



# Lead with Intent

Masterclass & Course

## Stop managing reactively. Start leading with intention, structure, and impact.

### What this addresses

You spent years mastering design. Now it's time to master the craft of leading designers.

This programme gives you leadership frameworks for building high-performing teams, delegation without micromanagement, and navigating organisational dynamics.

You'll learn how to structure teams, coach and develop talent, build culture, and lead with clarity and confidence, not just react to whatever comes at you.

Built for mobility design leaders transitioning into bigger roles, building and scaling teams, and managing the design function within the studio.

### Who this is for

Design leaders transitioning into bigger roles, building and scaling teams, and managing the design function within the studio.

**Suitable for: Emerging Leaders, Established Leaders**

**Contact for pricing and availability**



# LEAD WITH INTENT

# What you walk away with

# How this applies to design

## **Leadership frameworks for building high-performing teams**

- Understand team dynamics, roles, and performance drivers
- Build team structures that scale with clarity and efficiency
- Navigate the transition from individual contributor to leader

## **Delegation, coaching, and career progression**

- Delegate effectively without micromanaging
- Coach team members through challenges and career growth
- Manage performance, feedback, and accountability

## **Organisational dynamics and stakeholder navigation**

- Understand how design fits within the wider organisation
- Navigate cross-functional collaboration and politics
- Influence stakeholders and build alliances
- Build and scale design teams across global studios
- Delegate to senior designers while maintaining craft quality
- Navigate matrix reporting structures in OEM environments
- Manage team morale and performance during tight project cycles
- Influence hiring, budget, and resource allocation decisions

# Masterclass Curriculum



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

## Day 1

### From Individual Contributor to Leader

- **The leadership transition**

What changes when you move from IC to leader.  
Common pitfalls and how to avoid them.  
Defining your leadership identity and approach.

- **Building high-performing teams**

Team dynamics, roles, and performance drivers.  
Structuring teams for clarity, autonomy, and accountability.  
Creating psychological safety and trust.

- **Workshop: Design your team structure**

Apply frameworks to your current or future team.  
Peer feedback and refinement.

## Day 2

### Delegation, Coaching, and Development

- **Delegation without micromanagement**

What to delegate, when, and to whom.  
Setting clear expectations and accountability.  
Trusting your team while maintaining standards.

- **Coaching and career progression**

Coaching models for developing talent.  
Career conversations and progression planning.  
Managing performance, feedback, and difficult conversations.

- **Workshop: Practice coaching conversations**

Role-play coaching scenarios with peer feedback.

## Day 3

### Organisational Dynamics and Influence

- **Navigating the organisation**

How design fits within the wider business.  
Understanding organisational politics and power dynamics.  
Building alliances and influencing stakeholders

- **Leading across functions**

Collaborating with engineering, product, marketing, brand.  
Navigating matrix structures and competing priorities.  
Influencing without authority

- **Action planning**

Identify immediate leadership challenges to address.  
Develop a 90-day leadership 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



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For bookings and  
inquiries, drop us a  
line.

Spaces are limited  
per quarter.  
Plan your capability  
today.