

SKILLS FRAMEWORK FOR DESIGN					
SKILLS MAP – LEAD STRATEGIST/LEAD BUSINESS DESIGNER					
Sector	Design				
Track	Innovation				
Sub-track	Strategy/Business Design				
Occupation	Design Professional				
Job Role	Lead Strategist/Lead Business Designer				
Job Role Description	The Lead Strategist/Lead Business Designer manages strategic planning activities to enhance the organisation's brands, products and/or services. He/She analyses market and competitive intelligence data to identify new opportunities for the organisation, and leads brainstorming sessions with stakeholders to harness solutions for the organisation. He proposes new design concepts in alignment with strategic goals, as well as new ventures for revenue generation. As a team lead, he coaches his junior team members, and works closely with a diverse group of stakeholders.				
	The Lead Strategist/Lead Business Designer possesses an in-depth knowledge of the organisation's business operations and its full value chain of activities. He can think strategically to develop strategic solutions or innovations that are grounded by user insights. In addition, he has excellent interpersonal and communication skills, and can lead interviews and presentations independently.				
Critical Work Functions and Key Tasks	Critical Work Functions	Uncover organisational needs and new opportunities	Key Tasks		Performance Expectations (For legislated / regulated occupations)
			Analyse market and competitive intelligence data to identify new opportunities for the organization		
			Reframe business problems using a design perspective		
			Facilitate workshops with stakeholders for understanding the organisation's challenges and changes		
	Conduct design research studies	Articulate business hypotheses for testing and validation			
		Lead brainstorming sessions with stakeholders to gather insights to harness solutions			
		Develop materials for process owners to execute design research studies			
	Develop business models and design concepts	Define scope, briefs and approaches for design research studies in collaboration with stakeholders			
		Design fitting business models to align with new and evolved products and/or services			
		Simulate the impact of new products and/or services on the organisation's business models			
	Support strategic growth	Propose new design concepts in alignment with strategic and organisational goals			
		Evaluate new growth options within current product, service and/or brand offerings			
		Propose new ventures for revenue generation			
	Influence organisational development	Design internal tools and processes to achieve organisational commercial objectives			
		Provide technical guidance to various functions for the implementation of new strategic initiatives			
		Provide feedback to direct reports and junior team members			
Skills & Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)		
	Behavioural Economics in Design	Level 4	Sense Making	Advanced	
	Business Model Innovation	Level 4	Transdisciplinary Thinking	Intermediate	
	Business Negotiation	Level 4	Creative thinking	Advanced	
	Business Opportunities Development	Level 3	Resource Management	Basic	
	Business Presentation Delivery	Level 4	Problem Solving	Advanced	
	Business Risk Management	Level 4			
	Change Management	Level 4			
	Conceptual Thinking	Level 4			
	Contract Development and Management	Level 4			
	Creative Entrepreneurship	Level 4			
	Critical Thinking	Level 4			
	Cultural Sensitivity for Design	Level 4			
	Data Analysis and Interpretation	Level 4			

	Data and Information Visualisation	Level 4	
	Design Thinking Practice	Level 5	
	Empathetic Design	Level 4	
	Facilitation	Level 4	
	Imagination and Exploration	Level 4	
	Intellectual Property Management	Level 4	
	Market Research	Level 4	
	Product Management	Level 4	
	Proposal Writing Development	Level 4	
	Scenario and Strategic Planning	Level 5	
	Stakeholder Management	Level 4	
	Systems Thinking	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.