

Business of design short course

Design management skills

We've written the Business of design short course to build business knowledge and confidence in creatives.

Business knowledge means you de-mystify the numbers and understand risk. Confidence means you can grasp opportunities, and back your instincts.

Customised

Every program is built fit-for-purpose. The aim to use our knowledge, experience, insights and tools to build design business decision-making skills in creatives.

We use resources including publications, mentoring, workshops, online readings and factsheets/activity worksheets – choosing the best information to build your skills and needs.

The approach is unique, there's nothing else like it.

Curriculum

Because this is customised there is no set curriculum – we'll build a program bespoke for your needs.

The types of things you may include:

- » understanding the financial benchmarks
- » benchmarking salaries
- » benchmarking pricing and costing
- » setting a pricing structure
- » setting a profitability target
- » understanding and selling design value
- » targeting the right new business
- » finding your 'onlyness' for competitive advantage
- » employing and building a design team

Why we know this program works

... it's unique

The learnings stick because all the activities are practical tools and resources. And they're relevant because they're based on the needs of your studio or agency.

... it's practical

You learn at your own pace but you are not alone. We introduce tools and activities, with explanations of how they'll work specifically in your business. In between sessions we're on Slack to help if you get stuck.

and it's proven

This program is based on industry insights honed from a decade of workshops and mentoring [Greg and Carol](#) have done with Australian studios. We know the result will be a better performing, more capable business.

About us

The content is written specifically for Australian designers and presented by Carol Mackay and Greg Branson; design coaches and mentors.

Name: Business of Design short course

Vision: A customised short course developed to help creatives build confidence in management skills.

Who should attend: Studio and agency owners.

Delivery: Personalised mentoring and workshops either face to face or via zoom.

Resources: Mentoring, workshops, online readings, PDF factsheets/activity worksheets, The Business of Design publication.

Time commitment: Flexible. Minimum 6 weeks – maximum 12 weeks.

The mentoring component is delivered in two hour sessions online or face-to-face. We can meet every fortnight for six weeks or every month for three months.

To implement the work from each session you will need to commit 3-4 hours per week. The learnings will be based on your business and will lead to direct improvements.

How it works:

1. initial discussion to determine your goals.
2. three two-hour sessions to discuss issues, workshop solutions and share materials.
3. constant mentoring via a dedicated slack channel between sessions to check in and keep you accountable.

Core requisites: You must be a design business owner.

Cost: \$3,600 plus GST payable fully in advance.

Interested? [Email Greg](#) to take the next step.

