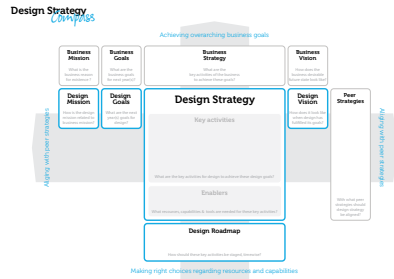


Design Strategy



Design strategy is the mother of all design management activities. A design strategy is a high-level plan to achieve design goals within a certain business context. It is certainly not created in isolation: it helps to achieve overarching business goals, it helps to align peer strategies and - most importantly - it helps to make the right choices in terms of resources and capabilities.

- What should a design manager do when managing design strategies?
- What are the key components of a solid design strategy?
- How are these components linked to the bigger picture of a company?
- What are the competencies needed to manage design strategies?



Learning goals

In this module we will achieve the following learning goals. You will be able to:

- Show understanding of the different components of the design strategy
- Show the relation between overarching business strategy and design strategy
- Show the relation between overarching business strategy and design strategy
- Show understanding of the long-term perspective in the design strategy



“ Design strategy is the mother of all design management activities. ”