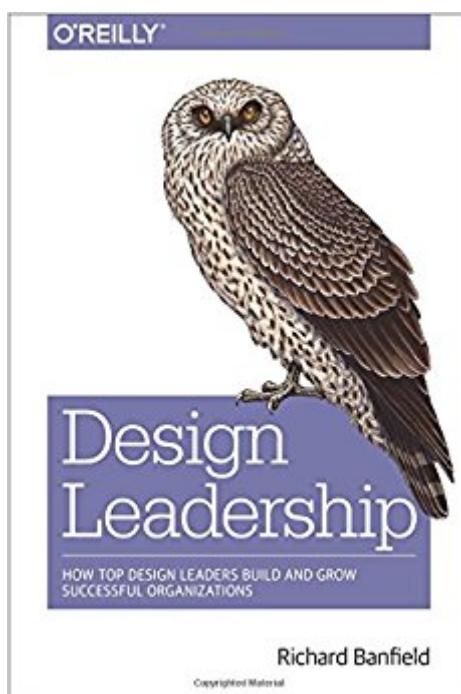


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# Design Leadership: How Top Design Leaders Build And Grow Successful Organizations



## Synopsis

What does it take to be the leader of a design firm or group? We often assume they have all the answers, but in this rapidly evolving industry they're forced to find their way like the rest of us. So how do good design leaders manage? If you lead a design group, or want to understand the people who do, this insightful book explores behind-the-scenes strategies and tactics from leaders of top design companies throughout North America. Based on scores of interviews he conducted over a two-year period—from small companies to massive corporations like ESPN—the author Richard Banfield covers a wide range of topics, including:

- How design leaders create a healthy company culture
- Innovative ways for attracting and nurturing talent
- Creating productive workspaces, and handling remote employees
- Staying on top of demands while making time for themselves
- Consistent patterns among vastly different leadership styles
- Techniques and approaches for keeping the work pipeline full
- Making strategic and tactical plans for the future
- Mistakes that design leaders made—and how they bounced back

## Book Information

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## Customer Reviews

The CEO and Co-Founder of Boston-Based User Experience Agency Fresh Tilled Soil, Richard Banfield wears the strategic hat around the office. He's worked his way up the web marketing food chain, starting with online ad sales at MultiChoice, Africa's largest TV and Internet media business. Richard was in the thick of it during the heady dot-com years, founding Acceleration, an international e-marketing business headquartered in London. He has never met a whiteboard he

didn't like.

This book has come at the perfect time for our industry! As more and more companies make design a core strength, it's become critical that designers are equipped to lead teams and make business decisions. Designers are in leadership roles more than ever before. Richard gives us a framework for making that happen effectively with compelling stories, interviews, and examples. As a designer and team leader, I have struggled over the past several years to learn how to best manage my team and cultivate a culture that is both productive and rewarding. This book shares in that struggle, validating many critical parts of my own journey while also providing practical advice for growing as a leader. As I grow my team and design practice, I know I will be referencing this book over and over. The examples and interviews from other design leaders are invaluable. It's not just the author's perspective, but the perspectives of dozens of other design leaders. As I read this book, I found myself constantly nodding my head in agreement and making notes of ways in which I could improve my own leadership skills. Every design agency owner needs to read this book and put its principles into practice. I can't recommend it enough!

Richard Banfield knows his subject well. He has been leading a design agency for over a decade and actively engages many of his peers to gather their insights and experiences. This book is an excellent summation of the collective experience of dozens of leaders at design agencies around the world. But this isn't just for people wanting to run design agencies. Design isn't just about pictures and graphics, it's a different way of working. Every leader needs to release the power of design to transform how they work. This book shows the way.

Disclaimer: I am one of the design leaders that Banfield interviewed for this book. This is an excellent, well-researched summary of practical experiences and lessons learned from people who have started, built and led design-driven organizations. I'm proud to have been a part of it and I recommend it as an excellent resource for design leaders.

A yet another book on leadership, siding those millions of blog posts in stating LinkedIn. Leadership is important. So are cultivating culture and finding the right balance between professional and personal life. In a market filled with titles willing to teach us how to build the proper team and lead it to success, Design Leadership enters the game and gives the reader his own view through a very friendly series of interviews and advices. Released early 2016, Design Leadership is

a fresh, easy to read and very colloquial book, perfect for those who wanna kill that 30 minutes commute time to get home from work. Spanning through a little less than 200 pages, the author touches, in 8 chapters, the many different key aspects that a Company has to face to build up a successful team and, thus, a brand. The title, as well as the description that tries to convince us to buy the book, clearly highlight this text is for people working in the design industry. Fine by me, but once you get to the back cover, you will certainly come up thinking that most of the topics apply broadly to any Company on planet Earth. Each chapter focuses on a specific subject, including talent, working space, and planning the future. The author begins discussing the subject, then presents many different points of view collected by interviewing CEOs of many other companies. Between one interview and another, the author also gives us both his thought and experience. At the end of the chapter, and despite the thoughts of the interviewed people, the author comes with The answer and key takeaways. More on these below. I have particularly enjoyed the chapter dedicated to culture. The reader is clearly explained what is a company's culture and how to nurture it so that it positively spreads through the team. Now, about those key takeaways. At the end of each chapter is a page containing a list of advices, some kind of too long don't read that resumes the interviews and what we should get away with by reading them. You don't really want to miss this page at the end of each chapter. At some point the reader can actually come up and directly skip through the pages, jumping from key takeaways to key takeaways. But then, 26\$ for merely 8 pages? Is it worth it?

quick delivery, received as expected.

Could be 50% shorter if it weren't for connecting sentences every other sentence. Hard to read

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