



PARK Academy



VERBAND
DEUTSCHER
INDUSTRIE
DESIGNER

Design Leadership Programme 10

In collaboration with VDID, we are launching
our next Design Management and Leadership
programme for Germany.

Starting on 10 & 11 March 2026

Hamburg, Germany

About PARK

We consult. We educate. We coach. We inspire.

PARK is where design and business come together for better leadership, better business and a brighter future for all.

Since 1998, we've been building and scaling design capabilities for organisations and people to create a better tomorrow.

PARK Academy

First piloted at LEGO in 2013, **PARK Academy** is a world leader in design management and leadership training, offering a range of programmes, expert tutors and a dedicated learning platform.

We have scaled our **Academy** for cross-company delivery with nine national design councils and have developed bespoke in-company programmes for clients including Bosch, Unilever and Haleon.

Today, we have over 2000 **PARK Academy** graduates who form a global alumni network and enjoy a range of other benefits. 89% state that the **PARK Academy** helped them further their career, while 86% intend to return for further study.

PARK

Consulting

Academy

Coaching

Connections

Accelerate your career,
maximise your potential,
increase your impact.

Who are PARK Academy programmes for?

PARK Academy programmes are tailored for anyone responsible for leading or managing design in their organisation – but are particularly valuable to help individuals transition into senior management or leadership roles.

PARK Academy programmes are also valued by non-design professionals who oversee or manage design within agencies, consultancies, or departments such as engineering, marketing or human resources.

Our content covers a wide variety of design management and leadership topics, relevant for all design disciplines from product and graphic design, to UX, UI and service design. The programmes are designed for working professionals, to fit alongside and immediately elevate their work.

Why PARK Academy?

Led by leaders

We are a **team of consultants and design leaders** with extensive experience leading design in the real world.

Blended learning

We mix **formal teaching with coaching and self-guided study**. Whether face-to-face or online, we deliver impactful learning that is personalised and engaging.

Live assignments

We make the learning real by **integrating your work challenges** into the learning journey, from theory to application.

Learn from experience

We find that others' success and failure can teach us a lot. Our programmes are brought to life with **real-world case studies** as well as tutor and student experience.

Small classes

We believe less is more. Limiting class size offers greater personalisation and interactivity, ensuring that every student's needs can be met.

Unique PARK Tools

Our Design Leadership Programme is based on principles of blended learning, combining online educational materials with in-person teaching for maximum student benefit.

Across all modules, our **PARK** proprietary tools have been developed to help students navigate each subject and structure assignments – and can be immediately put to use.

Academy Livebook

From the **Academy's** foundation in 2013, we created the **Academy Livebook**, our unique and customisable digital platform, to **help participants to enter into dialogue and engage with our content.**

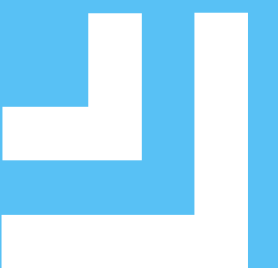
Your personal coach, inspiration, and repository for lesson content, assignments and personal learnings, the Livebook is available during and up to one year after a **PARK Academy** programme.





The whole programme has been a valuable experience. I am deeply impressed by the relevancy of every module in my daily work. I did not expect it to be on such a high level.

Andreas Schulze Owner / Industrial Designer at Schulze Design



Programme overview:

Design Leadership Programme 10 Germany

Starting on 10-11 March 2026

Programme Description

The **Design Leadership Programme** is designed to boost your business acumen and emotional intelligence, enhancing your impact as a design leader.

Programme modules

(see next page for descriptions)

- ◆ **Design Management**
- ◆ **Design Leadership**
- ◆ **Design Quality**
- ◆ **Design Process**
- ◆ **Design Teams**
- ◆ **Design Storytelling**
- ◆ **Design Strategy**
- ◆ **Design in CX**
- ◆ **Design Value**
- ◆ **Design Briefing**



Programme lead

Frans Joziassé is the co-founder of **PARK** and brings extensive experience in establishing design as a core competency in organisations worldwide.

He currently teaches **Academy programmes** and serves as a Senior Consultant and member of the Leadership Team at **PARK**. Frans is passionate about supporting design leaders throughout their careers, driven by his belief in “Design for Humanity”.

Programme overview:

Design Leadership Programme 10 Germany

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Programme modules description

- ◆ **Design Management** ▶
Deploy design resources to help you reach your business objectives.
- ◆ **Design Leadership** ▶
Deeply understand the why, what and how of the Design Leaders role.
- ◆ **Design Quality** ▶
Set and manage quality objectives for more objective design decisions.
- ◆ **Design Process** ▶
Create design processes that drive better efficiency and effectiveness.
- ◆ **Design Teams** ▶
Find a shared purpose and boost design team potential.
- ◆ **Design Storytelling** ▶
Excite, entertain and engage stakeholders & peers.
- ◆ **Design Strategy** ▶
Define how Design can deliver against organisation and end-user objectives.
- ◆ **Design in CX** ▶
Design for a more holistic customer experience.
- ◆ **Design Value** ▶
Know how to justify your business investments through a holistic Design lens.
- ◆ **Design Briefing** ▶
Connect design, business and people with impactful briefing.

Programme overview:

Design Leadership Programme 10 Germany

Starting on 10-11 March 2026

Structure & Format

- ◆ **All 10 modules** will be delivered over a **40-week period in Hamburg**.
- ◆ During the training, you will receive briefs to complete assignments related to each of the modules.
- ◆ **You will have 8 weeks to complete the assignments**, with 1:1 coaching provided to support your progress.
- ◆ Participants will meet **every 8 weeks to present** and discuss the outcomes of their assignments.
- ◆ Upon completion, you will receive a certificate from **PARK Academy, endorsed by VDID**, and gain access to all learning materials for 12 months.
- ◆ You will become a member of the **PARK Academy Alumni Network** after completing the program.

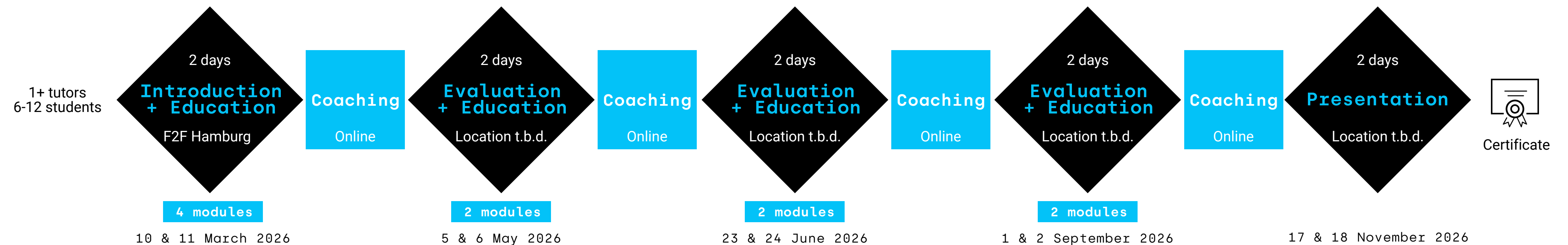


Programme overview:

Design Leadership Programme 10 Germany

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Structure & Format



Programme overview:

Design Leadership Programme 10 Germany

Starting on 10-11 March 2026

Fee

Programme fee - € 8.250

VDID Members receive a 10% discount - € 7.425

Programme fees for members and non-members

Registration

To register your interest in the programme, please follow this [link](#).

Questions

Please reach out to info@park.bz with any questions or to arrange a call with the programme lead.

Alternatively, attend one of our information sessions, these are listed in the what's-on page on our website.

Interested in becoming a VDID Member?

The **VDID** (Association of German Industrial Designers e.V.) is an association that unites the interests of design professionals. Its core is a commitment to equal and collegial exchange at both regional and national levels, with common professional interests as the key bond. The **VDID** works closely with state ministries to ensure a cohesive approach.

As a VDID member, individuals engage in a dynamic dialogue and access an extensive network. The **VDID** offers guidance, highlights the impact of design, and leverages public platforms to advance both individual and collective growth in the field of industrial design.

The **VDID** serves as a comprehensive institution, advocating for and supporting its members within the broader social context. It provides advice, coaching, and promotion, and it fosters connections and collaborations.



Global Endorsement

We are grateful for our international and cross-industry clients, who have offered a constant quality gauge for both the delivery and content of PARK Academy programmes.

After 10 years and 2200+ graduates, the **PARK Academy** Design Leadership Certificate has become the industry benchmark, used by HR managers and design leaders globally for career development, recruitment and learning platforms.

In-Company

BOSCH

MARS

HALEON

DRÄGER

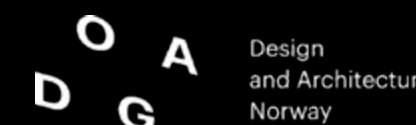
ROCHE

AIRBUS

LEGO

ACCENTURE

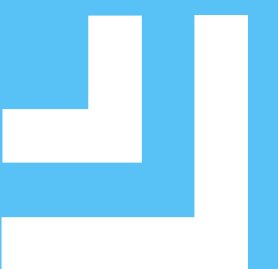
Cross-Company





The programme helped to broaden my mindset and begin the transition from design practitioner to design leader. It has helped me to alter my behaviour and see a path forward in my future career ambition.

Design Project Leader, Unilever



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Empowering design leaders



VDID

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