

THE ISL PROGRAMME (INNOVATION, SUSTAINABILITY AND LEADERSHIP)

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The ISL Certificate Programme is an international development programme for design professionals who want to:

- develop their business or employment potential,
- meet the sustainability challenge,
- broaden their worldview,
- develop their leadership potential,
- belong to a worldwide network of like-minded professionals,
- enhance their communication abilities,
- improve their working lives.

The ISL 1-year part-time programme addresses current and future challenges for the professional designer who either works as a manager/leader; is developing his/her own business or is employed or freelancing in the field of design or related creative professions.

CONTENT

The programme consists of four main focus areas:

- Business Development & Innovation
- Sustainability in Design
- Leadership Development
- Networking & Competence Clusters

Business Development & Innovation

As the design industry has expanded and become increasingly complex, the need to rethink design as an instrument for strategic business development and a professional advisory service has become clear. Business know-how, planning and positioning strategies as well as a deeper understanding of business 'culture' have become essential elements in the professional training of designers. Knowledge and skills in these areas are important for the internal development of successful companies; to expand the client base; to enhance dialogue and partnerships with other businesses and for the promotion of the design industry.

Traditional design education often fails to properly address the business element inherent in the design profession. The ISL programme addresses this need and equips designers at professional and postgraduate level with the knowledge, tools and skills necessary to successfully navigate and compete in today's fast changing markets.

The ISL programme teaches topics and tasks to improve business development, to create plans and strategies as well as to enhance knowledge of the 'culture' of the designer's client-base. The ability to innovate is essential to success. The ISL programme creates a platform where the theory of innovation and the current interpretation of innovation by business leaders play an essential part in the development of leaders and 'agents of change'.

'Innovation is fostered by information gathered from new connections; from insights gained by journeys into other disciplines or places, from active, collegial networks and fluid, open boundaries. Innovation arises from ongoing circles of exchange, where information is not just accumulated or stored, but created. Knowledge is generated anew from connections that weren't there before'.

Margaret Wheatley's definition and understanding of innovation forms part of the ICIS identity and the ISL programme.

Sustainability in Design

Sustainability in the ISL programme encompasses social, ethical, environmental and economic issues in the context of design. Sustainability is seen as a driving force in the development of new business models, where CSR (Corporate Social Responsibility) and CR (Corporate Responsibility) play a significant part in growing the (triple) bottom line. Social and ethical issues including ethical working principles and user/society-orientated design are now essential in the development of new design business.

As the saying goes, 'It takes a lifetime to develop a brand but only five minutes to destroy it'. Linking branding and identity-creation to authenticity and integrity forms part of the ISL programme as well as an examination of the long and short-term effects of design on societies and cultures. In addition, issues such as the designer's responsibility (and liability) towards clients, users, environment and society form an integral part of ISL programme on sustainability.

The programme discusses new design philosophies and working methodologies, where success and achievement are linked to personal values and ethics in the everyday working environment of the company or the designer.

The practical skills taught during the programme on sustainability includes knowledge of new materials, recycling of non-renewables, cradle-to-cradle analysis as well as new tools and methodologies to integrate and creatively use the issue of sustainability in problem-solving processes.

Leadership Development

Leadership is needed in all fields of work and at all levels of life. The ISL programme trains you to become both a leader in your professional field as well as in your own life.

Authentic leadership is a driving force for operating and driving change in emerging markets. The design profession has moved from being a supplement to R&D to becoming an essential factor in R&D, from being in service to industry to becoming a driver in industry.

The ISL programme helps designers to:

- develop competence in taking a leadership role in the market
- become design leaders
- become authentic and responsible decision-makers
- develop potential within his or her company
- utilise employment opportunities

The programme employs leading edge consultants, who have innovative and unique approaches to leadership development, such as:

Michael Thomsen and David Thomsen (module 1):

'Affective leaders have left behind the traditional levers and pulleys of 'effective' leadership. They understand the goals and processes of leadership in a new way and tap into the unique, creative potential of their teams and ignite 'self-power'. They generate the personal impetus for professional breakthrough. They know how they best interact, engage, listen to and speak with others. Affective leaders model, create and donate leadership & responsibility at all levels of their organisation'.

Olivier Mythodrama (module 2):

'Authentic leaders are ordinary people who have the ability to draw on extraordinary talents. They are prepared to bring all of themselves to work, to stand up for what is important, and to adapt appropriately to meet new situations as they arise. These leaders are self-aware, knowing their own strengths and limitations.

They enable others, who choose to follow them not because they have to, but because they want to. They develop their people and their culture in an ethical and sustainable manner, building a platform for long-term success and high-impact performance. They inspire consistently, tell compelling stories, and lead others through complex problems to collaborative decisions. In short, they are committed to leaving the world a better place`.

Networking and Competence Clusters

This section will look at the potential of global and national networking for design professionals and introduce the participants to relevant international networks. It will provide a varied, informal approach to sharing information and exploring issues related to networking and team-building including: individualism/pluralism, connectivity and relationships, commonality, collective processes, and group dynamics. Participants will be exposed to new thinking regarding network systems and patterns of practice.

A competence cluster is a geographically focussed group of individual companies who utilises local resources and employees, initiate joint research, marketing and development activities as well as share knowledge and technology.

The competence cluster session explores multidisciplinary ways of working and the opportunities as well as barriers and difficulties this can offer the design profession.

The participants will explore the nature of teamworking as well as their own ability to interact and collaborate with others.

Programme 2007

PART I

Jan 15th-27th

Introductions

**Business Development and Innovation (1)
& Leadership Development (1)**

Sustainability in Design (1)

PART II

June 18th-30th

Specifics

Business Development and Innovation (2)

Sustainability in Design (2)

Leadership Development (2)

Networking

Competence Clusters

PART III

Nov 19th-1st Dec

Outcomes

Business Development (3)

Presentation Skills

Presentation of 3-5 Year Plan

Feedback/Summary

PART I THE OVERVIEW AND INTRODUCTION OF THE MAIN TOPICS

Business Development and Innovation (1) & Leadership Development (1)

Participants will be inspired and given skills that will improve their grasp on business development, build on their individual leadership potential and gain a closer understanding of the powerful relationship between personal effectiveness and business effectiveness. Reflective learning approaches will enable participants to step beyond their current horizons and to create in-depth action plans for company and professional growth.

The attendee's unique expertise and in-depth knowledge drawn from across continents and industries will form a key resource for the overall process.

Sustainability in Design (1)

'Sustainability, or the ability to sustain ourselves and the biosphere is humankind's greatest challenge and one that we must face with our technology, creativity, imagination and understanding' (ICIS).

The sustainability section (1) will introduce in depth the concept (and misconceptions) of sustainability and sustainable development in a global context.

Sustainability will be examined in the context of design and the business potential for the design profession will be explored through theory and cases.

The participants will be introduced to methodologies, standards and guidelines for sustainable practices including the development of new principles for the practice of design.

PART II SPECIFIC ISSUES, SKILLS AND METHODOLOGIES

Business Development and Innovation (2)

This module will take its outset from a number of case-studies from diverse industries such as medico-technology, public transportation, media and retail. Through discussion and analysis, a common understanding of the concept and language of business planning and development will be created. Based on the findings and in collaboration with current management, participants will jointly develop a business plan outline for an existing design firm. Through this process, the participants acquire the tools and insights which are necessary to develop business plans and strategies for start-ups as well as existing businesses.

Leadership Development (2)

The leadership module consists of an intensive 2-day workshop with Olivier Mythodrama Consultants, focussing on authentic leadership. It is a culture change programme specifically designed to meet the needs and goals of the participants.

The Mythodrama team work with the participants to identify existing strengths and limitations in their leadership. The actual format, structure and approach will be discussed with each designer and a customised solution developed to enable them to reach their full leadership potential.

Sustainability in Design (2)

This section deals specifically with design issues in a sustainability context. A variety of pathways will be explored including Slow Design, Bionics and Biomimicry, Ecodesign, the Triple Bottom Line. The sustainability discussion will focus on the following topics:

Slow design: 'The process of slow design is comprehensive, holistic, inclusive, reflective and

considered. It permits evolution and development of the design outcomes. It belongs to the professional and public arenas and emphasises the importance of democratising the design process by embracing a wide range of stakeholders' (Alastair Fuad-Luke).

Biomimicry is a science that studies nature's systems, structures and inherent designs for inspiration to problem-solving processes. Nature holds many clues for sustainable solutions. Biomimicry is a way of viewing and valuing nature as a source of information, inspiration and creativity.

Eco-design minimises the environmental impacts of products, systems or services through out the whole life cycle of a product or system by taking environmental considerations into account in the design phase (ICIS/LUND).

The Triple Bottom Line concept encompasses the environmental, social & ethical as well as economic issues as areas of human activity, which must be balanced to achieve sustainable development.

New materials including smart systems and nano-technology and new production processes will also be discussed in part 2.

Networking

This section will look at the potential of global and national networking for design professionals and introduce the participants to relevant international networks. It will provide a varied, informal approach to sharing information and exploring issues related to networking and team-building including: individualism/pluralism, connectivity and relationships, commonality, collective processes, and group dynamics. Participants will be exposed to new thinking regarding network systems and patterns of practice.

Competence Clusters

The session explores multidisciplinary ways of working and the opportunities and issues this can offer the design profession. A competence cluster is a geographically focussed group of individual companies who utilise local resources and labour, initiate joint research and development activities as well as share knowledge and technology.

The participants will explore competence clusters and teamworking as well as their own ability to interact and collaborate with others.

Part III

Final Input and Presentation of the Outcomes

Business Development (3)

Based on the experiences from Business Development 2, the individual participant will be asked to prepare a business plan for his or her own business unit (being an independent design firm, in-house design department or any other entity). Business Development 3 will be dedicated to this development through exercises, discussions, coaching and reviewing - on a one-to-one as well as group and plenary basis.

Presentation skills

This is a 2-day workshop with voice trainers and presentation experts focussing on persuasive presentation and public speaking skills, where the participants develop their ability to speak with authenticity and presence, and learn how to present ideas and projects with commitment and integrity.

Outcomes

The final week of Part III is dedicated to the participants' presentations of individual 3-5 year plans with input and feedback from business consultants, tutors, mentors as well as fellow participants.

The presenters/participants will receive guidelines regarding their problem areas and have an opportunity to adjust the outcome and plans to fit into their individual lives after the ISL programme.

THE LECTURERS

The lecturers are specially selected experts from around the world, who are conversant with state-of-the-art developments within their respective areas of interest.

Apart from the list of lecturers below a variety of guest lecturers and professors are invited to lecture on the taught topics as well as on current societal issues. Input will also be given by national and international high profile design companies, organisations and networks.

Lecturers on the 2007 ISL Programme:

Steinar Amland, Director DD, DK

Dr. Claus Bech-Danielsen, Senior Researcher, Architect, DK

Karen Blincoe, Designer, Director ICIS, (in residence)

Torleif Bramryd, PHD, University of Lund, SE

Trudy Follwell, MA Environmental Science, ICIS (in residence)

Alistair Fuad-Luke, Designer/Environmentalist, UK

Terry Irwin, Designer, Msc holistic science, Schumacher College, UK

Nicholas Janni, Director, Olivier Mythodrama, UK

Mervyn Kurlansky, Designer, Mervyn Kurlansky Design, DK

Stewart Pearce, Voicemaster, London

Robert Peters, Designer/Writer, Director, Circle Design, Canada

Dr. Joachim Spangenberg, SERI, Germany

Michael Thomson, Business Consultant, Designconnect, UK

David Thomsen, Consultant, Designconnect, UK

ONGOING ASSESSMENTS

During the 4-5 month intervals between the taught modules, the participants will develop tasks and projects to be supervised and assessed by tutors and mentors (online). Written projects as well as practical cases can be undertaken, depending on individual needs and requirements. Assessment of the projects will occur during the taught modules on an individual and/or group basis.

STRUCTURE

The Certificate Programme is stretched over one year and is made up of three residential taught modules each lasting 2 weeks.

The time between each module is essential to the successful outcome of the programme as this is time for reflection and evaluation, digestion and implementation. During this period, projects are undertaken, supported by mentors, tutors and the ICIS secretariat.

CRITERIA

To take part in the ISL Programme the following criteria must be in place:

- **Education**

Completed education in design at either BA or MA level or the equivalent (10 years) practical experience in a design company or design department.

- **Professional practice**

The applicant should ideally either have his/her own company, be employed in a design company/department, design management consultancy or related business.

ISL CERTIFICATE

To achieve the ISL Certificate (12 months) the participant must have attended the 3 parts and submitted the required papers or projects.

DATES

The 2007 ISL programme starts January and finishes December 2007.

The taught modules are:

January 15th-27th, June 18th-30th, November 19th-1st December.

THE PLACE

The ICIS Centre is situated in Hornbæk, an ancient village of natural beauty, north of Copenhagen. It is close to the sea and southcoast of Sweden, near Elsinore, Hamlet's castle and Louisiana, the renowned museum of modern art.

www.hornbaek.dk

www.helsingor.nu

www.louisiana.dk

The venue for the programme is in a specific Hornbæk-style building for residential courses on the coast near Hornbæk harbour with beautiful rooms and comfortable accommodation. It has up-to-date facilities, and the food is excellent.

www.hornbaekhus.com

Copenhagen is the capital of Denmark and is a beautiful city with museums, galleries, restaurants and shops for the discerning visitor.

www.visitcopenhagen.dk

www.aok.dk

www.opleveldanmark.nu

ICIS can recommend travel guides or agencies to assist participants' travel to and from Denmark as well as travel plans within Denmark and Scandinavia.

TO GET HERE

The ICIS Centre is one and a half-an-hour train ride - or drive by car from Copenhagen International Airport.

COST

ISL Certificate: 90.000 DKK (ca.15.000 US Dollars/12.170 €)

The fee includes: Lectures, tutorials, assessments, mentors, facilities, materials, food and lodging, excursions.

Travel is not included.

INFORMATION & APPLICATION

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