

**PARK** Academy

# Design Leadership Programme

Accelerate your career.

Maximise your potential.

Increase your impact.



# PARK Academy

**PARK Academy** has been developed by global design leaders and practitioners to empower those who lead and manage design to increase the impact design can have within their organisation.

As the importance of design for business increases, designers and team leaders require a broader range of skills to translate strategy into practice, and manage people, budgets and stakeholders while driving a culture of creativity.



## Who's it for?

**PARK Academy** programmes are tailored for anyone responsible for leading and managing design in their organisation – but are particularly valuable to help individuals transition into senior management or leadership roles. **PARK Academy** can also help non-design professionals who oversee or manage design within agencies, consultancies, or departments such as engineering, marketing or human resources.

## What are the benefits?

Expertly trained and highly motivated design leaders provide an organisation with a competitive edge. When you gain new capabilities in design leadership and management, design can be better integrated into your organisation, yielding impactful results for the future.

For each participant, our tailored training inspires personal growth and expands their design leadership and management skillset. Blending our tutors' experience with cross-industry knowledge through peer-to-peer sharing, the dynamic learning experience opens up new opportunities and sets the stage for a successful career in design leadership.

## About PARK

Created by **PARK**, a world-leading consultancy in design management and leadership, the programme is endorsed by design councils globally, including DOGA (Norway), IDSA (USA), VDID (Germany), Design Skillnet (Ireland), KCDM (Slovenia), Design Denmark, Flanders DC (Belgium) and Estonian Design Center.

Since 2013, over 2200 individuals have graduated from **PARK Academy**, with participation from hundreds of organisations including LEGO, Airbus, Dräger, Haleon, Kimberly Clark, Johnson Controls, Unilever and Bosch.

## Learning Approach

Our comprehensive training combines in-person and online instructor-led live sessions with self-paced learning using our proprietary digital Livebook, tools, frameworks and work-based assignments. Tailored for multidisciplinary design teams, the programmes equip participants with the essential tools to lead industry transformation and create a better tomorrow.

**PARK Academy** offers 18 different modules to explore, which can be accessed in three

- 1. Via our popular 10-module programme, combining the most popular and complementary modules.**
- 2. Via our convenient one-off deep dives, or smaller programmes.**
- 3. Via customised packages, where we personalise the combination of modules based on your business challenges or needs.**

## Tutors

**PARK Academy** tutors are senior consultants and/or directors of **PARK**, each with 25+ years of experience in design leadership and design management. Read more about our tutors here.

## When and where?

All upcoming programmes are listed on the **PARK** website and can be attended in person or online. If the advertised programmes don't fit your schedule, please get in touch and let us try to adapt to your planning needs.



The PARK Academy programme accelerates your leadership journey. It's like an MBA for designers!

**David Allen** Director of Design Stryker Instruments.

