

**SKILLS FRAMEWORK FOR DESIGN
SKILLS MAP – STRATEGIST/BUSINESS DESIGNER**

Sector	Design			
Track	Innovation			
Sub-track	Strategy/Business Design			
Occupation	Design Professional			
Job Role	Strategist/Business Designer			
Job Role Description	<p>The Strategist/Business Designer executes strategic planning activities that enhances the organisation's brands, products and/or services. He/She has a strong understanding of the organisation's challenges and opportunities and generates ideas for furthering the market potential of the organisation. He conducts data analysis and modelling for future projections based on findings from research studies, to produce insights on the possible scenarios for the organisation's strategic trajectory.</p> <p>The Strategist/Business Designer possesses an analytical and data-driven mindset. He is an idealist who can imagine various innovative scenarios for the organisation. He also has good interpersonal and communication skills, able to gather insights from interviews and present his ideas clearly and succinctly.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Uncover organisational needs and new opportunities	Ascertain organisational challenges and new opportunities through primary and secondary research	Performance Expectations (For legislated / regulated occupations)
			Utilise models and frameworks for identifying core challenges and areas of opportunities for the organisation	
			Gather insights on how users will engage with the organisation	
			Administer tests to validate hypotheses relating to the growth of the organisation	
	Conduct design research studies	Collect research data on consumers, competitors and market conditions using quantitative and qualitative research methods		
		Monitor the success of design research studies in close cooperation with stakeholders		
		Oversee the delivery of multi-disciplinary workshops for design research studies		
	Develop business models and design concepts	Design new products and/or services that differentiate the organisation from competition		
		Prototype new business ideas to test the viability of new products and/or services		
		Examine business model possibilities in accordance with established design concepts		
	Support strategic growth	Identify opportunities for complementary value creation		
		Source new innovations through researching and futuring activities		
		Evaluate impact of strategic initiatives in relation to organisational rules, policies and standards		
Skills & Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Behavioural Economics in Design	Level 3	Sense Making	Advanced
	Business Model Innovation	Level 3	Transdisciplinary Thinking	Intermediate
	Business Negotiation	Level 3	Creative thinking	Advanced
	Business Opportunities Development	Level 2	Problem Solving	Advanced
	Business Presentation Delivery	Level 3	Communication	Advanced
	Business Risk Management	Level 3		
	Change Management	Level 3		
	Conceptual Thinking	Level 3		
	Creative Entrepreneurship	Level 4		
	Critical Thinking	Level 3		
	Cultural Sensitivity for Design	Level 3		
	Data Analysis and Interpretation	Level 3		
	Data and Information Visualisation	Level 3		
	Design Thinking Practice	Level 3		
	Empathetic Design	Level 3		
	Facilitation	Level 3		
	Imagination and Exploration	Level 3		
Intellectual Property Management	Level 3			

	Market Research	Level 3	
	Product Management	Level 3	
	Proposal Writing Development	Level 3	
	Scenario and Strategic Planning	Level 4	
	Stakeholder Management	Level 3	
	Systems Thinking	Level 3	
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.