



## LEADING BY DESIGN FELLOWS PROGRAM

### THE FUTURE OF BUSINESS STARTS TODAY

Strategic challenges. New markets and business models. The sustainability imperative. Accelerating change.

These no longer represent the challenges of the future; they are the challenges of today. It takes a new kind of business leader to help organizations, institutions, and society innovate and create solutions for an increasingly complex, interconnected world.



### THE BREAKTHROUGH PROGRAM FOR TODAY'S LEADERS

It takes a new kind of leader to create the change the world needs *now* to thrive in the future.

Working with global leaders in innovation and business, California College of the Arts has brought together the most vital disciplines, mindsets, and skills to lead and navigate change: design thinking, business strategy, leadership, and sustainability.

Our Leading by Design Fellows Program is an immersive, six month-long interdisciplinary hands-on learning experience for executives and senior professionals that uses the power of the design process to rethink and reinvent organizational and social structures, systems and processes as well as products, services and business models.

Fellows put theory and ideas into action through program-long projects working individually or in small teams. The projects challenge them to devise and defend new ideas through research, ideation, prototyping and business modeling. Culminating in a Certificate in Innovation Leadership, the Fellows program provides the insights, tools, and capability to lead transformative change and innovation, and to create lasting business and social value.



## **GAIN THE EXPERIENCE YOU NEED**

CCA's Leading by Design Fellows gain the perspectives they need to:

- Think and lead farther and faster
- Devise new products and services
- Invigorate businesses
- Integrate sustainability into business planning and decision making

## **EXPAND AND SHARPEN THE SKILLS THAT COUNT**

CCA's Leading by Design Fellows Program will develop and refine your skills and mindsets to be better positioned as an innovative leader and change agent within your organization and field.

- Gain the understanding and advanced skills to embed sustainability, design, and systems-thinking principles into the design and management of business structures, processes, products, and services.
- Learn cutting-edge techniques for customer and design research, branding and messaging, and innovation implementation.
- Enhance leadership skills to generate results, build excellence, and create meaningful value.
- Deepen the critical reasoning required to distill and prioritize needs and goals for better decision making.
- Develop and hone entrepreneurial and intrapreneurial skills for innovation.
- Boost communication skills—visual, written, verbal—for more effective management and engagement.

## **A FLEXIBLE SCHEDULE THAT FITS YOUR WORK AND LIFE**

Leading By Design Fellows meet in monthly, two-day “residencies”—all day Friday and Saturday at CCA's San Francisco campus.

Between residencies, Fellows read and discuss topical issues in leadership, innovation and organizational change through lively online forums.

## **WORK WITH THE BEST, SURPASS YOUR BEST**

Highly interactive and hands-on, each residency combines lectures, presentations, discussions with experts in their fields, exercises in applying techniques, and lab time for projects.

In addition to faculty from CCA's MBA in Design Strategy, Industrial Design, and other programs, guest faculty have included such leading visionaries as:



- **Tim Brown**, CEO of IDEO
- **Bob Dunham**, founder of Enterprise Performance and CEO of the Generative Leadership Institute
- **Gil Friend**, CEO of Natural Logic, author of *The Truth About Green Business*
- **Kaaren Hanson**, VP of Design at Intuit
- **Chris Conley**, CEO of Gravity Tank
- **Adam Werbach**, Chief Sustainability Officer at Saatchi & Saatchi S, author of *Strategy for Sustainability*

Between residencies, participants collaborate with faculty and peers online via discussions, readings, and webinars.

Participants obtain hands-on experience in strategic innovation development as well as the unique approaches of design thinking, such as ethnographic customer research, prototyping, critique, and iteration.

## A DISTINGUISHED NETWORK

Networks accelerate knowledge, relationships, and success. CCA's Leading by Design Fellows are an elite, growing community of business leaders engaged in a continuing dialogue, drawing on one another for answers, inspiration, and opportunities to expand their leadership abilities.

Fellows also become part of the larger CCA alumni network. Together with graduates of the MBA in Design Strategy, they enjoy semiannual events and other opportunities to engage with the wider CCA community and network.

## AT HOME IN THE CRADLE OF INNOVATION

The program is based on CCA's San Francisco campus. The Bay Area is of the world's most vibrant and fertile centers of entrepreneurship, sustainability, and social enterprise. Leading by Design Fellows benefit from access to—and the creativity, innovation, and fresh thinking of—students, faculty, and program partners.

## POTENTIAL FELLOWS

Applicants should be executives or senior managers who are currently in, or advancing into, leadership positions of increasing responsibility with a minimum 10 years' experience. Participants are admitted on the basis of their written application, essay, and letter of recommendation.

The 2012 Leading by Design Fellows Program begins May 31, 2012, and meets once per month through November 2012. We will accept applications starting November 8, 2011. To qualify for the early registration tuition discount, we must receive your application no later than January 30, 2012. We will accept participants on a rolling-admissions basis starting January 1, and will notify you of our decision two weeks after receiving your application.



## TUITION COSTS

Tuition for the Leading by Design Fellows Program is \$15,000, which includes books, materials, and special receptions. Early application discounts are available.

## APPLY NOW

The future of business starts today. *Your* future starts here: [cca.edu/fellows](https://cca.edu/fellows)

**Please note:** *The Leading by Design Fellows Program is not a degree program, nor does it award CEU credits. For questions regarding financing options, please contact program director Susan Worthman at [sworthman@cca.edu](mailto:sworthman@cca.edu).*

## ABOUT CALIFORNIA COLLEGE OF THE ARTS

CCA is one of the world's leading schools of art and design. Building on its legacy as an innovator, the college is also creating breakthroughs in business education, fostering a new community of business leaders and change agents committed to creating a world that is profitable, sustainable, ethical, and resilient. Through our Leading by Design Fellows Program, along with our MBA in Design Strategy program, CCA is in the forefront of training the current and next generation of business leaders to design the best possibilities for the future.

