Create Cultural Adaptability

Masterclass & Course

Stop reacting to industry shifts. Start anticipating them and leading through change.

What this addresses

The future of mobility is uncertain. Your leadership doesn't have to be.

This programme gives you foresight frameworks to anticipate industry shifts, strategies to integrate emerging technologies, and tools to build agile, future-focused teams.

You'll learn how to lead through digital transformation, navigate AI and automation, embed sustainability into design leadership, and strengthen your team's ability to adapt to uncertainty.

Built for mobility design leaders who need to stay ahead of disruption and lead teams through constant change.

Who this is for

Design leaders who need to navigate digital transformation, integrate emerging technologies, and build agile, future-focused teams.

Suitable for: Emerging Leaders, Established Leaders, Executive Leaders
Contact for pricing and availability

CREATE CULTURAL ADAPTABILITY

What you walk away with

Foresight frameworks to anticipate industry shifts

- Understand emerging trends in mobility, design, and technology
- Use foresight thinking to anticipate disruption and opportunity
- Build strategic agility into your leadership approach

Integrating emerging technology into design leadership

- Navigate AI, automation, and digital transformation
- Embed sustainability and circular design into studio practice
- Lead teams through technology adoption and cultural change

Leading through uncertainty and change

- Strengthen team resilience and adaptability
- Drive innovation and experimentation in uncertain environments
- Make strategic decisions under ambiguity

How this applies to design

- Navigate AI and automation's impact on design craft and workflow
- Integrate sustainability mandates into design strategy
- Lead teams through platform shifts (EV, autonomous, shared mobility)
- Anticipate regulatory and market changes affecting design decisions
- Build agile design processes that adapt to fast-moving technology

Masterclass Curriculum

3 days | Intensive, high-impact | Ready to use Monday morning

Day 1

Foresight Thinking & Emerging Trends

- **Understanding future trends in mobility**

  Emerging technologies: AI, automation, autonomous systems.

  Regulatory and market shifts affecting design.

  Sustainability and circular design mandates.

- **Foresight frameworks & strategic thinking**

  Scenario planning and futures thinking.

  Identifying weak signals and anticipating disruption.

  Building strategic agility into leadership.

- **Workshop: Map emerging trends & implications**

  Apply foresight frameworks to your studio's context.

Day 2

Integrating Emerging Technologies

- **Navigating AI and automation in design**

  How AI impacts design craft, workflow, and team structure.

  Integrating AI tools without losing design integrity.

  Leading teams through technology adoption.

- Sustainability and circular design

  Embedding sustainability into design strategy and operations.

  Navigating regulatory mandates and client expectations.

  Balancing sustainability with commercial viability.

- **Case studies: OEMs navigating transformation**

  Lessons from successful (and unsuccessful) tech integration

Day 3

Leading Through Uncertainty

- **Building team resilience and adaptability**

  Strengthening team agility and psychological safety.

  Managing ambiguity and making decisions under uncertainty.

  Driving innovation and experimentation

- **Leading cultural change**

  Shifting mindsets from resistance to adaptability.

  Building a culture of continuous learning.

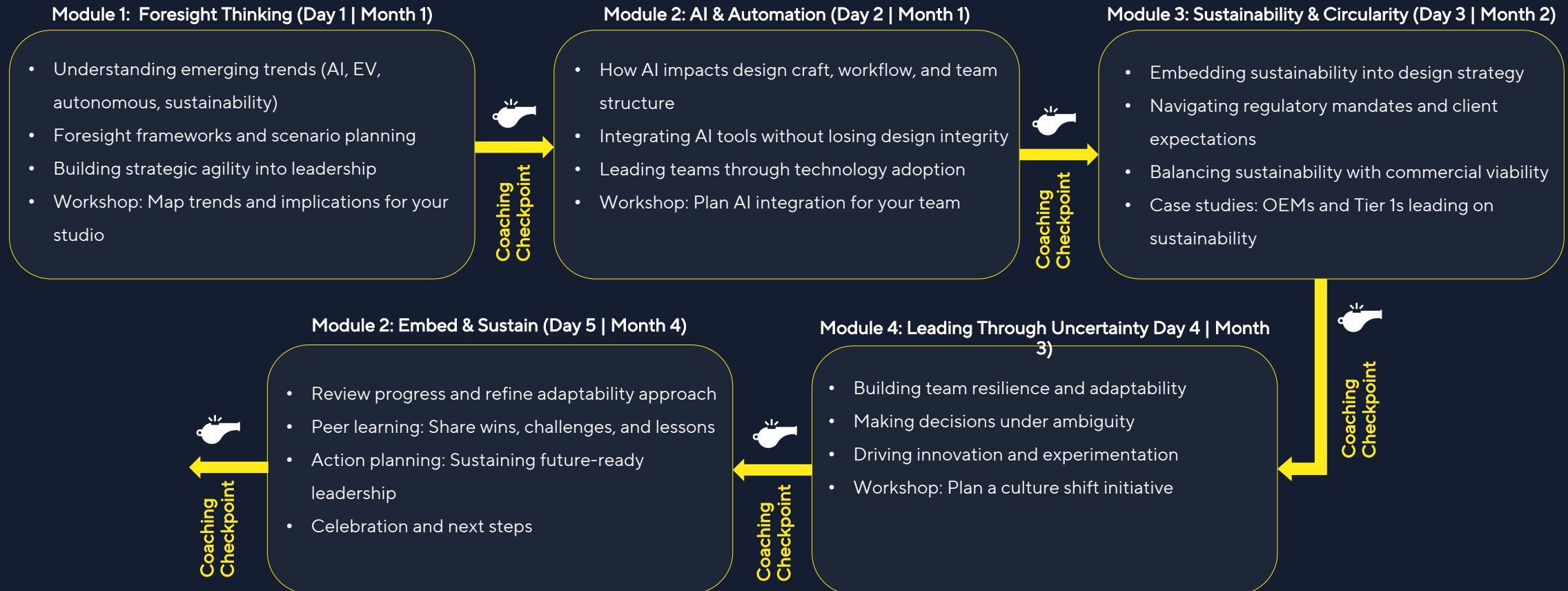 Action planning for embedding adaptability in your studio.

What's included

- *All learning materials and frameworks*
- *Case studies and templates*

- *Memory cards*
- *Post-programme access to resources*

Course Curriculum

5 days over 4 months + coaching | Deep capability development | Behaviour change

Module 1: Foresight Thinking (Day 1 | Month 1)

- Understanding emerging trends (AI, EV, autonomous, sustainability)
- Foresight frameworks and scenario planning
- Building strategic agility into leadership
- Workshop: Map trends and implications for your studio

Coaching Checkpoint

Module 2: AI & Automation (Day 2 | Month 1)

- How AI impacts design craft, workflow, and team structure
- Integrating AI tools without losing design integrity
- Leading teams through technology adoption
- Workshop: Plan AI integration for your team

Coaching Checkpoint

Module 3: Sustainability & Circularity (Day 3 | Month 2)

- Embedding sustainability into design strategy
- Navigating regulatory mandates and client expectations
- Balancing sustainability with commercial viability
- Case studies: OEMs and Tier 1s leading on sustainability

Coaching Checkpoint

Module 2: Embed & Sustain (Day 5 | Month 4)

- Review progress and refine adaptability approach
- Peer learning: Share wins, challenges, and lessons
- Action planning: Sustaining future-ready leadership
- Celebration and next steps

Coaching Checkpoint

Module 4: Leading Through Uncertainty Day 4 | Month 3)

- Building team resilience and adaptability
- Making decisions under ambiguity
- Driving innovation and experimentation
- Workshop: Plan a culture shift initiative

Coaching Checkpoint

What's included

- All learning materials and frameworks
- Case studies and templates
- Memory cards
- Post-programme access to resources

KONZEPT HAUS

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For bookings and inquiries, drop us a line.

Spaces are limited per quarter.
Plan your capability today.