

SKILLS FRAMEWORK FOR DESIGN SKILLS MAP – HEAD OF STRATEGY					
<b>Sector</b>	Design				
<b>Track</b>	Innovation				
<b>Sub-track</b>	Strategy/Business Design				
<b>Occupation</b>	Design Professional				
<b>Job Role</b>	<b>Head of Strategy</b>				
<b>Job Role Description</b>	The Head of Strategy oversees the development, communication and execution of strategic initiatives with the aim of winning new business for the organisation. He/She directs the alignment of research projects across multiple teams and stakeholders to strategic goals, and drives stakeholder understanding across the organization to facilitate strategy creation. He creates content and narration for presenting new business models, and designs strategic roadmaps for innovation and commercial activities. As a leader, he plays a crucial role in leading change management initiatives for the organisation.				
	The Head of Strategy's strong business and financial acumen enables him to meet and exceed the commercial objectives of the organisation. He possesses strong interpersonal and communication skills to interact with people across all levels. He is an independent thinker with the drive to propel the growth of the organisation. In addition, he is a visionary who inspires trust and confidence in others, leading others to readily adopt his insights and directives.				
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	Uncover organisational needs and new opportunities	<b>Key Tasks</b>		<b>Performance Expectations (For legislated / regulated occupations)</b>
			Conceive studies and experiments for uncovering new business ideas and concepts		
			Synthesise business strategies across multiple disciplines before testing and implementation of new ideas		
			Drive stakeholder understanding across the organization to facilitate strategy creation		
	Conduct design research studies	Translate research findings into cohesive strategies and solutions			
		Oversee the implementation of multiple design research studies			
		Drive the alignment of research projects to strategic goals, across multiple teams and stakeholders			
	Develop business models and design concepts	Conceptualise new design research studies			
		Define changes to organisational structures and strategic assets based on new business models and concepts			
		Create narratives for presenting new business models to senior management			
	Support strategic growth	Align new design concepts to strategic goals through consultation with senior management			
		Develop solutions for resolving the organisation's growth challenges			
		Design strategic roadmaps for innovation and commercial activities			
		Design new revenue streams by leveraging emerging technologies, new business models and differentiated consumer experiences			
	Influence organisational development	Mentor stakeholders through different phases of product and/or service development			
		Develop staff through capability development and coaching			
Develop on-the-job training programmes					
Facilitate hiring decisions for the organisation					
Lead change management initiatives					
<b>Skills &amp; Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>		
	Behavioural Economics in Design	Level 5	Transdisciplinary Thinking	Advanced	
	Business Model Innovation	Level 5	Decision Making	Advanced	
	Business Negotiation	Level 5	Creative thinking	Advanced	
	Business Opportunities Development	Level 4	Communication	Advanced	
	Business Presentation Delivery	Level 5	Problem Solving	Advanced	
	Business Risk Management	Level 5			
	Change Management	Level 5			
	Conceptual Thinking	Level 5			
Contract Development and Management	Level 5				

	Creative Entrepreneurship	Level 5
	Critical Thinking	Level 5
	Cultural Sensitivity for Design	Level 5
	Data Analysis and Interpretation	Level 5
	Design Sustainability and Ethics Management	Level 5
	Design Thinking Practice	Level 6
	Emerging Technology Synthesis	Level 5
	Empathetic Design	Level 5
	Facilitation	Level 5
	Imagination and Exploration	Level 5
	Intellectual Property Management	Level 5
	Market Research	Level 5
	Product Management	Level 5
	Proposal Writing Development	Level 5
	Scenario and Strategic Planning	Level 6
	Stakeholder Management	Level 5
	Systems Thinking	Level 5

<b>Programme Listing</b>	For a list of Training Programmes available for the Design sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/design">www.skillsfuture.sg/skills-framework/design</a>	
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The information contained in this document serves as a guide.