Strategic Design Training

Elevate and empower your designers to make more meaningful business impact

DesignMap has mentored hundreds of designers at companies ranging from budding startups to tech behemoths (not to mention dozens of our own expert consultants). Our aim is to help designers expand their horizons beyond the screens in front of them. This training program is a culmination of our experience taking design talent from good to great.

Uplevel Your Designers

From incremental outputs to impactful outcomes

41% of companies are operating at the lowest level of Invision's Design Maturity Model: Level 1 - Producers. So how do you join the few 5% that have achieved Level 5 - Visionary status? Many factors are holding teams back:

- Limited in-depth design education (think: bootcamps).
- Scarce opportunities for diverse design experiences.
- A shortage of role models who design strategically.

All the above continue to inhibit design's impact at both an individual and organization-wide level.

DesignMap can help you harness the full potential of your people, so design can aligns and inspire you organization around a shared vision.

Tailored Training

Expand design's strategic influence

DesignMap's holistic curriculum equips your designers with the skills they need to become strategic thinkers, capable of influencing business decisions and creatively driving value for your organization.
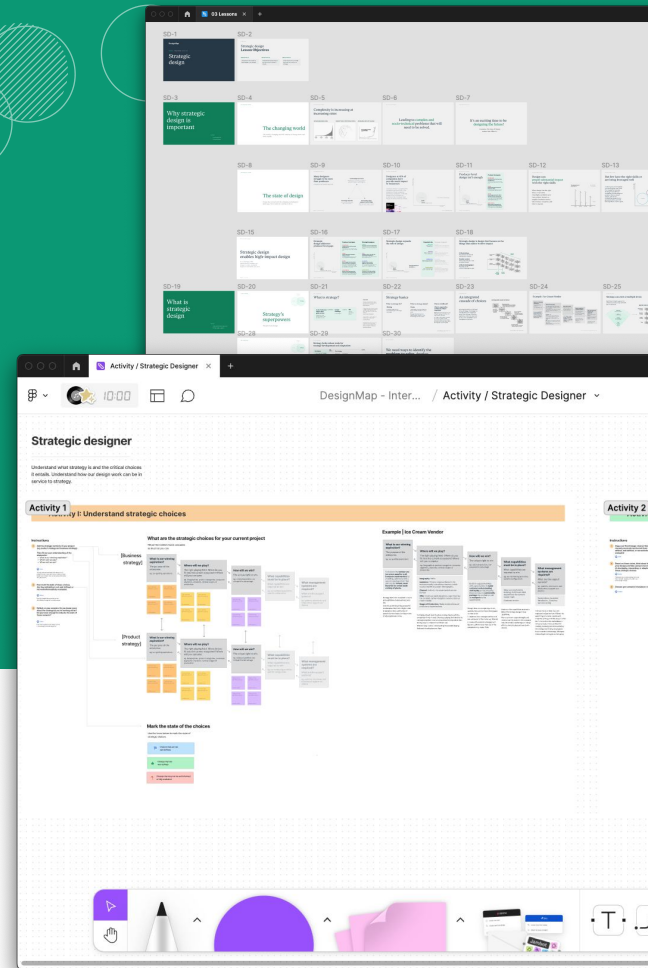
TRAINING ENABLED SHIFTS

From production to strategy

PRODUCERS	STRATEGIC DESIGNERS
CONTAINED FOCUS --->	**ENVISIONS**
Contained focus that may miss the big picture	Connects work to the big picture
FOLLOWS --->	**DRIVES**
Follows directions instead of influences them	Designs to learn, de-risk, and drive informed decisions
SOLITARY --->	**COLLABORATES**
May struggle to involve others that are critical in the process	Involves others to drive alignment and thinking
SURFACE-ORIENTED --->	**PROBLEM-OREINTED**
Makes screens look good but may miss underlying problems	Oriented to the right problem and solving the problem right

Strategic design lessons

A holistic set of lessons and activities to help designers level-up

Problem solvers

Solving the right problem

1 **Understand the system**
System mapping
Literature review
Assumption mapping

2 **Understand the market**
Landscape audit

3 **Understand the users**
Qualitative user research

4 Current-state journey map
Empathy map

5 **Defining the problem**
Opportunity Mapping
Problem statement

Solving the problem right

6 **Defining the value & critical solutions**
Concept sprint
Concept study

7 **Defining the solution system**
Future-state journey
System ideation

Collaborators

Designing touchpoints

8 Designing meetings

9 Designing workshops

10 Facilitation

11 Presentations

Driving alignment

12 Getting and responding to feedback

13 Building relationships

14 Shared Understanding

15 Navigating different perspectives

Coordinating

16 Planning

Scientists

17 Designing decisions

18 High-impact experiments

19 Synthesis

Visionaries

20 Balancing desirability, viability, and feasibility

21 Connecting details to the big picture

22 Designing for viability

23 Strategic design

Designed to enable mastery

Curriculum components enabling the elements of mastery

The lessons are a combination of lecture, activity, project simulation, and practice prompts that begin a designer's journey toward mastering critical skills.
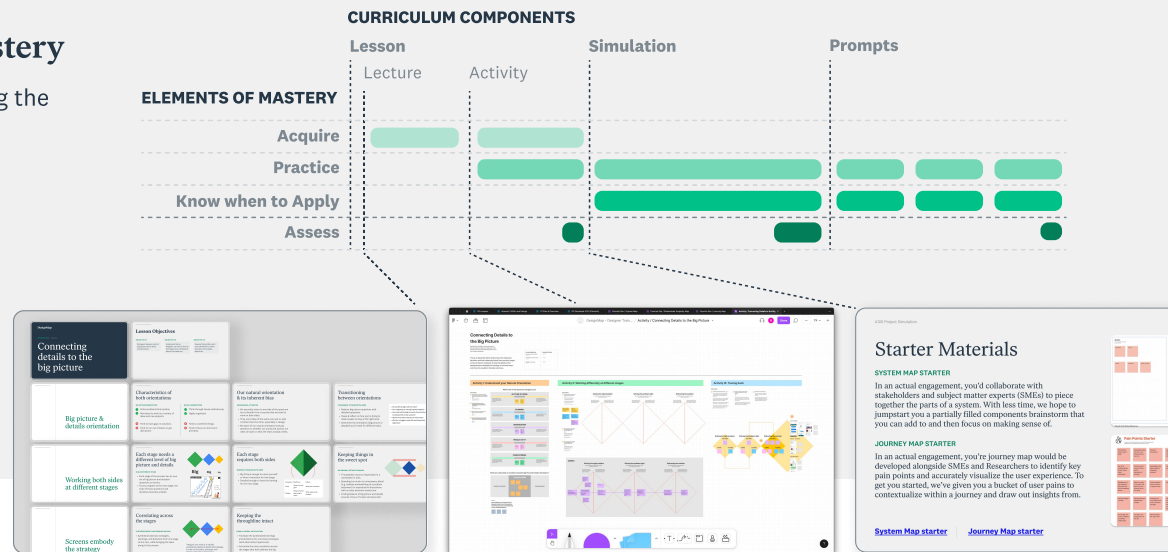
Packages

Training on-the-job

Flexible system that meets design teams where they are

- **Low-time commitment for designers.** Designers dedicate 1-1.5 hours per lesson, each week.
- **Mentor and peer support.** Via slack, coworking call, and mentorship.
- **Flexible system.** Cadence can be tailored to a teams's bandwidth. Each lesson and assignment can be completed when designers have time.

Full-time training

A more intensive approach for designers to focus on upskilling

- **Focused learning**: A five-week training program focused on helping trainees understand and then apply key concepts.
- **Live working sessions:** Combination of group and individual working.
- **Structured feedback**: Incorporates group critiques, milestones, and reflection.