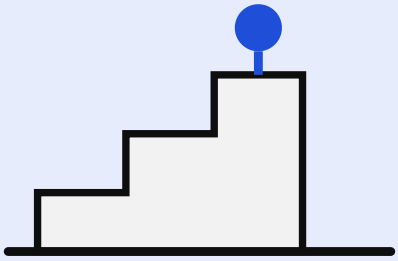
Specialty

Design leadership

Leads design teams and champions design in an organization's leadership, with the same rigor as other areas of the business.



In Spanish

Liderazgo en diseño

Origin

Practice with no single origin; reference data: Sheppard et al., McKinsey (2018)

What problem it addresses

Without someone to represent it in leadership, design is left carrying out other people's decisions.

Principles

In leadership

Design is measured and discussed like revenue or costs.

Mixed teams

Design, business and technology work together; design isn't one department's job.

Always iterate

Test with users before and after launch.

Applications in design

✓ Use it like this

Bring data on design's impact to leadership meetings.

✗ Avoid

Defending design with aesthetic arguments alone.

👁 Don't fall for it

The McKinsey study shows correlation, not causation: use it with caution.

Connections

Related to

- Strategic design

Authors and works

2018	**Benedict Sheppard et al.**	Followed 300 companies for five years: in the top 25% of companies for design management, revenue grew 32 percentage points more than their industry average.

Sources

Original sources

- Sheppard, B., Sarrazin, H., Kouyoumjian, G., & Dore, F. (2018). The business value of design. McKinsey Quarterly. View source (https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-business-value-of-design)

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