EMPLOYER GUIDE FOR THE GLOBAL EXECUTIVE MASTER OF SCIENCE DEGREE

For more information:
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EVERY FUTURE BUSINESS LEADER NEEDS TO BE A GOOD DESIGN THINKER.
WELCOME

THIS GUIDE HAS BEEN CREATED FOR THE EMPLOYERS AND STUDENTS OF OUR GLOBAL EXECUTIVE MASTER (MS) DEGREE IN STRATEGIC DESIGN & MANAGEMENT.

Included in this guide:

• Strategic Design in Companies Today
• Learning objectives of the Global Executive degree
• Faculty and corporate connections
• Profiles of our Global Executive Students
• Professional Opportunities for our Alumni
• Business Opportunities for Global Executive’ Employers
THE BUSINESS CASE FOR STRATEGIC DESIGN FOCUS IN YOUR COMPANY
Design isn’t just a way of doing – it’s a way of thinking. Today’s world demands better solutions, systems, organizations, and objects, challenging executives to develop and apply creative problem solving to business, technology, public services, communication, management, creative services, and design.

We are a university where design and social research drive approaches to studying issues of our time, such as democracy, urbanization, technological change, economic empowerment, sustainability, migration, and globalisation.
DESIGN THINKING CONNECTS THE DESIGN FUNCTION TO THE BUSINESS PURPOSE.
THE PROCESS

FIVE STEPS FOR EFFECTIVE DESIGN THINKING

1. EMPATHIZE
   Learn about the audience for whom you are designing.

2. DESIGN
   Construct a point of view that is based on user needs & insights.

3. IDEATE
   Brainstorm and come up with creative ideas.

4. PROTOTYPE
   Build a representation of one or more of your ideas to show others.

5. TEST
   Return to your original user group & test your ideas for feedback.
STRATEGIC DESIGN IN BUSINESS TODAY

EXAMPLES OF HOW COMPANIES ARE INNOVATING

- The Business Value of Design, McKinsey
- Former Ford CEO Alan Mulally: Running a Business Is a Design Job, Inc.com
- Why Design Thinking Works, Harvard Business Review
- Storytelling: The New Strategic Imperative Of Business, Forbes
- 300 companies reveal what every business needs to know about design for 2019, Fast Company

In a study of 2 million pieces of financial data and 100,000 design actions over five years, McKinsey finds that design-led companies had 32% more revenue and 56% higher total returns to shareholders compared with other companies.
LEARNING OBJECTIVES, SKILLS BUILDING AND PRACTICAL EXPERIENCE

THE NEW SCHOOL
PRACTICAL HANDS-ON EXPERIENCE

EXAMPLES OF HOW WE WORK WITH ORGANIZATIONS

- Design Studio Challenges with the United Nations, “No Kid Hungry” Movement in the US (Washington DC based), NYC Mayor’s office, and Investment firm for SMEs – Student-led one week workshops in NY and 11-week projects with their Executive Team to solve their strategic challenges

- BBVA Project in Madrid as part of FinTech Conference & course assignment and site visit – helping to develop ideas for family banking

- Creative team challenge with Absolute leadership team and ImpactHub in Stockholm, Sweden

- Business growth ideas and implementation plan for Paris-Shanghai partnership for
The curriculum

Strategic design and management in new economies
Exposes students to the contexts, complexities, & conditions of the new economy based on services, experiences, and transience.

Sustainable business models
Develops students’ technical and practical abilities, capabilities, and competencies to innovate in order to commercialize and capitalize on creative ideas & solutions in the areas of sustainable and service design.

Managing creative projects & teams
Engages students in hands-on project management techniques worthy of new socio-economic conditions, constraints, and controversies.

Regulatory & ethical contexts
Exposes students to new information technologies as products and production modes in their own right.

Integrative studio (NYC)
Brings together the students’ backgrounds and current professional and educational contexts with complex multidisciplinary projects requiring iterative, collaborative and innovative responses.

Design innovation and leadership
Explores prevailing frameworks such as reverse, open and disruptive innovation to identify and categorise contemporary innovations.

Integrative studio (Shanghai)
Explores the overlap between business and design innovation to help students express tangible and implementable ideas to create a pitch/ proposal to form a business start-up.

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Independent project
Design business innovation opportunities in the context of new social & market trends, new technologies, emerging and alternative economies, transitioning political, regulatory frameworks.

New design firms
Exposes students to the firm-internal and industry-specific contexts, complexities and conditions of the new design or design-intensive firm producing service and experience products.

THE NEW SCHOOL

THE CURRICULUM
FACULTY AND CORPORATE CONNECTIONS
THE ROLE MODEL NETWORK
EXAMPLES OF OUR FACULTY AND CORPORATE CONNECTIONS

• GEMS Faculty includes former CEOs from global companies, successful entrepreneurs and designers of business and social impact

• Connections to global leaders such as CEO of National Geographic, VP of Google, Head of Design for SAP, Chief Creative Officer for Lloyds

• Site visits to diverse companies in global cities to see first-hand innovation practices and results
PROFILES OF OUR GLOBAL EXECUTIVE STUDENTS
FOR WHOM ARE WE DESIGNING?

GEMS IS A TRANSFORMATIVE PEDAGOGY THAT BRINGS TOGETHER A SELECT GROUP OF EMERGING BUSINESS LEADERS ACROSS A SPECTRUM OF INDUSTRIES, CULTURES AND EXPERIENCES TO DEVELOP UNIQUE AND IN DEMAND SKILLS THAT INTEGRATE DESIGN, INNOVATION AND BUSINESS. THEY WILL TRANSFORM THE WORKPLACE.

- GEMS Network has an average 10+ years working experience
- Corporate support includes Ikea, Capital One, Walmart, Adidas, Valentino, BBVA, US Military, PwC, Fjord, Motorola, J&J
- Three-city global experience: Paris, Shanghai & New York City
- Designed for & attracting executive learners

Links strategic design thinking with management know-how


THE NEW SCHOOL
AT A GLANCE

Summary of our network of 63 global leaders

• Professional Experience
  – Average = 10-12 years, From 5 to more than 20+ years

• Residence
  – 20% Europe, 50% North America, 10% Latin & South America, 20% Asia

• Industry

• Global Companies (to name a few)
  – Ikea, E&Y, Johnson & Johnson, PwC, Valentino, Capital One, Adidas, Walmart, Motorola, BBVA, LinkedIn, Military, Microsoft, and more.

• Background
  – 50% “Creative” in Design, Film, Product Design, ...
  – 50% “Analytical” in Supply Chain, Business Development, Finance, ...
OUR GEMS TELL US THAT THEIR EXPERIENCE HAS BEEN “TRANSFORMATIONAL”
GLOBAL COMMUNITY
Up to 15 students to be accepted for each cohort

THE CREATIVE
You are an individual who has studied, produced, or led design and design-inspired initiatives. Building on your perspective on the potential of creativity to drive change and innovation, you seek to enhance your strategic expertise by combining your knowledge of craft with a cultivated sense of business processes.

THE ENTREPRENEUR
You seek to create and implement new ideas for products, services, or businesses. Along with your drive and experience, you will apply what you learn and turn the projects you imagine into real innovations.

THE INNOVATIVE LEADER
As a leader in business and technology, you are experienced at driving the operations, technical, analytical, or strategic elements of your company. You recognize that to continue to lead growth and successfully identify new opportunities, your expertise is best coupled with creative, design-inspired approaches to commerce.

COHORT
You will be part of an intimate, collaborative cohort of professionals from diverse backgrounds.

As your knowledge-base expands, your network will do the same.
PROFESSIONAL OPPORTUNITIES FOR OUR ALUMNI
INFINITE LEARNING IS THE AIM FOR ALL OUR GEMS

EXAMPLES OF HOW WE KEEP LEARNING CONTINUOUS

• Primary spots are available to our Design Studio learning refreshers. These studios are held around the world and are aimed at one-week intensive learning and practical experience.

• Individual guidance and professional access to our Academic Director and faculty beyond graduation

• Exponential cohort connections beyond the graduating class

• Sharing of business knowledge, articles and experience through our shared platforms & virtual gatherings
ENCOURAGEMENT FOR PUBLIC SPEAKING & VISIBILITY

EXAMPLES OF HOW WE KEEP OPPORTUNITIES CONTINUOUS

• Promotion of the achievements of our Global Executives through The New School external media

• Encouragement to attend and apply to speak at conferences. Examples: The Next Web in Amsterdam, Cannes International Festival of Creativity, Spikes Asia, New School and related events

• Assistance to pass on job opportunities to other Global Executives
BUSINESS OPPORTUNITIES FOR OUR GLOBAL EXECUTIVE EMPLOYERS
OPPORTUNITIES FOR OUR GEMS EMPLOYERS

EXAMPLES OF HOW WE WORK WITH OUR NETWORK

• Invitations to be course guest speakers
• Invitations to be conference speakers
• Design Challenges with your company/team as part of course assignments or full studios
• Continuous professional development by working with you to identify rising leaders to be a GEMS applicant
• Custom learning opportunities for your team
PARSONS GLOBAL LEADERS WILL BE THE CREATORS OF THE NEW BUSINESS MODELS OF THE FUTURE.
PARSONS GLOBAL EXECUTIVE
MASTER OF SCIENCE
Strategic Design & Management

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