

**PARK**  
Academy

ESTONIAN  
DESIGN  
CENTRE

# Design Leadership Programme

Accelerate your career,  
maximise your potential,  
increase your impact.



# What?

PARK Design Leadership programmes are designed for busy design and non-design professionals. That's why a few things are very important to us:

- ◆ Learning while working
- ◆ Intensive interaction between student & tutor
- ◆ Fresh content, straight from reality
- ◆ Low on theory, high on practice
- ◆ Direct improvement of daily work
- ◆ Fun. Or let's say 'intrinsic motivation'

The content we offer covers a wide variety of design management and leadership topics. All of these are relevant for all design disciplines like product, UX, service and social design.

# Why?

Because your organisation needs strong design leadership that can steer design into a direction that is good for your organisation, your customers and for the planet.

PARK Academy shares practical knowledge, tools and methods to boost the value of design, with directly noticeable outcomes.

- ◆ We are founders of the LEGO Design Academy
- ◆ We are endorsed by design councils around the world
- ◆ Our tutors spend 75% of their time consulting and coaching design leaders at organisations
- ◆ The tools that we share, are all proprietary and used in our own practice
- ◆ Our learnings apply to any small, medium and large profit and none-profit organisations
- ◆ We actively connect our 2.000+ alumni for life long learning and sharing

...and **because it works**. 89% of graduates state that the Academy helped them further their career and 86% of graduates intend to return for further education in the future.

DESIGN  
LAB 2.0







# Who?

## Participants

A PARK Academy Design Leadership programme is set up for:

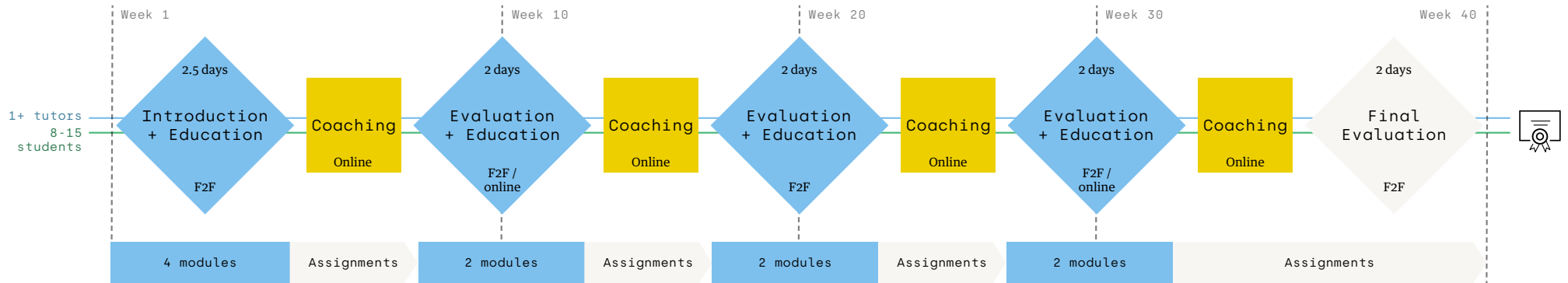
- ◆ 8 to 15 experienced senior designers, account managers, design managers, creative directors or other professionals working with design such as engineers, marketers and HR managers from different organisations, fields and design disciplines
- ◆ That have a great passion for design as a driver for change, innovations or just better customer experiences

## Tutors

The education meetings are led by:

- ◆ Senior Consultants and directors of PARK, each with 20+ years experience in design management and design leadership
- ◆ Partner of several Design councils
- ◆ Working with great organisations such as Unilever, Mars, Adria Mobil, Julian Alps, Datev, HP, Bosch, Advent Health and many more...
- ◆ Always on par with the latest from leading design practices

## Example of a PARK Academy programme:



PARK Academy offers the following **18 modules** of which 10 are normally taught in a full PARK Academy programme:

- ◆ Design Management
- ◆ Design Leadership
- ◆ Design Strategy
- ◆ Design Quality
- ◆ Design Process
- ◆ Design Teams
- ◆ Design Research
- ◆ Design Value
- ◆ Design Storytelling
- ◆ Design Briefing
- ◆ Design in Organisation
- ◆ Design Language
- ◆ Design Resources
- ◆ Design Tools
- ◆ Design Thinking
- ◆ Managing Service Design
- ◆ Design in Customer Experience
- ◆ Design for Humanity

# Structure

- ◆ The programme consists of 4 phases of 2,5 months.
- ◆ Every phase starts with a face-to-face education meeting, each entailing several modules.
- ◆ After this meeting, the students will be working on an individual and/or team assignment.
- ◆ Halfway into each phase the students will have a coaching session with the tutor.
- ◆ Each phase ends with an evaluation meeting, presenting and assessing each others' work on the different modules.

# Workload

Designed for busy professionals so you learn while you work.

Intensive meetings with enough time in between to work on assignments with coaching support from the tutor.

## **Delivery**

Duration: 40 weeks

10,5 days with tutoring, workshops and presentations

Study-load is 5 hours average per week

Education: Proprietary LMS and proprietary PARK tools, Discussions, Individual and team assignments, Online 1:1 coaching, Presentations to peers and bosses.



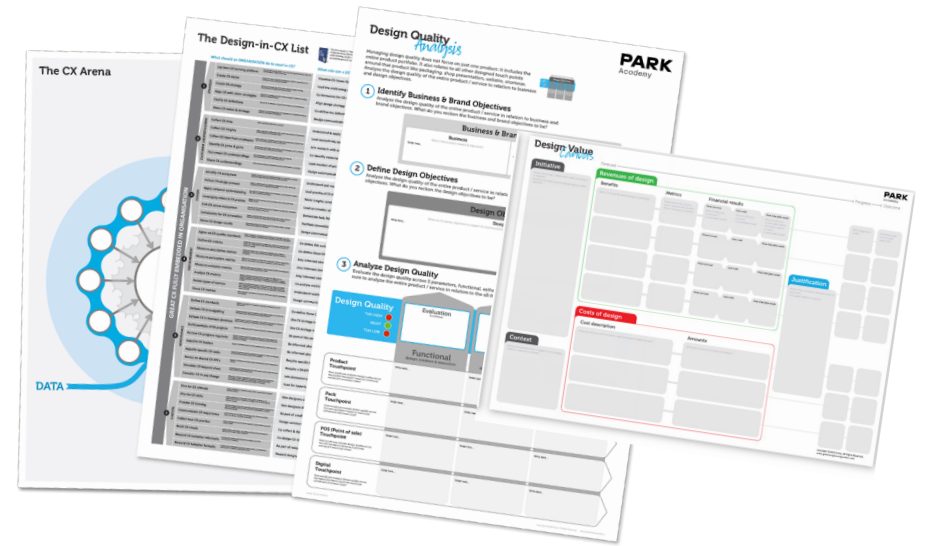


# PARK proprietary LMS & Tools

## Livebook

Our Design Leadership Programmes are based on the principle of blended learning from the get go in 2003. To facilitate this approach to education that combines online educational materials and opportunities for interaction online with physical place-based classroom methods, we created the Livebook.

A unique and customised digital platform available for the participants during and after the PARK Academy programmes. The Livebook is your personal coach, reminder, inspirator and repository of all your relevant Design Leadership content, your personal learnings, your assignments and reflections.



*PARK Academy was pure brain-wellness for me!  
Every meeting my brain got filled with new energy and great ideas!  
You really made me going strong!*

**Nina Wetcke**

User Experience Manager at Danfoss





# When & where?

Are you ready to connect all the ideas and bits of knowledge in your head, and become a true design leader? Get in touch to know more about the next programme!

## **Scheduled Programmes**

All scheduled programmes and courses with partners or directly with PAK are listed on our website.

## **Customised Programmes**

Over half of the education and training delivered by PAK academy is customised for in-company delivery to teams. Get in touch directly to explore how we can support your team or organisation.

Check out our upcoming programmes on our website or get in contact at [info@park.bz](mailto:info@park.bz)



# PARK

Academy

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# ESTONIAN DESIGN CENTRE

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*The whole programme has been a valuable experience. I am deeply impressed by the relevancy of every module in my daily work. I did not expect it to be on such a high level.*

**Andreas Schulze**  
Owner / Industrial Designer at Schulze Design