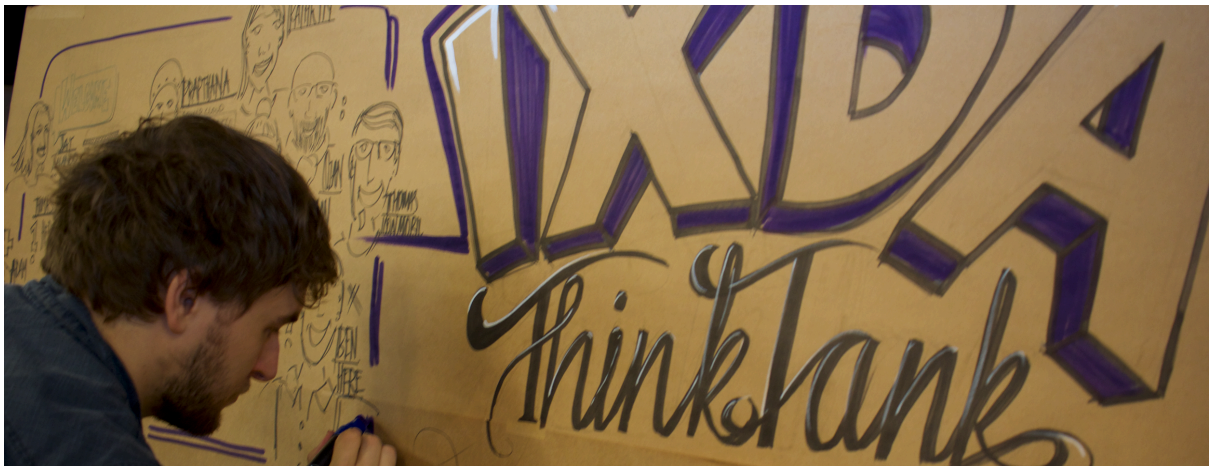


Design Leadership Roundtable

Bringing thought leaders together to drive design discourse forward

Problem space

- Despite an abundance of design meetups, very few are pitched at leaders, executives and senior practitioners.
- While providing inspiration and networking, design leadership or product strategy conferences are too large, infrequent and passive.
- Thus the real challenges at this level go largely unshared.



Solution space

[Jay Kaufmann](#) (Zalando SE) and the [Berlin chapter of the IxDA](#) launched this series in 2016 as a combination **roundtable and workshop** series aimed to inspire **productive discussions** on industry-related topics, help solve **concrete problems** that design leaders face, and contribute to the wider digital product design “body of knowledge”.

The idea for each event is to:

- Define a concrete topic of practical interest.
- Bring 7-10 experts together — a different group each time.
- Discuss and collaborate in an interactive, generative mode as best suits the topic.
- Publish an outcome to the larger community.

Topics prototyped in Berlin which could tour to other locations:

- [Golden ratios for staffing \(UX:PM:Dev\)](#) (November 23, 2016)
- [Maturity models: Measuring practice maturity to drive organizations forward](#) (Dec 13, 2017)
- [The organizational pendulum: Centralized vs. distributed design](#) (November 15, 2018)

Potential new topics:

- **Bringing it home: When consultants go in-house, leveraging the best of agency + embedded worlds**

How might designers and teams from an agency or consultancy environment best transition to in-house? What structures and processes might in-house teams want to adopt from agency ways of working? Vice versa?

- **The principal designer principle: Expert career tracks**

Let's enable experts to advance their careers (and impact their business) hands-on. How do we find, hire and promote super-senior hands-on experts? How do we hammer through old-school glass ceilings for designers who just want to design?

- **Seniority balance**

What's the right mix of principal, senior, mid-career and junior design talent on a team — given which variables? How might we go beyond the arguments of “[hire more juniors](#)” or “default to seniority” for a more nuanced and pragmatic view of structuring a design org to deliver the best experiences?

Ideas from the Berlin community:

- [Strategic Design: Building product strategy and organizational strategy in tandem](#)
- [Agile IxD: Iterating toward a goal instead of running in circles](#)
- [The \(elusive\) perfect prototyping tool](#)
- [Incubating innovation](#)
- *... or an idea you bring!*

Participation

- Participation will be limited.
- Organizers will proactively invite experts as a core “seed” group.
- Members of the community will be asked to nominate additional experts.
- Experts can nominate themselves by giving insight into their potential contribution.

Call for experts

For upcoming topics that are already on the agenda, [follow this link to nominate experts](#) or to apply to participate.

Call for topic proposals

Do you have a burning question or hot topic you'd like to see taken up by a Think Tank? Then...

1. Make a copy of the [Design Leadership Topic Template](#) in Google Docs.
2. In your copy, replace the questions with answers.
3. Share the doc with Jay Kaufmann <jaykaufmann@gmail.com>.

Sound interesting? Share further* and get in touch!

**Short URL to this doc:*

<http://goo.gl/VC6mBB>