

Navigate Business Better

Masterclass & Course

Connect design decisions to business outcomes executives actually care about.

What this addresses

Design leaders are expected to speak the language of business, but most were never taught it.

This programme gives you the financial literacy, strategic frameworks, and executive influence skills to hold your own in budget meetings, board presentations, and business planning sessions.

You'll learn how design contributes to revenue, market positioning, and growth. You'll understand budgets, costs, and ROI. You'll align design initiatives with business objectives and communicate value to executives who think in numbers, not craft.

Built for mobility design leaders navigating OEM bureaucracy, supplier negotiations, and executive scepticism.

Who this is for

Design leaders who need to justify spend, align with strategy, and influence executives who think in numbers, not just craft.

Suitable for: Emerging Leaders, Established Leaders

Contact for pricing and availability



What you walk away with

How this applies to design

Financial literacy for real business conversations

- Understand how design contributes to revenue, market positioning, and competitive advantage
- Read and interpret P&Ls, budgets, and financial reports
- Build ROI cases that justify design investment

Strategic alignment and planning

- Align design strategy with business objectives and KPIs
- Use strategic planning frameworks to think beyond quarterly sprints
- Navigate the intersection of design vision and commercial reality

Commercial storytelling and influence

- Structure design proposals with financial rationale and business impact
- Present to executives with clarity, confidence, and commercial language
- Influence cross-functional stakeholders (finance, product, marketing, procurement)

- Defend design budgets in OEM procurement cycles
- Navigate supplier negotiations with commercial fluency
- Align design roadmaps with product launch timelines and market targets
- Communicate design value to engineering and brand leadership
- Build business cases for design-led innovation initiatives

Masterclass Curriculum

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

Day 1

Business Fundamentals for Design Leaders

- **How design contributes to business outcomes**

Revenue, market positioning, competitive advantage.

Design's role in customer acquisition, retention, and lifetime value.

- **Understanding budgets, costs, and ROI**

Reading P&Ls and financial reports.

Budget planning and allocation.

Building ROI cases for design initiatives.

- **Strategic planning frameworks**

Aligning design strategy with business objectives.

Using OKRs and KPIs to measure design impact.

Planning beyond quarterly sprints.

Day 2

Strategic Alignment & Executive Influence

- **Communicating design value in business terms**

Structuring proposals with financial rationale

Translating design decisions into business outcomes

Presenting to executives: clarity, confidence, commercial language

- **Cross-functional collaboration and influence**

Working with finance, product, marketing, and engineering.

Navigating procurement and supplier negotiations.

Influencing without authority

- **Case studies: OEMs, Tier 1 suppliers, disruptors**

Real-world examples of design leaders navigating commercial challenges.

Group discussion and application to your context.

Day 3

Application & Action Planning

- **Workshop: Build your business case**

Apply frameworks to a live challenge from your studio.

Peer feedback and refinement

Coaching on presentation and stakeholder navigation

- **Action planning**

Identify immediate opportunities to apply new skills.

Develop a 90-day plan for embedding commercial thinking.

Peer accountability partnerships.

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: Business Fundamentals (Day 1 | Month 1)

- How design contributes to revenue and market positioning
- Understanding budgets, P&Ls, and financial reports
- Building ROI cases for design investment
- Workshop: Analyse your studio's financial context



Module 2: Strategic Alignment (Day 2 | Month 1)

- Aligning design strategy with business objectives
- Strategic planning frameworks (OKRs, KPIs, roadmaps)
- Navigating the intersection of design vision and commercial reality
- Case study analysis: OEM and Tier 1 strategic planning



Module 3: Commercial Storytelling (Day 3 | Month 2)

- Structuring design proposals with financial rationale
- Presenting to executives: clarity, confidence, commercial language
- Translating design decisions into business outcomes
- Workshop: Build and pitch a business case



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

- Review progress and refine approach
- Peer learning: Share wins, challenges, and lessons
- Action planning: Sustaining commercial fluency beyond the programme
- Celebration and next steps



Module 4: Cross-Functional Influence (Day 4 | Month 3)

- Influencing finance, product, marketing, and engineering
- Navigating procurement and supplier negotiations
- Building alliances and navigating organisational politics
- Role-play: Practice difficult stakeholder conversations



What's included

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For bookings and
inquiries, drop us a
line.

Spaces are limited
per quarter.
Plan your capability
today.

