

# UX For Leaders

**1 DAY | 8 HRS | IN PERSON**

## PROGRAM GOAL

Raise the profile of UX design teams in the crucial role they play in meeting and exceeding business outcomes. Help executives justify investment in UX by translating how design practices impact users and bottom-line margins.

## LEARNING OBJECTIVES

By the end of the program, participants will be able to:

- Evaluate the strengths and weakness of current UX performance within the business
- Calculate the ROI of design tasks
- Identify future UX investment opportunities
- Recognize behaviors leaders can demonstrate to advocate for users across non-design teams.

## MEASURING SUCCESS

% increase in UX investment (i.e. skills development / accessing users)

## AUDIENCE

Executives justifying the investment and resources of UX teams

DAY 1	
9.00-10.30am	<b>UX Beyond The Interface</b> Participants review the main UX disciplines that contribute to successful UX design teams and evaluate the strengths and weakness of current digital products.
Break (15 min)	
10.45-12.30pm	<b>Mapping ROI to UX</b> Participants review how to justify UX budget to investors by calculating ROI and attributing design tasks to bottom-line margins.
Lunch (60 min)	
1.30-2.45pm	<b>Seeing The Potential In UX Trends</b> Participants explore industry trends to evaluate the future impact of UX on the business and identify new investment opportunities.
Break (15 min)	
3.00-4.30pm	<b>Driving UX Leadership</b> Participants review what they can do as leaders to drive success in UX teams and advocate for the 'end-user' in non-design teams.
Bring It Home (30min)	

