources

Design Team utilises our proprietary 'Design Teams Panorama' tool.

PARK training materials can be found in the Livebook, our e-learning application.



“Knowing your authentic leadership style is key to becoming a trusted and successful design team manager.”