



Foster Creative Confidence

Masterclass & Course

2 **Stop losing great ideas to organisational friction.**

Lead innovation that sticks.

What this addresses

Design leaders need to foster creativity, drive innovation, and overcome organisational resistance to new ideas.

This programme gives you rapid experimentation techniques, design thinking frameworks, and strategies to lead innovation and foster a culture of creative problem-solving.

You'll learn how to navigate resistance, secure buy-in for bold ideas, and turn concepts into action, without letting friction kill innovation.

Built for mobility design leaders who need to champion creativity in environments that resist change.

Who this is for

Design leaders who need to foster creativity, drive innovation, and overcome organisational resistance to new ideas.

Suitable for: Emerging Leaders, Established Leaders

Contact for pricing and availability



FOSTER CREATIVE CONFIDENCE

What you walk away with

How this applies to design

Rapid experimentation and design/systems thinking

- Lead design sprints and rapid prototyping sessions
- Use design thinking frameworks to solve complex problems
- Build a culture of experimentation and learning from failure

Leading innovation and fostering creativity

- Create psychological safety for creative risk-taking
- Drive innovation initiatives and build momentum
- Balance creativity with commercial viability

Navigating resistance and securing buy-in

- Address stakeholder resistance to new ideas
 - Build coalitions and influence decision-makers
 - Turn bold ideas into viable solutions that get funded
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- Champion bold design concepts in risk-averse OEM cultures
 - Navigate supplier and procurement resistance to innovation
 - Lead design sprints and rapid prototyping for new platforms
 - Secure buy-in from engineering and brand for creative proposals
 - Foster creativity in teams under tight deadlines and constraints

Masterclass Curriculum



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

Day 1

Design Thinking & Rapid Experimentation

- **Design thinking foundations**

Human-centred design and problem framing.
Divergent and convergent thinking.
Leading design sprints and rapid prototyping.

- **Workshop: Run a design sprint**

Apply design thinking to a live studio challenge.
Rapid ideation, prototyping, and testing.

Day 2

Leading Innovation & Fostering Creativity

- **Building a culture of creative confidence**

Creating psychological safety for risk-taking .
Balancing creativity with commercial viability .
Driving innovation initiatives and building momentum.

- **Overcoming creative blocks and resistance**

Identifying and addressing barriers to innovation.
Managing perfectionism and fear of failure.
Leading teams through creative ambiguity.

- **Case studies: Innovation in OEMs**

Lessons from successful (and unsuccessful) innovation initiatives.

Day 3

Navigating Resistance & Securing Buy-In

- **Addressing stakeholder resistance**

Understanding objections and addressing root causes
Building coalitions and influencing decision-makers
Selling bold ideas to risk-averse stakeholders

- **Workshop: Pitch a bold idea**

Practice presenting creative proposals with business rationale
Peer feedback and refinement

- **Action planning**

Identify innovation opportunities in your studio
Develop a 90-day innovation action plan

What's included

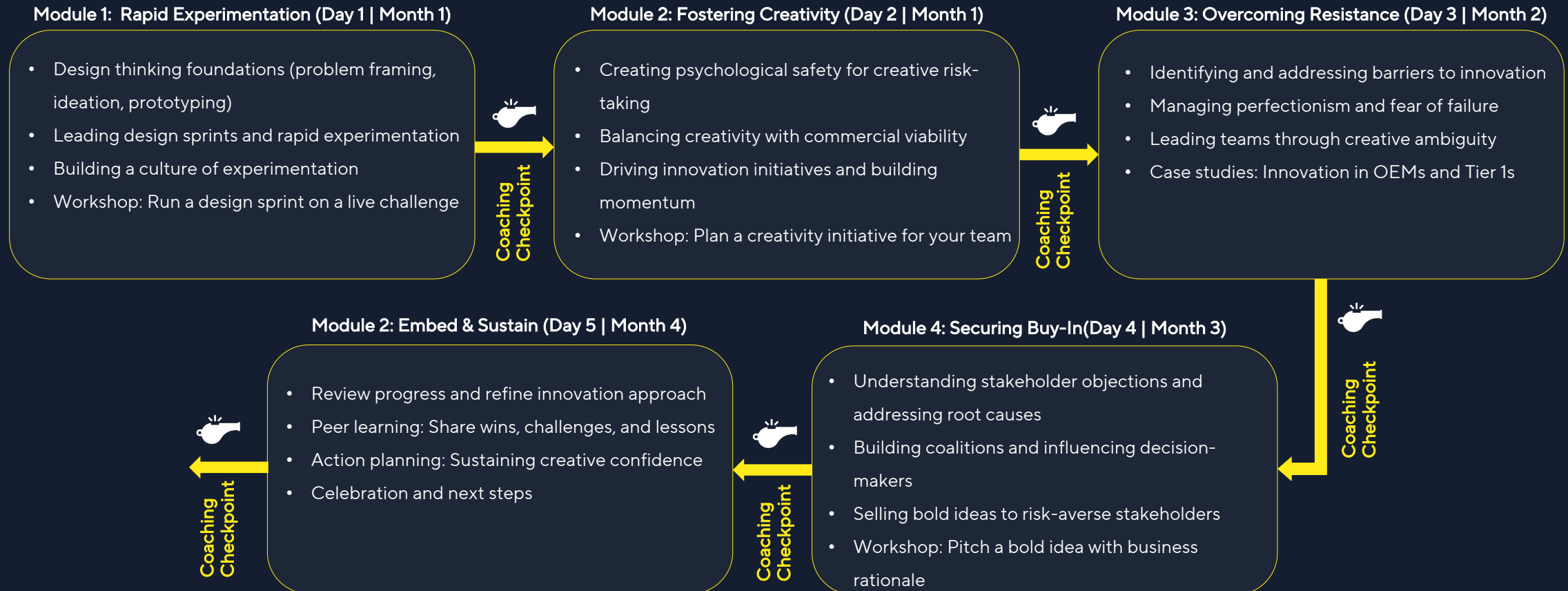
- All learning materials and frameworks
- Case studies and templates

- Memory cards
- Post-programme access to resources

Course Curriculum



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



What's included

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

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For bookings and
inquiries, drop us a
line.

Spaces are limited
per quarter.
Plan your capability
today.