



# Navigate Business Better

Masterclass & Course

## 2 **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.

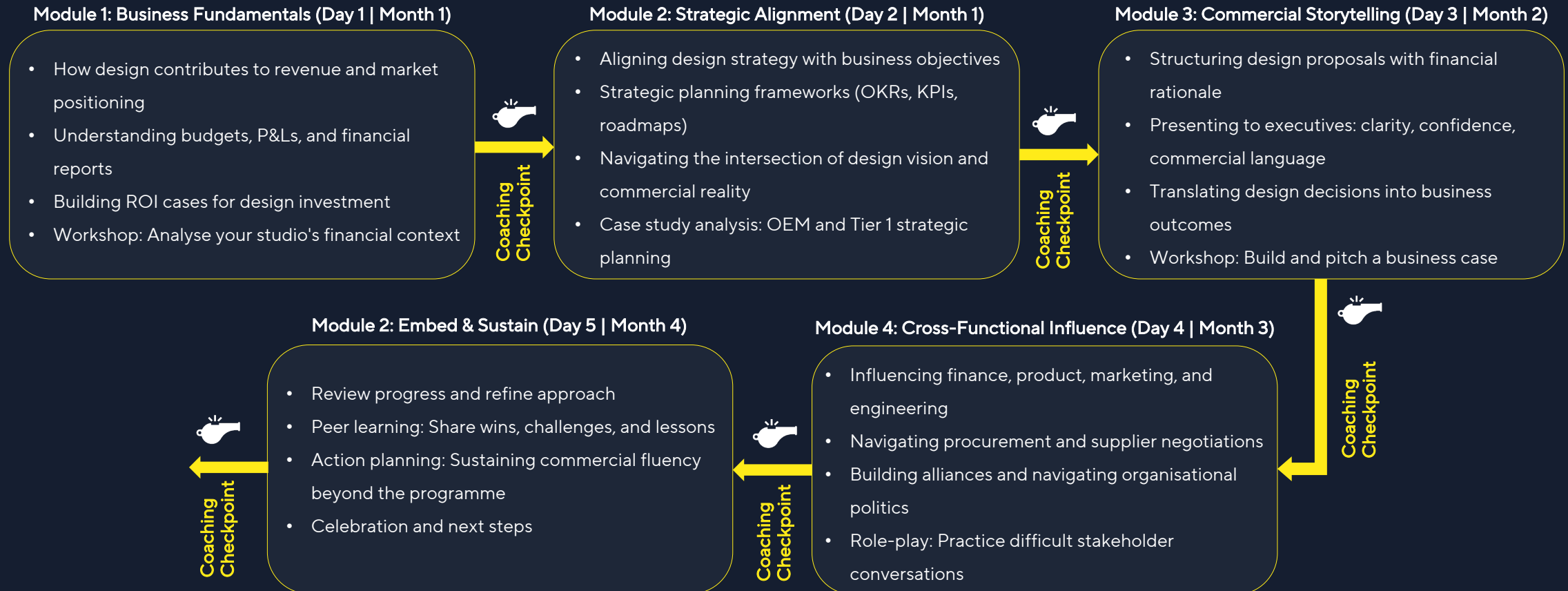
## What's included

- 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



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# KONZEPT HAUS



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For bookings and  
inquiries, drop us a  
line.

Spaces are limited  
per quarter.  
Plan your capability  
today.