



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.