

02

---

# Process

Going from 0 to 1

---

# My role as Head of Design

## Management

---

1. Shared sense of purpose
2. Focused, empowered leadership
3. Authentic user empathy
4. Understand, articulate and create value

## Output

---

5. Support the entire journey
6. Deliver at all levels of scale
7. Establish and uphold standard of quality
8. Value delivery over perfection

## Stakeholders

---

9. People focus approach
10. Build a safe and health feedback environment
11. Foster a collaborative environment
12. Manage operations effectively