



## COURSE BREAKDOWN

Knowledge Sharing: 40%  
Active Application: 35%  
Discussion and Reflection: 15%  
Course Exam: 10%



# BUSINESS STRATEGY & DESIGN

*Business Strategy & Design* provides designers with a grounding in business strategy and the tools and vocabulary of key business stakeholders. Designers can use this knowledge to align their user-centered work to the advancement of key business objectives, demonstrate design's return on investment and contribute to strategic conversations.



## COURSE OBJECTIVES

### MAIN OBJECTIVE:

Understand, measure and communicate how design fits into the strategic landscape so you can confidently contribute to strategic conversations.

### Connect to your company's business strategy

- Understand the purpose of a business strategy and name its key components
- Identify the factors to be considered when framing a business strategy
- Specify the levers available for competing in a market
- Learn how business strategy helps guide the company's resource investments

### Translate your company's business strategy into design priorities

- Describe how business strategy guides the work of designers and cross-functional teams
- Analyze how the business strategy of an organization will likely impact its design focus

### Communicate the business value of design

- Name the ways in which design can contribute to business strategy
- Identify how meeting user goals can support specific business goals
- Directly connect your design work to business goals

### Balance desirability and viability

- Find the difference between user, buyer and business goals—determining where and why they might appear to conflict
- Plan how to initiate a cross-functional conversation to resolve such conflicts
- Learn how companies gather information about user, buyer and business goals
- Identify the business benefit of addressing a user need

### Measure design impact

- Explain how metrics are used to evaluate business success
- Identify key metrics for your stakeholders and how your design work can impact them
- Draw the connection between design metrics and business goals



## COURSE TOOLS AND TEMPLATES

- Business Strategy Decoder
- Business Metrics Guide
- Five Forces Model
- Company Life Cycle Model
- Product Life Cycle Model
- Competitive Strategy Matrix
- Company Strategy Template
- Product Strategy Matrix
- Growth Strategy Matrix
- Strategic Design Activity Selector
- Stakeholder Conversation Guide
- Strategy Translator
- Metrics Lexicon
- HEART Worksheet



## MODULES

01

### Introduction: Business Strategy

Learn the key components of business strategy. Make a plan for applying your empathy and research skills to create a deeper understanding of your business colleagues: their goals, challenges and perspectives.

02

### Company Strategy

Explore the market forces that shape a company's competitive strategy. Articulate the company's competitive strategy and identify the ways in which design might be deployed to support it.

03

### Product Strategy

Uncover how a product strategy is distilled from a company's competitive strategy. Discover and advocate for ways that design work can be leveraged to support product strategy while maintaining a focus on user advocacy.

04

### Resource Prioritization

To ensure continued growth, companies distribute resources across a portfolio of product offerings. Learn how businesses prioritize resource investments across a product portfolio and how that shapes opportunities for design to contribute.

05

### Measuring Strategy Success

Identify how metrics are used to evaluate the progress of a business strategy. Demonstrate design value in relation to business objectives. Be a champion for users in a way that connects to business strategy and highlights how design's work contributes to our collective success.



## PREPARE FOR SUCCESS

To ensure the best learning experience for this course, we provide an onboarding link in advance that enables you to:

- Familiarize yourself with the Miro infinite canvas (no prior experience necessary)
- Get to know your instructor and cohort



## COURSE REQUIREMENTS/EVALUATION

Upon successful completion of the course, attendees will have moved from knowledge of design work to expertise in communicating design's business value to stakeholders. Attendees are required to participate in group discussion and in-class exercises. They must successfully complete integrated assessments both individually and with peers as well as successfully complete the course certification exam.

