

# Design management international

Guillermina Noël | Head of Bachelor Programme

**HSLU** Hochschule  
Luzern

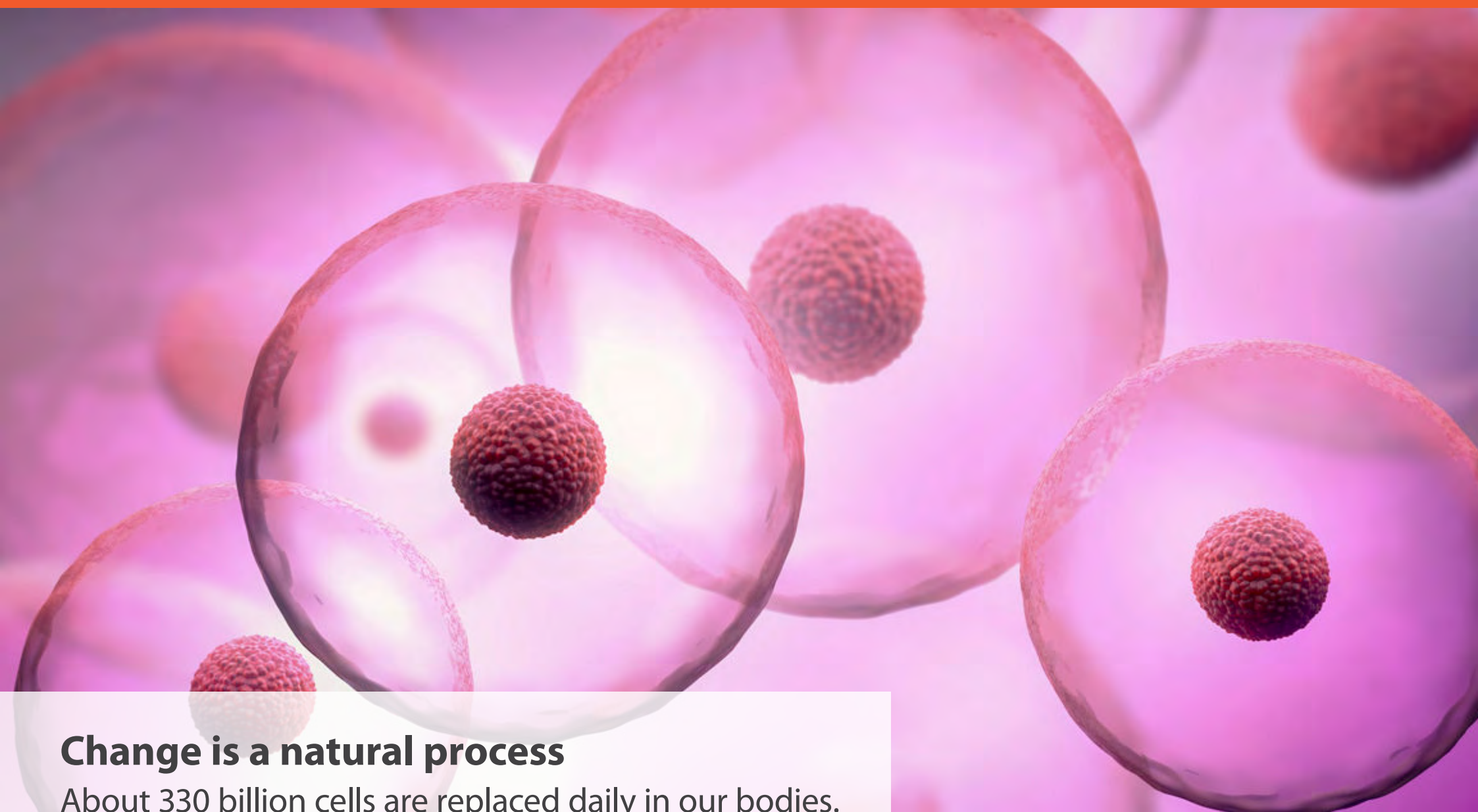
**students learn to help  
organisations and communities  
adapt to change, transform and  
foster flourishing**

# Context

Change is the norm

Addressing human lifestyle

Redesign the way we live and work



## **Change is a natural process**

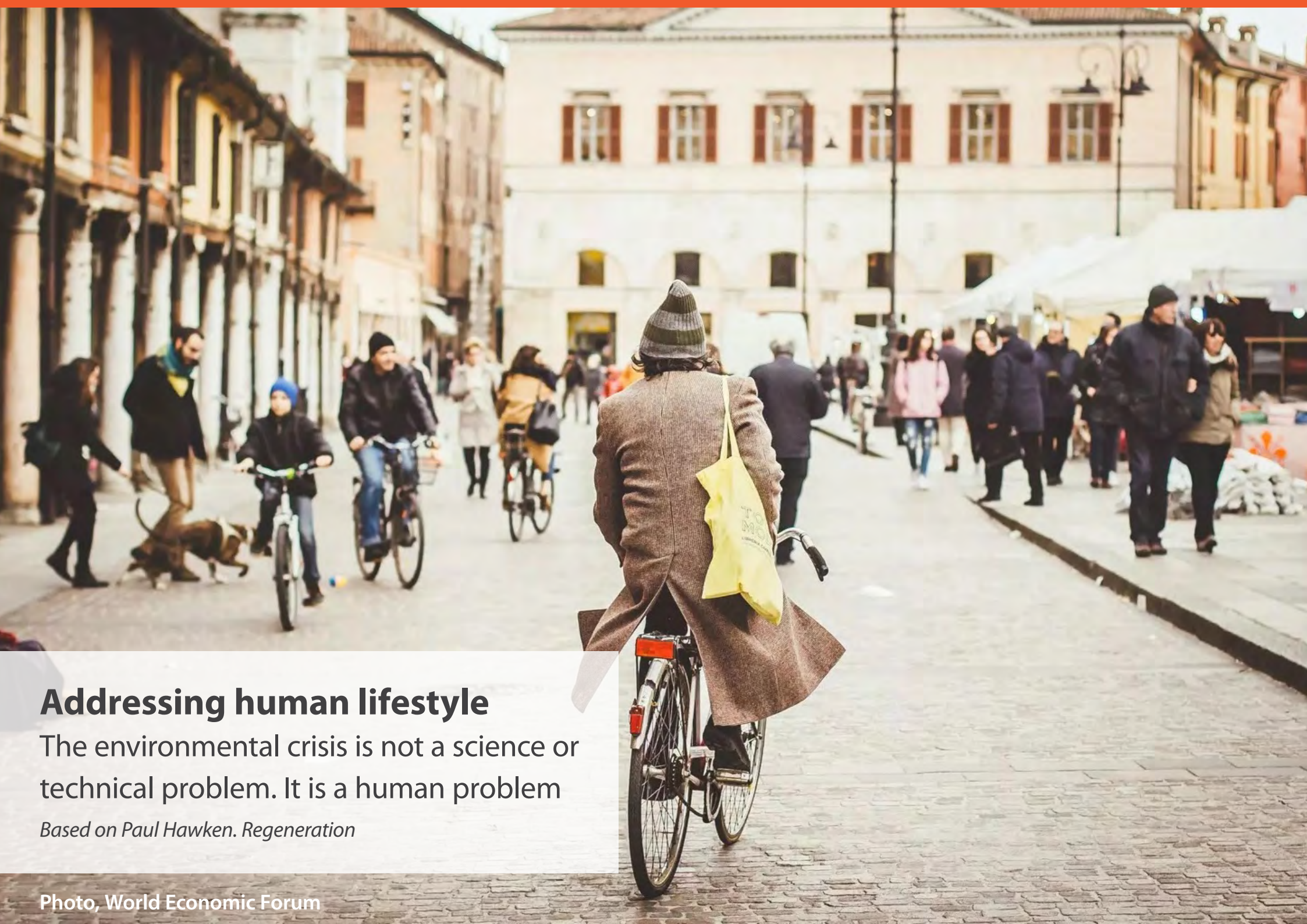
About 330 billion cells are replaced daily in our bodies.  
In 80 to 100 days, 30 trillion cells will have replenished.

*Fischetti & Christiansen, (2021). Scientific American*



## **Imposed change**

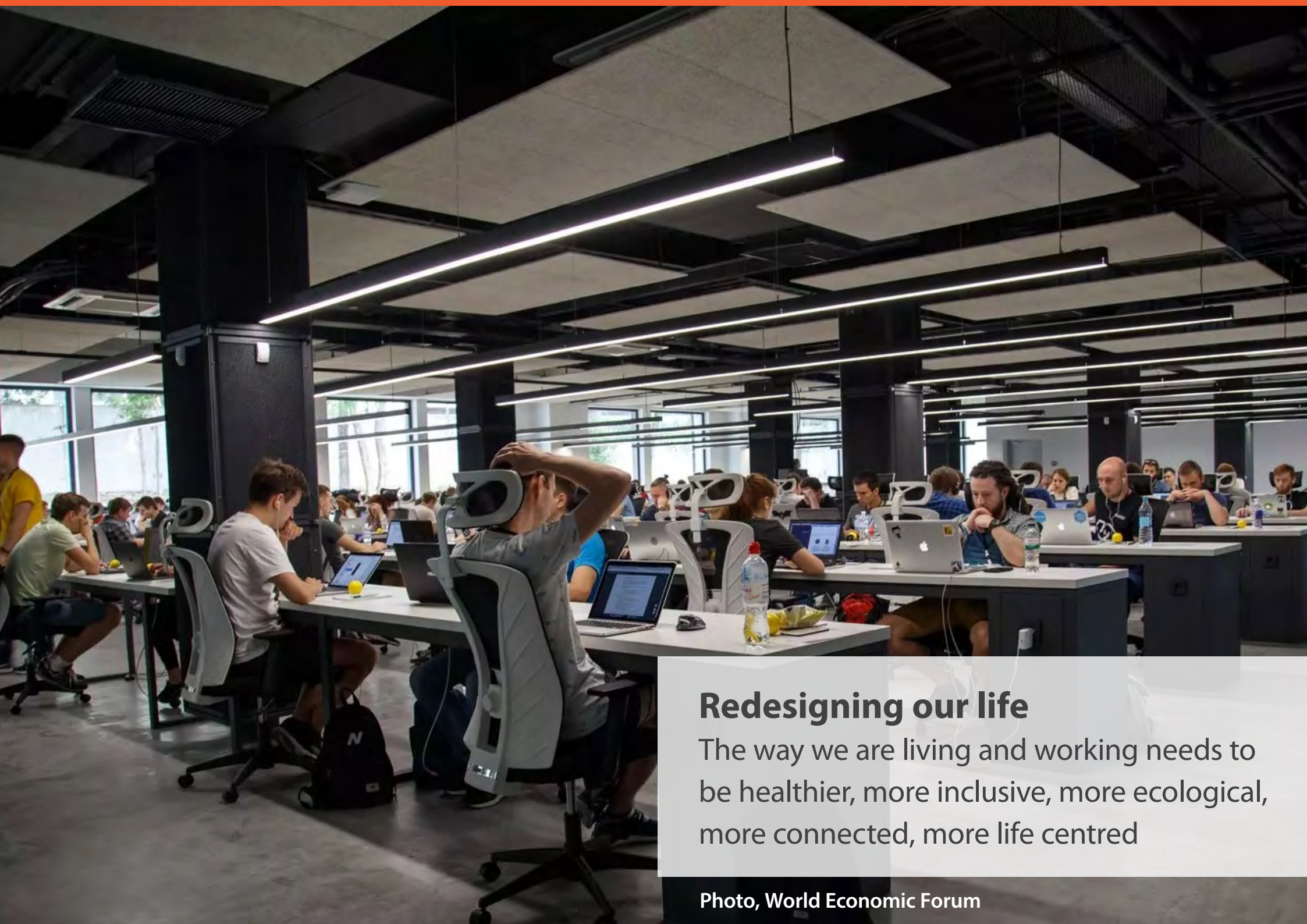
Generates lack of trust, is unwanted, rejected, and does not produce the needed and expected results



## Addressing human lifestyle

The environmental crisis is not a science or technical problem. It is a human problem

*Based on Paul Hawken. Regeneration*



## **Redesigning our life**

The way we are living and working needs to be healthier, more inclusive, more ecological, more connected, more life centred

Photo, World Economic Forum

The background consists of horizontal stripes in a rainbow color palette, including purple, blue, green, yellow, orange, and red. The stripes are of varying widths and colors, creating a vibrant, multi-colored background.

# Design Management

Creating action and transformation



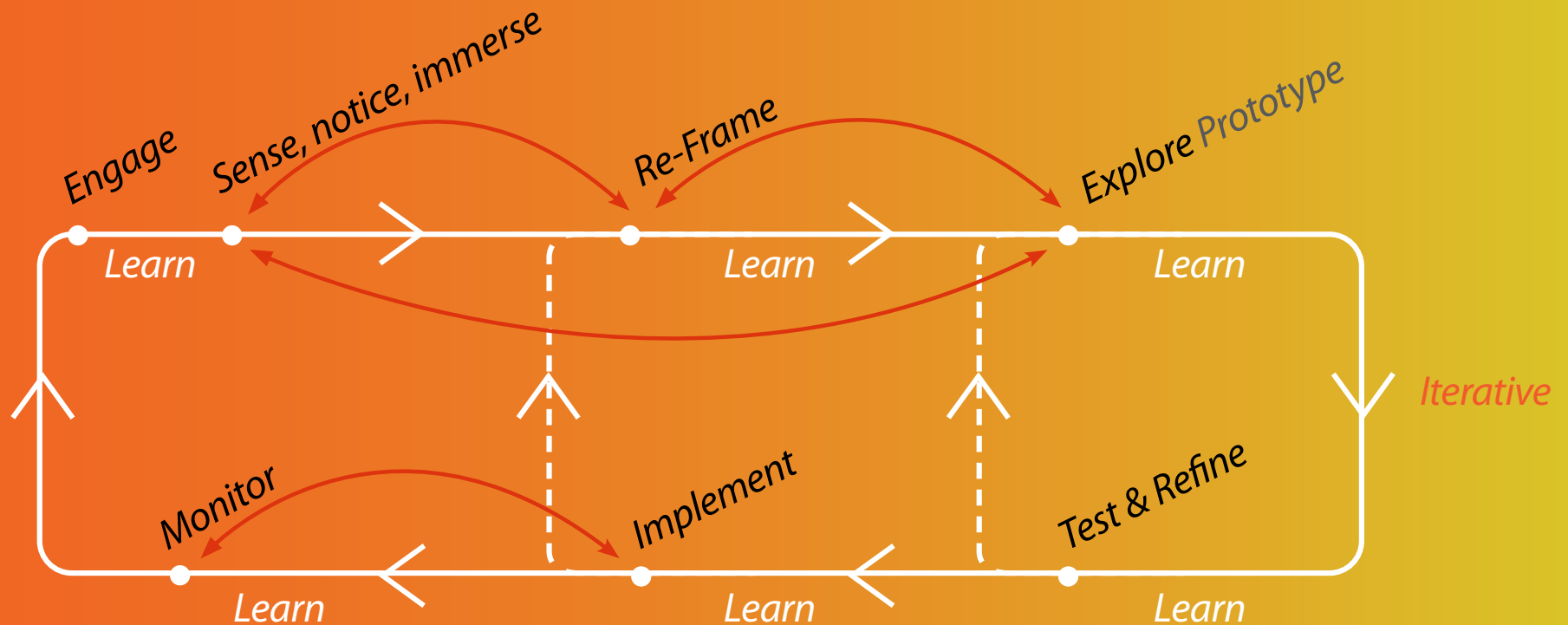
# Helping organisations transform

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Design Managers help organisations adapt to change by understanding people's specific contexts. Design Managers create processes, strategies, services, policies and structures to transform how we live and work.

# Learning to see what is not visible

Design Managers engage in learning processes to identify what is needed, who are the people and which is the knowledge necessary to face the situation, to see the present with new eyes, and imagine a future of abundant opportunities for all.



# Skills for the future



Active learning and learning strategies | Complex problem-solving  
Analytical thinking and innovation | Leadership & social influence  
Creativity, originality and initiative | Systems analysis & evaluation

World Economic Forum. (2020). *The future of jobs report 2020*. World Economic Forum, Geneva, Switzerland.

# Design manager skills



## Leadership & social influence

Manage collaboration within teams and stakeholders

## Systems analysis & evaluation

Support the planning and implementation of change processes

To interconnect and identify opportunities through research findings. To look at the problems from multiple perspectives, explore options through prototyping, identifying valuable directions for action

# Design manager skills

## Critical thinking | Complex problem-solving | Systems analysis

Frame problems moving away from symptoms to the problem itself

## Innovation & creativity

Design

...processes and strategies using their knowledge of people, organizations and systems

...situations to foster collaboration and collective intelligence

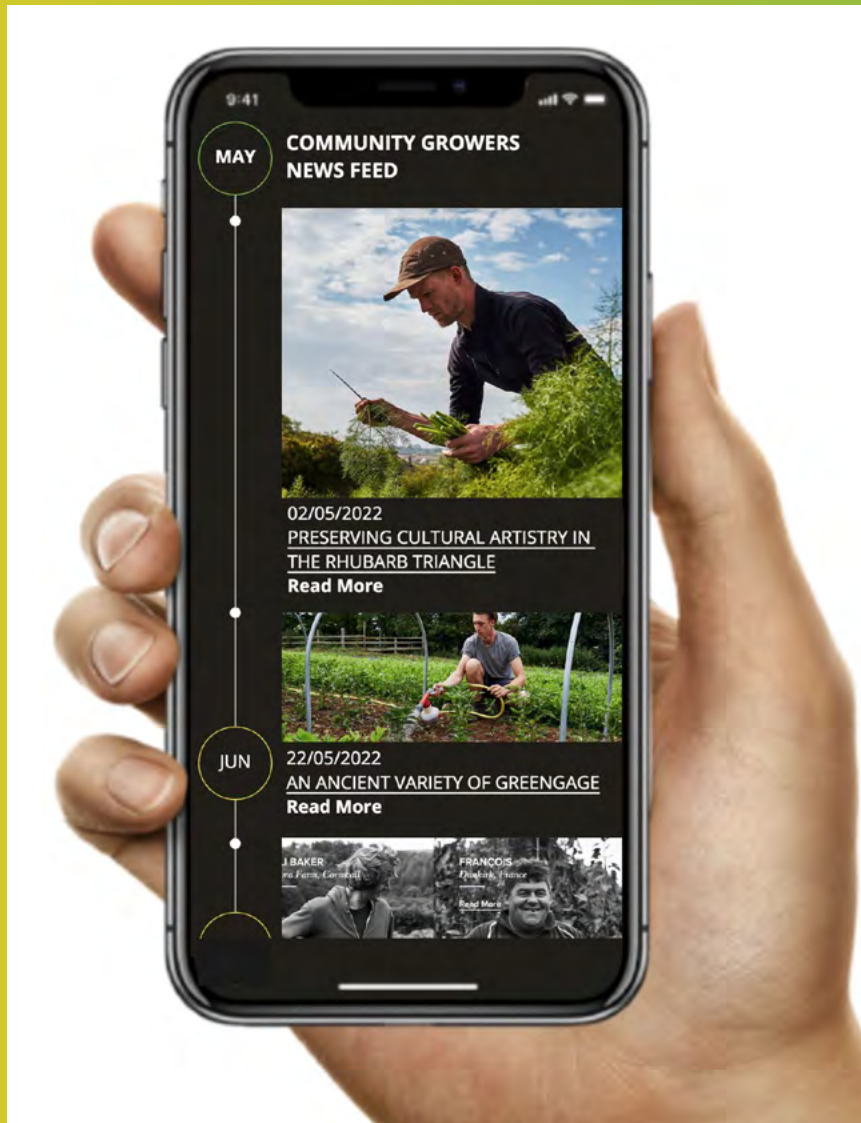
...tools to communicate processes, findings, ideas, strategies to different stakeholders

# Addressing organisational & societal challenges

We design strategies and collaborations.  
We facilitate dialogue, promote inquiry  
and learning, and innovate.

## Building capacity

Fostering communication and personal relationships between farmers, chefs, and restaurant owners



What can be done to facilitate collaboration between farmers, chefs, and restaurant owners so that they can use local and seasonal products in their menus? What are the best ways to facilitate the exchange?

- Foster stakeholders engagement.
- Help promote smaller farms to diversify ingredients.
- Facilitate communication. Show how seasonality has evolved.
- Encourage exchange: Help track who can get which crops in advance or for longer time.

The reframed problem focused not on the restaurant owner's barriers, but on the whole: the process, the relationship and knowledge exchange between farmers and restaurateurs.

Foster communication and planning by sharing more about their daily activities. This allows chefs to plan orders in advance along with farmer's products availability.

This helps to facilitate collaboration, orders and deliveries.

# Going circular

Helping an organization go from linear production processes to circular ones



Waste and its management is growing; hence the need to adopt circular economy. However, implementing circular economy is complex because of the number of stakeholders necessary for adaptation.

One of the problem identified was a misalignment between the design and circularity experts in the organization, the executive board and upper management.

The strategy was to develop base knowledge on circular economy, increase awareness of the topic, and make its urgency visible using the scenario of a mono-material backpack line.



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**We help**  
**to see and think differently**  
**to imagine and**  
**create futures**  
**to adapt and innovate**  
**to foster alignment**  
**We foster positive change**

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**We inquire,  
observe, and talk  
We create and make  
We collaborate  
We try and try again**

# Our programme

Transdisciplinary lenses in a diverse context

# Transforming human activities to improve living and working



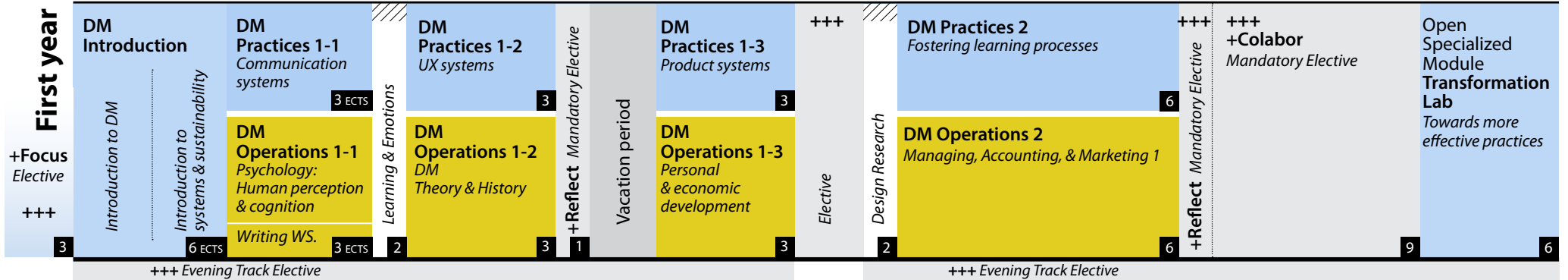
Which are the circumstances that require care? Who is involved? Why does it happen? Where does it happen? What matters? Who determines what matters? What are the diverse perspectives? How can the situation be transformed? How can human action be redesigned and aligned with nature?

## Fall term

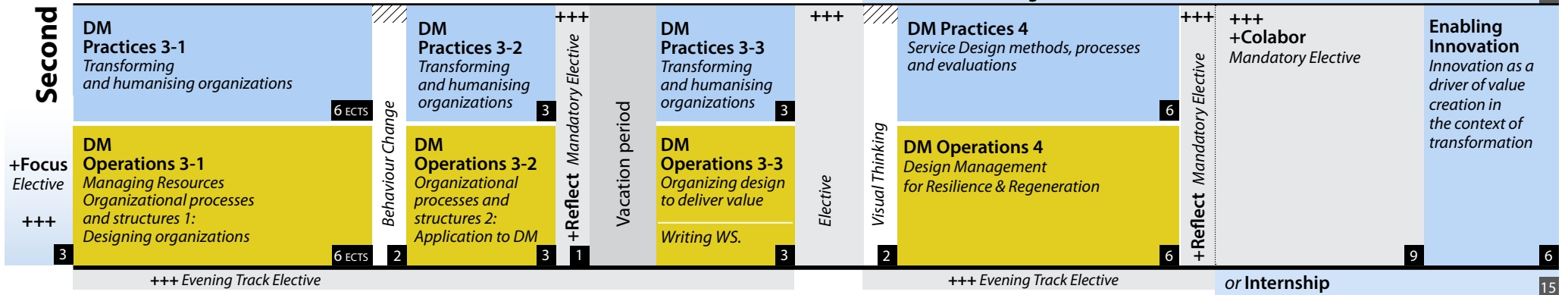
## Spring term



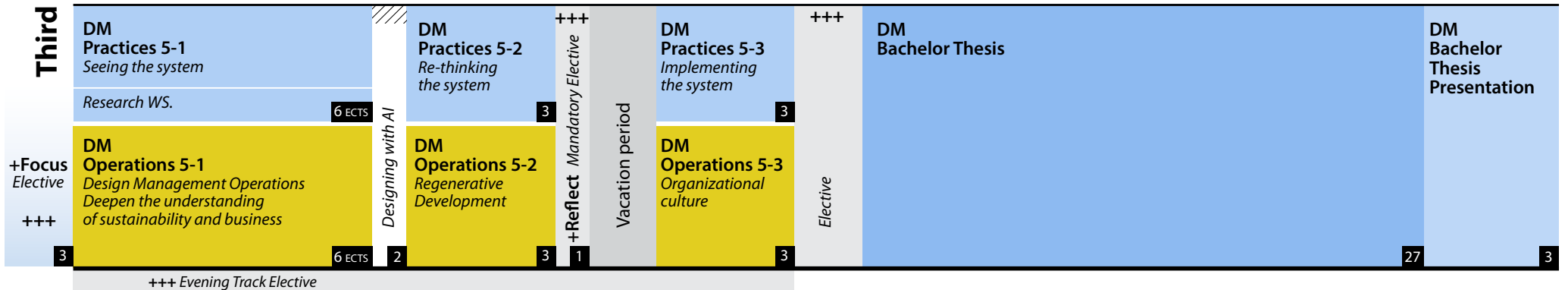
### Transforming & humanizing activities




### Transforming & humanizing organizations and services



### Transforming & humanizing systems and networks





# Our students profile

## Diverse & Committed Learners

From 21 to 26 years old

Feel the need to go back to school in order to make a difference

Might have previously studied a different degree

Might not have German as a first language



# DESIGN MANAGEMENT







# Our admission process

Two steps of an exciting process

# Step 1

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## Submit Transcripts and references

CV degrees, certificates, and employment references

**1 year of work experience (Summer internship)**

**English language certificate C1 level**

Copies of certificates/diplomas, apprenticeship certificate (legal English translation)



## Write one page essay

Share your story!

1. *Tell us about you!* Your interests, your dreams and how they relate to your future studies
2. Describe the type of problems you are interested in addressing
3. Share with us a topic or activity you love
4. Tell us about an idea that you advocated for. What strategy did you use? Which were the results?

## Step 2

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If your application meets the admission criteria, you will receive an invitation to participate in **an interview online or in-person** with Design Management International core team members.

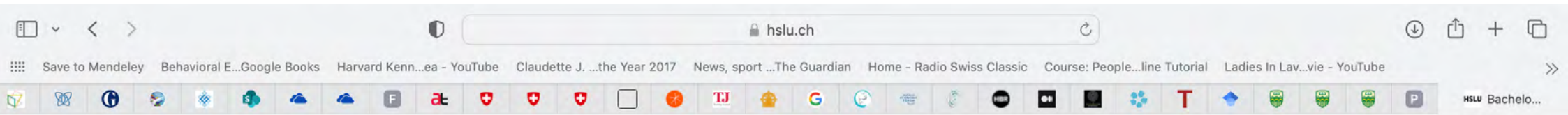


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# Media

Reaching out

# Design Management website



**HSLU** Lucerne University of Applied Sciences and Arts

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## Bachelor Design Management, International

Welcome to Design Management, International; the programme that prepares Design Managers to help unleash the regenerative potential of organisations. Design Managers create structures to support action for

Application Academic Year  
2023/24

Apply



Design Management International Lecture Series



**Daniel Rosenberg**

How AI changes what we can design and the process we use to design it


Wednesday April 13, 17:00 to 18:00 (CET)



**OPEN CLASS  
Business Thinking**

13.04.22 15:30

Design Management International Lecture Series



**Ezio Manzini**

The scenario of proximity  
A design orienting framework for sustainable futures

Lecture (Hybrid mode) April 12, 17:30 to 18:30 (CET)  
Room 406, 745 Viscontiak, Mythenquai 1, 6030 Emmenbrücke



Design Management International Lecture Series



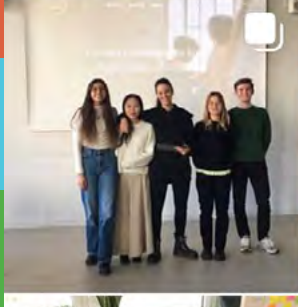
**Marco Hauri & Luisa Mohler**

Merkle's innovation design model:  
Tackling clients' challenges with a user-centred approach.

Wednesday March 30, 19:30 to 18:30 (CET)

How do we fit our designs and meet human needs through design in such a way... that they don't interfere with the life support system that we ultimately depend on. Regenerative design is more a journey of learning how to do this...

*Daniel Christian Wahl*



Learn the skills of the future

**Apply Now**

18.03.22 close date



Only 10 more days to apply




Design Management International

Instagram



A large, leafy tree with a thick trunk is the central focus, surrounded by a vibrant, multi-colored border of horizontal stripes in shades of purple, orange, green, blue, and yellow. The word "Flourish" is written in a large, white, sans-serif font across the middle of the tree's canopy.

**Flourish**



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**Thank you!**