

DESIGN LEADERSHIP CHEAT SHEET

STEP 1: KNOW YOURSELF, YOUR ORGANISATION AND YOUR INDUSTRY

How can you ever expect to achieve success if you have limited knowledge of your organisation, the market it operates in and your own design leadership qualities? Inner reflection and research on what's around you and what's at your disposal will help you to better understand the improvements that are necessary to become world-class and then, ultimately, world-best.

By acquiring a clearer understanding of your present and future challenges and opportunities, you will be empowered to shift gears and operate with foresight and conviction, at a higher level of leadership! The following rules in this section of the book will help you to make that leap and fulfil your promise.

RULE 1 Discover who you are

RULE 2 Find the secret sauce

RULE 3 Understand what worked before

RULE 4 Track your environment

STEP 2: DEVELOP A POWERFUL MISSION AND ETHOS

How can you mobilise creative individuals and unite them as a team in pursuit of a shared mission which they genuinely believe in and would move mountains to achieve? It's not enough to simply pay people and expect they'll deliver great design work. Only 100% commitment from you will translate into the authentic leadership necessary to build a crystal-clear vision of the future. If you can do this while treating your people well and caring about their continued development, it'll result in a hive of creativity with unstoppable momentum.

These four rules below will help you to develop and share this compelling mission and group ethos to build a strong foundation for success.

RULE 5 Put people first

RULE 6 Nurture a positive and creative culture

RULE 7 Make the mission clear and get the team onboard

RULE 8 Set shared principles

STEP 3: CURATE AND LEAD YOUR A TEAM

You can't succeed on your own! But you won't succeed with a team either unless you bring the right group of people together and you're able to stop negative behaviours from derailing the creative process. Creative activity needs to be channelled correctly. As design leader, you'll need to establish clear role remits to allow strong interpersonal relationships to blossom and become the catalyst for creative synergy.

The rules in this section of the book will equip you with the skills to build and lead your A team.

RULE 9 Eliminate Egos

RULE 10 Build trust

RULE 11 Assemble your A team

RULE 12 Know your team's personalities

RULE 13 Set out your team structure

RULE 14 Define roles and responsibilities

RULE 15 Help your team to reach their maximum potential

RULE 16 Establish a culture of learning

RULE 17 Advise team members sensitively

STEP 4: BECOME A GREAT DESIGN LEADER

Having a great design team is not enough to achieve the best creative results. If your creative direction and design management abilities are lacking, then the team will never deliver to their true potential. As the design leader, it's your responsibility to establish an operational system which successfully directs and monitors the journey of the creative process through to completion. More than this, you need to be able to do it repeatedly, while ever evolving and improving.

The rules in this section of the book will help you to nurture those core design leadership skills.

RULE 18 Find balance and protect your resilience

RULE 19 Widen your network and develop allies

RULE 20 Delegate and empower

RULE 21 More directing, less designing

RULE 22 Manage your and your team's time

RULE 23 Direct through design briefs

RULE 24 Guide your team with the marketing claims

RULE 25 Shepherd ideas towards solutions

RULE 26 Utilise design reviews for quality control

RULE 27 Look back, learn and then leap forward

RULE 28 Search for simplicity

RULE 29 Establish operational excellence

RULE 30 Take charge of your financial planning

RULE 31 Protect your team in relation to Intellectual Property

RULE 32 Control the creative direction

RULE 33 Always have a back-up plan

STEP 5: ELEVATE THE DESIGN CREATION PROCESS

Why would you ever be satisfied with creating ordinary products? Surely the goal is to move from ordinary to extraordinary? To create extraordinary products which enrich the world and the lives and experiences of all those in it, you need to utilise methods of design creation which contribute to significant leaps in aesthetics and performance.

The rules in this section of the book will help you to dive into the process of elevating your design creation process.

RULE 34 Create a compelling and consistent design language

RULE 35 Understand what the consumer values most

RULE 36 Consult with the consumer during design

RULE 37 Harness the power of literature reviews

RULE 38 Put materials front and centre

RULE 39 Wear your own products!

RULE 40 Engage with technical experts

RULE 41 Don't lose the art of sketching

RULE 42 Make hero features visible on products

RULE 43 Be familiar and unique

RULE 44 Respect the trends

RULE 45 Explore ideas using sequential sketching

RULE 46 Simulate your concepts

RULE 47 Find the best factory for your needs

RULE 48 Journal each project's journey

Full details are available in the book:

DESIGN LEAD SUCCEED:

48 RULES FOR BRIDGING THE GAP FROM DESIGNER TO DESIGN LEADER

Available on AMAZON



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