

## VIDID Conversation with Frans & Karel – March 20th 2024 – 17:00 CET

What does Design mean now, and into the future? What are the Leadership capabilities required?

Join Frans Joziasse, founder of PARK and Karel J. Golta for a discussion on the future of Design and the need for strong Design Leadership as we launch PARK Academy programme 9, starting on 8th of April 2024.

Design is a powerful key differentiator for sustainable competitive advantage and value creation, and we know that the best performing companies successfully integrate Designers who work across business functions while retaining their depth of design savvy. There is increased demand for such designers, but they will only be able to seize the opportunities and deliver, if they have the tools, capabilities, and infrastructure to succeed.

We know that the businesses who successfully embed design strategically increase their revenues and shareholder returns at nearly twice the rate of their industry counterparts. McKinsey, Leading by Design

We know too that the way Design is led and managed are the critical success factors, not the size of the budget, Chiva and Alegre, – so what does this mean for Design Leadership?

At a time of rapid change, as we rethink and redesign every aspect of how we live and work, what are the future Design Leadership Competencies required to navigate the challenges of our time from climate and circularity to AI as we enter a transformational period for Design.

Join us for a lively discussion on the Design Leadership required to deliver a better future.

### Speakers



Karel J. Golta



Frans Joziasse

**Karel J. Golta** is the founder and CEO of Indeed Innovation, based in Hamburg, and is on a mission to reverse human impact on the planet by using the power of Design to build a more livable future for all life on earth. For Karel, it is therefore crucial that business and innovation turn their focus from a human-centric model to a planet-centric one in order to preserve not only humanity, but the entire global ecosystem.

“One of our key success factors is that so many of our most senior designers and engineers have followed the PARK Academy programme which enabled us to do more complex and strategic projects, and develop into professional partners with our clients’ ”.

**Frans Joziasse** a thought leader in Design Management and Leadership, and co-founder of PARK that builds and scales Design capabilities through consulting, educating, coaching and connecting for large and small businesses worldwide, with offices in Europe and USA and works with clients like Audi, LEGO, Roca, Coty, Miele, Unilever, Johnson Controls, GSK, BMW and Roche.

Frans holds an MBA in design management from the University of Westminster (London) and lectures/teaches at several universities in Europe and the US. In 2011 he co-founded PARK Academy (formerly Grow), a market leader in Design Leadership Education.