



*A DMI custom on-site workshop*

# Making the In-House Design Function A Strategic Competency

**Led by Peter L. Phillips**

*Design 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

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***Workshop Description:***  
**Making the In-House Design Function A Strategic Competency**

This customized workshop is designed specifically for in-house corporate design groups who are searching for positive techniques to firmly 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 is rapidly becoming a key ingredient in the development of overall business strategy for most organizations. Design managers and designers now need to rethink 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.

Most DMI seminars are offered to general audiences, but this workshop is specifically *customized* to address the unique needs of each organization that requests the workshop.

Topics will include:

- How to make your department work more effectively.
- Determining an accurate listing of the ways in which your department adds value to the business, and how to articulate this value 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.
- Collaboration techniques with external design resources when utilized.
- How to get recognition, credibility, and trust for the role of design in business.

In addition to the above topics, half of the workshop time includes a group working session to address *your* group's specific concerns, and plan development to effectively move towards a new role for design 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 taught in North America, Europe, and New Zealand. Some of the organizations include: Alberto Culver, Barclays, Capital One, FM Global, USG, Wrigley's, and Vanguard.

## 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 six to twenty-five participants.

## 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 projector
- 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@dmi.org.

## About the workshop leader

Peter L. Phillips is an internationally recognized expert in developing corporate design management strategies and programs. He has had 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.

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 design management are problem-solving disciplines rather than simple aesthetic exercises.

Mr. Phillips is the author of *Creating the Perfect Design Brief: How to Manage Design for Strategic Advantage*, Allworth Press (2004), the Spanish version of the same book, *Como Crear el Brief de Diseno Perfecto*, Divine Egg Publishers, Barcelona, Spain, (2006), and numerous articles for the *Design Management Review*. He has developed case studies on corporate identity for DMI and the Harvard Business School.

Phillips serves as a member and secretary of the board of directors of the Design Management Institute (DMI). He founded the DMI Professional Development Program, and develops and conducts seminars for design management professionals worldwide.

## 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 44 countries. The Institute conducts research, publishes a quarterly magazine, produces teaching cases with the Harvard Business School, provides career advancement workshops, and produces four conferences on three continents.

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

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