

MBA Design leadership elective: manifesto

What we are doing here

I'm not trying to turn you into designers. But I believe that as managers and entrepreneurs you will create value from using design, and designers, more effectively.

Why

Because the human-made artifacts and processes around us have all been designed by someone, but not always intentionally (“silent design”). And because people engage with and create value and meaning through their experiences with these artifacts and processes, arranged into what we call products and services. I think you should be attentive to the design of those experiences by the crafting of those arrangements.

How

To create value from using design strategically and working effectively with designers, you need to

- Understand what goes on in design *processes*, why, and when, and what this means for the projects and organisations you manage
- Know when and how to apply design *methods* to develop insights, generate and test ideas, and implement them
- Understand *how designers work and think*, what they do well and what they do less well and why this matters in multidisciplinary projects
- *Organise* your resources to enable appropriate use of design methods during any design process
- Increase your design *literacy* so you can ‘read’ the outputs of designers’ work such as sketches and prototypes, and judge the quality of design outcomes

But I do want you to become a bit more designerly