

## Course Information

# Inspiring Effective Design Leadership in the Age of AI

**Duration:** 2 days, 8 hours per day (inclusive of a 1-hour lunch break)

**Venue:** At client's premises

**Max. class size:** 24 pax

**Min. class size:** 18 pax

**Cost:** \$230/pax (Price excludes venue, stationery, AV equipment and refreshments)

**Sign up through email:** [graspguru@gmail.com](mailto:graspguru@gmail.com), stating the Course Title, Class Size and Dates of choice.

## Synopsis

The “Inspiring Effective Design Leadership in the Age of AI” course was tailored to empower leaders across myriad industries with intimate knowledge of the universal challenges and opportunities of promulgating an exuberant culture of design innovation within organizations. Guided by a time-tested and robust innovation culture-building framework, this course is packed with essential design leadership skills such as facilitating design-led discussions; catalyzing a fearlessly creative environment; prioritizing scant resources to achieve optimization; convincing pitching techniques to secure authorities’ buy-in; creative hacks to navigate tricky project landscapes; using AI in Design Research, Ideation and Prototyping; and more! The aim is to develop leaders who have a heart to address stakeholders’ needs, while possessing the savviness to navigate an often tricky design thinking cultural landscape to spearhead effective organizational transformation efforts. To cap it off, each participant will take home a personalized Design Leader’s journal which will serve as their go-to reference for future design endeavours.

## Learning Objectives

1. Address multiple stakeholder needs effectively.
2. Integrate multiple data sources to inform decision-making.
3. Establish a support system that is conducive for questioning norms.
4. Foster creativity and trial-and-error approaches.
5. Consider management’s perspectives such as evaluating effects of solutions, balancing risk management and allocating resources.
6. Apply practical insights to ensure solutions align with on-the-ground realities.

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# Course Outline

No.	Topics/ Activities	Learning Objectives
<b>DAY 1 – BUILDING UP THE DESIGN LEADERSHIP TEAM</b>		
1	Design Thinking Recap cum Warm Up Activity – <i>My Future Mobile Communication Device</i>	1, 3, 4, 5
2	Introduction to the 6Ps Innovation Culture Framework	1, 2, 3, 4, 5, 6
3	Helping Design Leaders Overcome Their Inner Demons – <i>What’s Holding You Back?</i>	1, 3, 5
4	Discovering Design Leaders’ Spheres of Influence, Talents and Passions	1, 3, 5
5	How to Foster Dynamic Design Communities in the Organization – <i>Persona Mapping CoP members, Mindset, and Posture</i>	1, 3, 4, 5
6	Facilitation Skills for Design Project Discussions	1, 2, 3, 4, 5, 6
7	Additional Tools in Design Research – <i>Where to Apply Data Analytics, Using AI in Design Research, Assessing Multiple Viewpoints (Svc Blueprint), Affinity Mapping</i>	1, 2, 5, 6
8	Recap the Key Learnings from Day 1	NA
<b>DAY 2 – BUILDING UP A DESIGN-LED ORGANIZATION</b>		
8	Design Project Prioritization Matrix	1, 2, 5, 6
9	Design Challenge Hacks – <i>What to Do When Faced with Wicked Challenges?</i>	3, 4, 5
10	Using AI in Ideation and Prototyping	1, 3, 4, 5
11	Ideas Prioritization Matrix and Managing Unintended Consequences	1, 2, 5, 6
12	How to Align High Priority Ideas to Transformation Plans and TBSSAF	1, 2, 5, 6
13	Pitching Techniques Enhanced by Behavioral Science – <i>Practical Tips Which Other Courses Don’t Teach You</i>	1, 2, 3, 5, 6
14	Idea Implementation Hack – <i>What to Do If Your Idea Gets Blocked?</i>	3, 4, 5
15	Performance Management Indicators for Design Projects	1, 2, 5, 6
16	Recap the Key Learnings from the course, with Conclusion	NA

## IMPORTANT NOTES

- *Online classes may be arranged.*
- *GRASP Guru reserves the right to exercise discretion in making ad hoc amendments to the trainer, max. pax limit, course timing, content, activities and/or partnering agencies to provide a more conducive learning experience for all participants.*
- *We do not charge GST.*