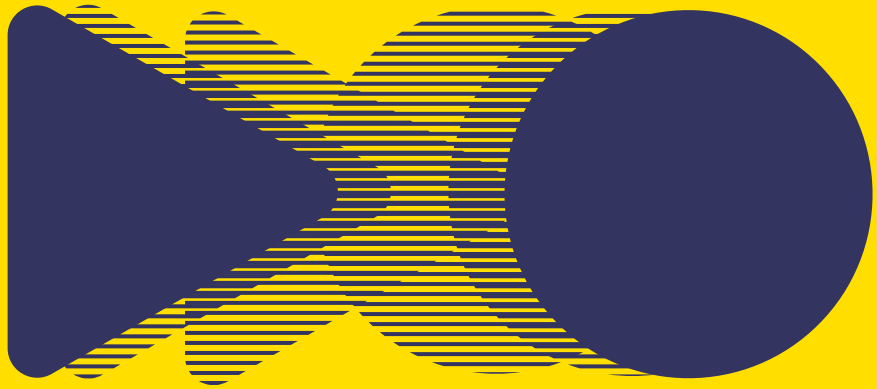
Creative leadership summit

Syllabus



Introduction

CONTEXT

Leadership is a dynamic and complex process that requires those who lead to navigate ever-changing landscapes and design for the future. To be effective, you must be resilient, adaptable, and capable of embracing uncertainty. Anticipating change, staying ahead of the curve, and working collaboratively with diverse teams are essential qualities for leaders to possess in today's fast-paced world.

This carries greater significance for design leaders. Effective creative leadership means always thinking about what's next and having a keen sense of what the organisation needs to thrive in the long run while considering social and environmental responsibilities.

To achieve these goals, you must take risks and engage in partnerships for change that can help drive innovation and create positive impact. It requires a deep understanding of the ecosystem in which the organisation operates and a willingness to challenge assumptions, embrace new perspectives, and pivot as circumstances dictate.

This can be challenging when you don't have many peers and allies in your organisation. Although it's great that design is getting a strategic seat at the table and has a say on how to tackle complex, interconnected challenges, being the voice of people - let alone the planet - can be remarkably difficult.

Introduction

PROGRAM DESCRIPTION

Now, more than ever, it's time to stand up, take action, and make change happen. But how to be that leader, entrepreneur or changemaker who is driven by a desire to challenge the status quo? How to let your values guide you in making decisions that are true to you and meaningful for your team and organisation? How to deal with conflicting factors, such as power, money and politics? Where to find methodologies, tools and practices to help you navigate challenges and further your ability to lead, negotiate and influence with impact?

The Creative leadership summit is for individuals who like to learn from peers, and appreciate the power of shared insights and experiences. It is for consolidated leaders, as well as emerging ones looking to build the competencies, confidence, and tools to excel in a formal leadership role and ignite bold changes in their organisation.

The summit program has a unique setup. At the core is a 3-day in-person training, in which you will meet fellow creative leaders face-to-face in Barcelona. These three intensive training days are complemented by a series of 'lessons learned' experiential reflections from design leaders around the globe. After the summit, these personal stories will be shared online until the end of the year. These reflections can be watched in your own time.

On top of that, you will be provided with insightful papers, reports, videos and more on creative leadership and related topics. They are offered to further inspire you, build confidence and a theoretical foundation, enhancing the Summit experience. This all is offered on the Service Design College online Campus, in an exclusive Creative leadership learning environment.

Outcomes

LEARN HOW TO

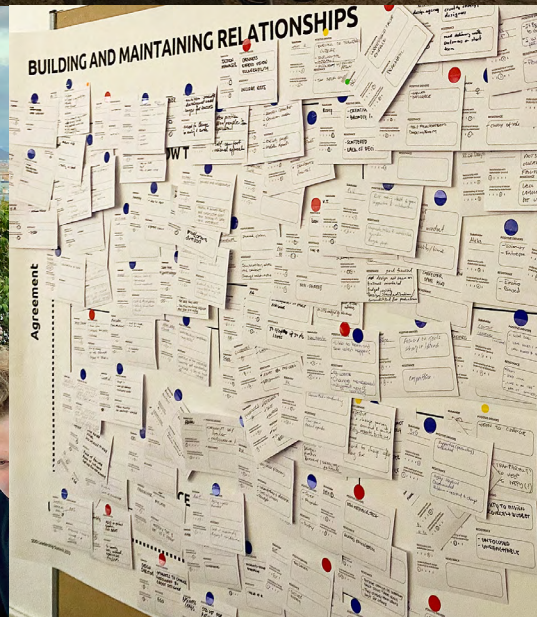
- Build a self-reflective understanding and acceptance of your unique leadership style and strengths.
- Engage with others and cultivate positive connections to elevate attitudes, motivation, and behaviour in you, your team and organisation.
- Foster collaboration for higher-level needs and push into the realm of social impact, inter-enterprise collaboration while actively safeguarding the planet and its resources.
- Lead beyond moral values to influence and inspire others by putting their needs first in order to reach their full potential.
- Actively invest in self-reflection and exploration to gain clarity on your direction towards a fulfilling career path.
- Unlock your hidden potential and access untapped skills by learning from those who have already gone through the same process.
- Take advantage of the opportunity to meet face-to-face like-minded professionals who are dedicated to contributing to effective creative leadership.
- Leave with confidence and a growth mindset, equipped with a comprehensive personal leadership development plan that encompasses self-acceptance, self-management, self-development, and actionable strategies for your team and organisation.

Target audience

FOR WHOM?

- Senior leaders with extensive experience leading (global) teams and departments, to make forward-thinking strategic decisions, drive innovation and cultivate a thriving culture for their teams.
- Creative leaders preparing to move into a more senior management or C-suite role, who aspire to drive meaningful change and make a positive impact within the company.
- Emerging design leaders looking to refine and further develop their leadership skills to move beyond the processes required to be competent managers to become effective and confident leaders.
- Any design leader to navigate the challenges they face at different stages of their career, and further grow confidence in their unique leadership abilities.
- Senior program or project leaders with proven track record as visionary changemakers driving transformative initiatives.

SPARK-09


BUILDING AND MAINTAINING RELATIONSHIPS
Agreement

Setup

FOUR IMMERSIVE TRACKS

The 3-day in-person Creative leadership summit will take place in Barcelona. The onsite program is curated through the lens of creative leadership and focuses on four immersive and participative tracks.

1. Organising for change - How to optimise organisational structure to support resilience, adaptability, agility, and innovation? How to engage the right people, get buy-in and make real progress toward purposeful transformation?

2. Designing for what's next - How to look beyond the immediate future and prioritise goals and objectives that are important and meaningful in the long term? What can you do as a design leader to help ensure your organisation remains relevant and resilient in the face of disruption and uncertainty?

3. Leading in complexity - How to effectively navigate uncertainty and anticipate and respond to complex challenges in a way that is both innovative and strategic? How to proceed beyond understanding the interrelationships within an ecosystem to develop interventions that can have a transformative impact on the system as a whole?

4. Introspecting leadership - How to create an environment in which individuals feel empowered to take ownership of their work and contribute to the collective mission of the organisation? How can creative leaders create a culture of resilience that can withstand the challenges of a complex and uncertain world?

Setup

ONLINE DEEPENING

After the summit, an enriching complement will let you dive deeper into additional and relevant topics related to transformational design, resilient leadership, navigating ever-changing landscapes and design for the future. Through a series of recorded interviews featuring experienced creative leaders from various industries and regions, you will tap into inspiration and valuable insights to expand and refine your skills. This content is offered throughout the following months until the end of the year. However, how and when to read or watch is entirely up to you.

The interviews delve into four leadership dimensions:

1. The self - How to discover the conscious, servant leader in you? What mindset and skills are required of an authentic, creative leader?

2. The team - How to build trust and commitment in a team? How to let your team and design, in general, be a catalyst for change and transformation?

3. The organisation - What are your guiding principles? How to stay true to your values when confronted with threats and conflicting factors such as power, politics and money?

4. The ecosystem - How to drive meaningful change in the world and create substantial impact with and within your team and organisation? How to tackle big problems through fundamental shifts in behaviour, systems, and processes?

Meet the facilitators

Phil Balagtas (United States) is a futurist, professor and former Design Director at GE. His dedication to guiding organisations in strategic initiatives echoes his commitment to a more innovative and inclusive future.

He is an experienced design leader and practitioner in foresight and speculative design and the founder of the Design Futures Initiative, a nonprofit dedicated to the advancement and education of futures thinking. Phil also leads his own futures consulting practice called Habitat, training organisations on futures thinking and leading teams on strategic initiatives.

Nina Warburton (United Kingdom) has over three decades of experience in design and innovation and is currently Head of Design at Philips Personal Health, where she leads a world-class team of design leaders for the Philips Personal Health Cluster.

She is passionate about design, people, innovation, and business with the aim of improving lives and has actively contributed to the development of inclusive design in both practical and academic contexts, bringing its principles to life and documenting the results in numerous papers and publications.

Meet the facilitators

Shauna Carey (United States) leverages her expertise in both design and social impact to oversee the strategy and vision of the nonprofit design studio IDEO.org as its Chief Executive Officer, leading the organisation's efforts to design a more just and inclusive world.

A social scientist at heart, Shauna has helped launch and grow several mission-driven startups and has worked to expand access to quality education and healthcare at various nonprofits. At IDEO.org, she has played a key role in building a community of individuals with diverse experiences and expertise aligned around a common purpose, demonstrating a leadership style rooted in compassion and curiosity.

Peter Jones (Canada) is an associate professor of systemic design at OCAD University, Toronto, where he teaches in the Strategic Foresight and Innovation and Design for Health MDes programs, and co-founder of the Systemic Design Association.

Peter has over 20 years of experience in designing complex systems and information products, and has worked in the forefront of interaction design and user experience across commercial, government, and academic sectors. He has designed leading informatics resources in scientific, legal, and medical practices, from concept research to market launch.

Meet the facilitators

Natsuko Hara (Japan) is the Director of Change Management at Adidas, spearheading the change management framework and serves as the Organisational Effectiveness Leader, enhancing team performance based on Adidas' global operating model.

Passionate about change management and transformation for over 20 years, the biggest challenge in times of change for her starts with the mindset and individual response mechanisms. She believes the head, heart and hands must be equally addressed to deal with change. She aims to demystify change so individuals can proactively define their response by reducing fear and increasing confidence.

Annahita Varahrami (United States) is Design Director at Procore Technologies, where she brings her passion for good design and human-centred approaches to lead teams and create innovative solutions to improve the lives of everyone.

She is known for her critical thinking skills, her ability to connect with people, and her deep understanding of the importance of human-centred design. Annahita has had a rewarding career as a clinical social worker and psychotherapist in private practice. Her background has given her a unique perspective on the power of relationships to transform lives and businesses alike. She is a former Design Manager at IBM.

Meet the facilitators

Tino Klaehne (Germany) is a recognised innovation expert, currently leading design at Lufthansa, with +15 years of experience connecting the dots between strategy and design to drive corporate innovation at scale.

Responsible for developing and operationalising the innovation strategy at Lufthansa Innovation Hub, Tino works with a team of data analysts and researchers in transforming the Strategic Intelligence capability to fuel the creation of new ventures by combining traveller insights with entrepreneurial momentum, business strategy, and emerging technologies.

Mariana Amatullo (Argentina) is Vice Provost, Academic Dean and Associate Professor of Strategic Design and Management at Parsons, The New School. She is an experienced design strategist, award-winning educator, and practitioner-scholar.

Her research and teaching bridge the art and design education and management disciplines and examine the role of a design attitude as a cognitive approach to social innovation and organisational learning. Initially trained as an art historian and curator, she has been a pioneer in developing the design for the social innovation field, where she remains an active scholar globally.

Meet the facilitators

Kristel Van Ael (Belgium) is a managing partner at Namahn, a human-centred design agency, as well as Associate Professor at the University of Antwerp where she teaches in product-service-system design and systemic design.

Kristel is hooked by systemic design and believes that designers can and should contribute to systemic change by understanding how everything is interrelated and how products can be designed and deployed as leverages towards a better future. She is co-author of 'Design Journeys through Complex Systems', which describes how systemic design can address large-scale societal contexts and complex systems.

Søren Lethin (Denmark) is an innovation catalyst who has spent over 30 years at the LEGO Group, where he leads the Innovation Everywhere team, championing positive change and future-proofing their innovation roadmap.

His background in both marketing and design has been instrumental in leading numerous strategic projects across audiences and ecosystems. With a brave and inventive mindset and energetic passion for creative and imaginative play, Søren has been driving and inspiring design as well as go-to-market teams in both incremental and radical novelty challenges.

Meet the facilitators

Moira Buzzolani (Italy) is a transformation and change leader with a long track-record at Adidas, leading teams and individuals transition towards a desired future.

At Adidas, she led major innovation and digital transformation programs as Director of Digital Transformation. She supported the company and its leaders in developing the strategic vision of the transformation and change management initiatives for digital programs. In 2023, she became an independent consultant, helping leaders and teams in their journey, providing focus, clarity and direction.

Meet the interviewees

Monica Dalla Riva (Italy)
SVP Design & Customer Experience
Deutsche Telekom

Anxo López González (Spain)
Design Principal Manager
BBVA

Birgit Geiberger (Germany)
Global Head of Product UX Design
IKEA

Lorenzo Greco (Italy)
Project Leader Design Strategy & Targets
BMW Group

Juliana Gaiba (Brazil)
Director of Design
Spotify

David Snir (Canada)
Global Director of Product Design
HelloFresh

Rachel Kobetz (United States)
Chief Design Officer
PayPal

Gregory Ek (France)
CX and Design CoE lead
UBS

Practical information

DATES AND SCHEDULE

September 19 - 16:00 - 21:00 CEST - Afternoon kick-off and evening program
September 20 - 09:00 - 18:30 CEST - Full day program, track 1 and 2 (Drinks until 21:00 CEST)
September 21 - 09:00 - 18:30 CEST - Full day program, track 3 and 4 (Drinks until 21:00 CEST)

A more detailed schedule will follow later.

PRICE

EUR 1.850,00 (exclusive of 21% VAT).

WHAT'S INCLUDED?

- Leadership training: 20 hours of creative and design leadership workshops and exercises.
- Leadership coaching: Small group sessions on specific topics.
- Networking: Several moments throughout the days to meet, chat with and learn from other design leaders from different industries and from around the world.
- Food and drinks: Coffee breaks, lunches, refreshments, and networking drinks on each day.
- Certification: You will receive an official certificate from the Service Design College for joining this Creative leadership summit.

ADDRESS

BAU, Design College of Barcelona
Carrer de Pujades, 118
08005 Barcelona
Spain

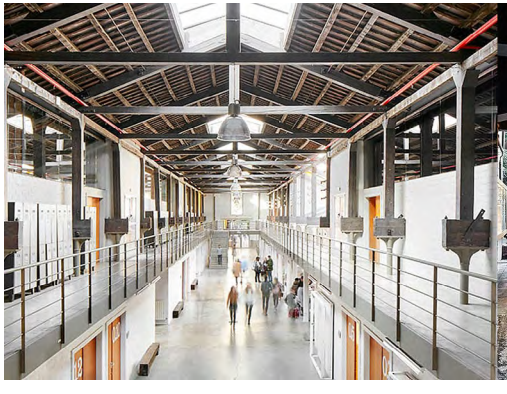
Practical information

ABOUT THE VENUE

The summit takes place in a converted industrial warehouse, the home-base of BAU, Design College of Barcelona. The venue is located in the heart of innovative and creative Barcelona, District 22@, and is completely modernised and equipped for design training.

District 22@ is Barcelona's innovation district, a renovated formerly industrial area, nicknamed 'the Catalan Manchester' in the 19th century. This part of the city has undergone an extraordinary integral transformation.

Without losing its old industrial and working-class character, the neighbourhood has been able to welcome and concentrate a large part of the city's creative and technological sectors. The venue is accessible for wheelchair users.



Practical information

GETTING THERE

By metro - Nearest metro stations are Bogatell or Llacuna (L3 / yellow line). Stations Marina and Glòries (L1 / red line) are on a 10 minute walk distance

By bus - Bus stop less than 500m away: Pujades - Ciutat de Granada (300) for the lines 6, 36 and 192. Bus stop between 500m and 750m away: line V23

By car - Car parking Larronda at Carrer de Pujades 77/79, or Parking Acha at Carrer de Badajoz 121

GETTING TO BARCELONA

Barcelona has direct railway links with a number of European cities, including Paris, Zurich and Milan, and the high-speed train runs to Madrid, southern and eastern Spain. The city's major railway stations and metropolitan rail network ensure you can travel to Barcelona and anywhere by train without any difficulties. Barcelona currently has eight metro lines.

Barcelona airport El Prat is located 16 kilometres south of the city. Barcelona can also be reached by transport links from other regional airports, like Girona. To reach the city, take a taxi, or the express bus service called the Aerobus that runs to Plaza Catalunya. As an alternative, the metro (L9 Sud) connects both terminals of the airport with the Barcelona underground network.

PLACES TO STAY

Barcelona offers a wide range of accommodation so that you may find the appropriate lodging for your needs. We advise you to book your stay via Booking.com to access all types and price range accommodations. Or try to book directly via a hotel or other lodging website. We advise you to book for three nights, and leave on Sunday, September 15.

Participatory learning, support and certification

PEER-TO-PEER LEARNING

The Creative leadership summit is offered in Barcelona, continuing online at the Service Design College Campus, a community-based peer-to-peer learning platform that offers professionals the opportunity to learn and (re)think, charge, and reset in a supportive environment. You will be supported by fellow participants making the experience an investment not only in yourself and your career, but also in contributing to the growth of others. You will join discussions and share your perspectives, challenges, and reflections with your peers.

TEAM SUPPORT

You will receive support from the College Team regarding registration, access to content, logistics, general questions, etc. You can chat (and if needed: virtually meet) with our Program Manager, who will help you to resolve any problem or convey content questions to the College Team.

CREDITS AND CERTIFICATION

This program is worth 60 SDC study points and you will receive a certificate of completion. Study points can be used at a later stage to obtain access or discounts for other Service Design College activities.

DESIGN

Terms and conditions

With your registration you agree to the full Terms and conditions which can be found on our website.

You agree that you are responsible for your own use of the content provided as well as for your user content and any content of others that you submit, post, contribute, publish or distribute within the training environment.

'User content' includes all content, in whatever format: submitted, posted, contributed, published or distributed by a user, including but not limited to all notes, questions, answers, comments, text, pictures, videos and file uploads.

By participating in this training, you agree to complete all work, including any exercises or exams, with your own original work, and you agree not to engage in any activity that would dishonestly improve your results, or improve or hurt the results of others. In addition, unless otherwise stated, you agree that any exercises, exams, quizzes or questions provided in connection with the training are for your individual use only.

You aren't allowed to share your user account or login credentials for our online Campus with others to provide them access to content. You agree to notify us immediately upon becoming aware of or suspecting any unauthorized use of your user account or login credentials. We will not be responsible for any loss or damage arising from unauthorised access to your user account or login credentials.

You may obtain and use this training content only for your own personal, non-commercial use in connection with the training and participating in the training. You may not transfer, retransmit, distribute, publish, commercially exploit or create derivative works of the training content. You may not reverse-engineer, decompile, disassemble or otherwise access the source code for any software that may be used to operate this training.

Notwithstanding the foregoing, certain reference documents, digital textbooks, articles and other information on the course may be made available to you with the permission of third parties, and use of that third party material may be subject to certain rules and conditions, which we will post along with the material or otherwise inform you about. You agree to abide by all such rules and conditions.

Copying, capturing, transmitting or providing all or any part of this training to any other person/party infringes Service Design College's rights and is strictly prohibited. Service Design College reserves the right to pursue any and all legal remedies against you if you violate this.

Any questions? Reach out to us!

PROGRAM MANAGER
Maytee Rodríguez
maytee.rodriguez@servicedesign.college

GENERIC
contact@servicedesign.college

www.servicedesign.college
campus.servicedesign.college

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