Grow is an education program designed for the busy professional. The content we offer covers a wide variety of design management topics. All of these are relevant for all design disciplines like product, interaction, web and graphic design.

We offer our content in a series of modules:

**Design Management**
Design management is the profession of managing design.
- What are the characteristics of this fairly new profession?
- What role can agencies play in this?

**Design Leadership**
Design leaders make awesome things happen in the field of design.
- Why is leading important for design and business?
- How to navigate between design manager and design leader in your daily work?

**Design Quality**
If design fulfills set design objectives, the design quality is right.
- How to discuss and explain design quality in an objective way?
- How to set objectives for design quality?
- How to manage design creation and execution in such a way that the set objectives are met?
Design Process
A design process is a structural, repeatable approach to delivering design solutions within business objectives and constraints.
• How to build and adjust a design process?
• How to align your design process with the process at your clients?

Design Language
Design languages are used to build brand recognition across all designed touch points.
• Do you ‘just’ execute your client’s design language or create it yourself?
• How to get buy-in from management and keep the design language alive?

Design Tools
Design tools ensure ‘repeatable’ results and efficient design work.
• Is it better to adapt your own tools to your clients’ situation or vice versa?
• Are you able to refresh, update and share these tools?

Design Research
Combining research and design simultaneously, design research helps to find unmet needs.
• How to setup and manage design research activities and outcomes?
• How to make sure the outcomes will be used and documented well at your client?
Design Resources
Managing design resources is key to achieving successful design results.
• How to complement your clients’ resources?
• How to improve their situation if necessary

Design Briefing
Designers can only deliver innovative, beautiful and successful products if they are briefed well.
• How to develop and communicate a design brief and make sure designers deliver on it?
• How to make sure you have continuous mutual understanding of what the assignment at hand is and what outcomes can be expected?

Design Presentation
Presenting is one, but presenting design is quite special.
• How to present design or design management topics best at each specific client?

For tomorrow’s design leaders.