

**SKILLS FRAMEWORK FOR DESIGN
SKILLS MAP – DESIGN COACH/DESIGN ACCELERATOR**

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| Sector | Design | | | | | |
| Track | Business | | | | | |
| Sub-track | Transformation Design | | | | | |
| Occupation | Business Transformation Professional | | | | | |
| Job Role | Design Coach/Design Accelerator | | | | | |
| Job Role Description | <p>The Design Coach/Design Accelerator implements design thinking in the organisation. He/She leads design thinking induction across the organisation, and uncovers opportunities for improving workforce productivity and efficiency. He establishes effective working relationships and clear lines of communication with internal and external stakeholders. As a team lead, he sets goals and direction for staff under his charge.</p> <p>The Design Coach/Design Accelerator possesses strong communication and stakeholder management skills. He is a creative idealist who can impart new methods and ideas to others. In addition, he works well in a team environment and can effectively manage stakeholders. Lastly, he can analyse the needs of users logically and recommend suitable improvements to current methods and processes.</p> | | | | | |
| Critical Work Functions and Key Tasks | Critical Work Functions | Deliver design thinking solutions | Define organisational problems and challenges by leading stakeholders through problem-solving activities | Performance Expectations (For legislated / regulated occupations) | | |
| | | | Develop appropriate design thinking strategies and frameworks for organisation | | | |
| | | | Lead design thinking induction across organisation | | | |
| | | | Engage stakeholders in promoting design thinking across the organisation | | | |
| | Facilitate change management | Oversee the implementation of change management processes in the organisation | Uncover opportunities for improving workforce productivity and efficiency | | | |
| | | | Provide recommendations for addressing roadblocks to implementing change management initiatives | | | |
| | | | Deepen relationships with stakeholders | | | |
| | Establish effective working relationships and clear lines of communication with internal and external stakeholders | Partner with stakeholders for analysing potential change management opportunities | Provide subject matter expertise in the development of long-term plans involving strategy development | | | |
| | | | Influence organisational development | | Provide feedback to direct reports and junior team members | |
| | | | | | | Provide on-the-job training to direct reports and junior team members |
| | Skills & Competencies | Technical Skills and Competencies | | | Generic Skills and Competencies (Top 5) | |
| | | Aesthetic and Design Sensibility | Level 4 | | Communication | Advanced |
| | | Business Model Innovation | Level 4 | | Interpersonal Skills | Advanced |
| Business Negotiation | | Level 4 | Decision Making | Intermediate | | |
| Business Presentation Delivery | | Level 4 | Problem Solving | Advanced | | |
| Change Management | | Level 4 | Sense Making | Intermediate | | |
| Conceptual Thinking | | Level 4 | | | | |
| Creative Entrepreneurship | | Level 5 | | | | |
| Critical Thinking | | Level 4 | | | | |
| Cultural Sensitivity for Design | | Level 3 | | | | |
| Data and Information Visualisation | | Level 4 | | | | |
| Design Creation and Development | | Level 4 | | | | |
| Design Thinking Practice | | Level 5 | | | | |
| Digital and Physical Prototyping | | Level 3 | | | | |
| Emerging Technology Synthesis | | Level 4 | | | | |
| Empathetic Design | | Level 4 | | | | |
| Facilitation | | Level 5 | | | | |
| Imagination and Exploration | | Level 4 | | | | |
| Narrative Design | Level 4 | | | | | |
| Project Management | Level 4 | | | | | |

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| | Qualitative Research | Level 4 | |
| | Scenario and Strategic Planning | Level 4 | |
| | Stakeholder Management | Level 4 | |
| | Systems Thinking | Level 4 | |
| | User Experience Design | Level 4 | |
| | User Testing and Usability Testing | Level 4 | |
| Programme Listing | For a list of Training Programmes available for the Design sector, please visit: www.skillsfuture.sg/skills-framework/design | | |
| The information contained in this document serves as a guide. | | | |