

New on the Job: Your First 90 Days in a Design Leadership Role

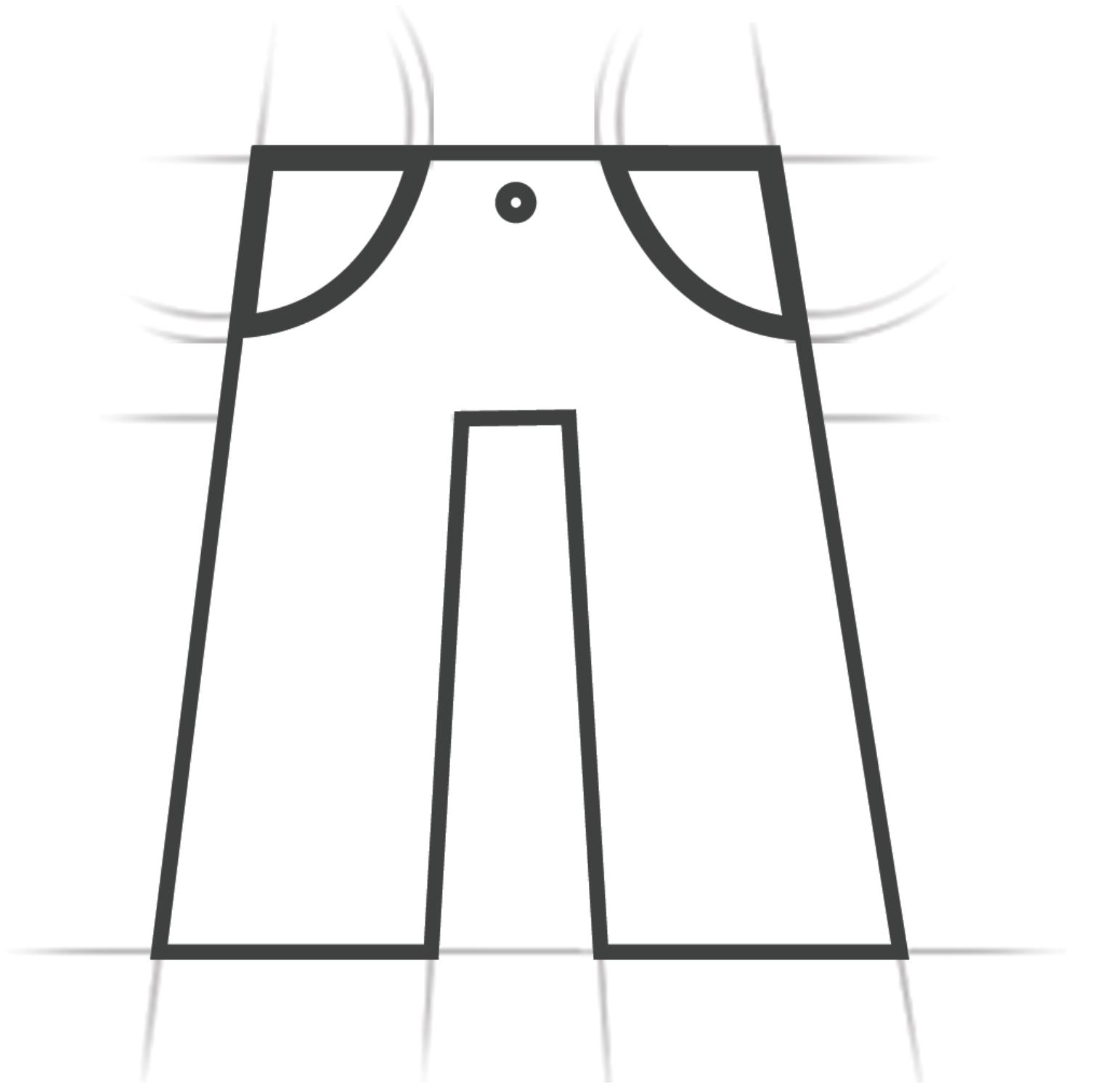
Andrea Mignolo | @pnts
Leading Design Conference



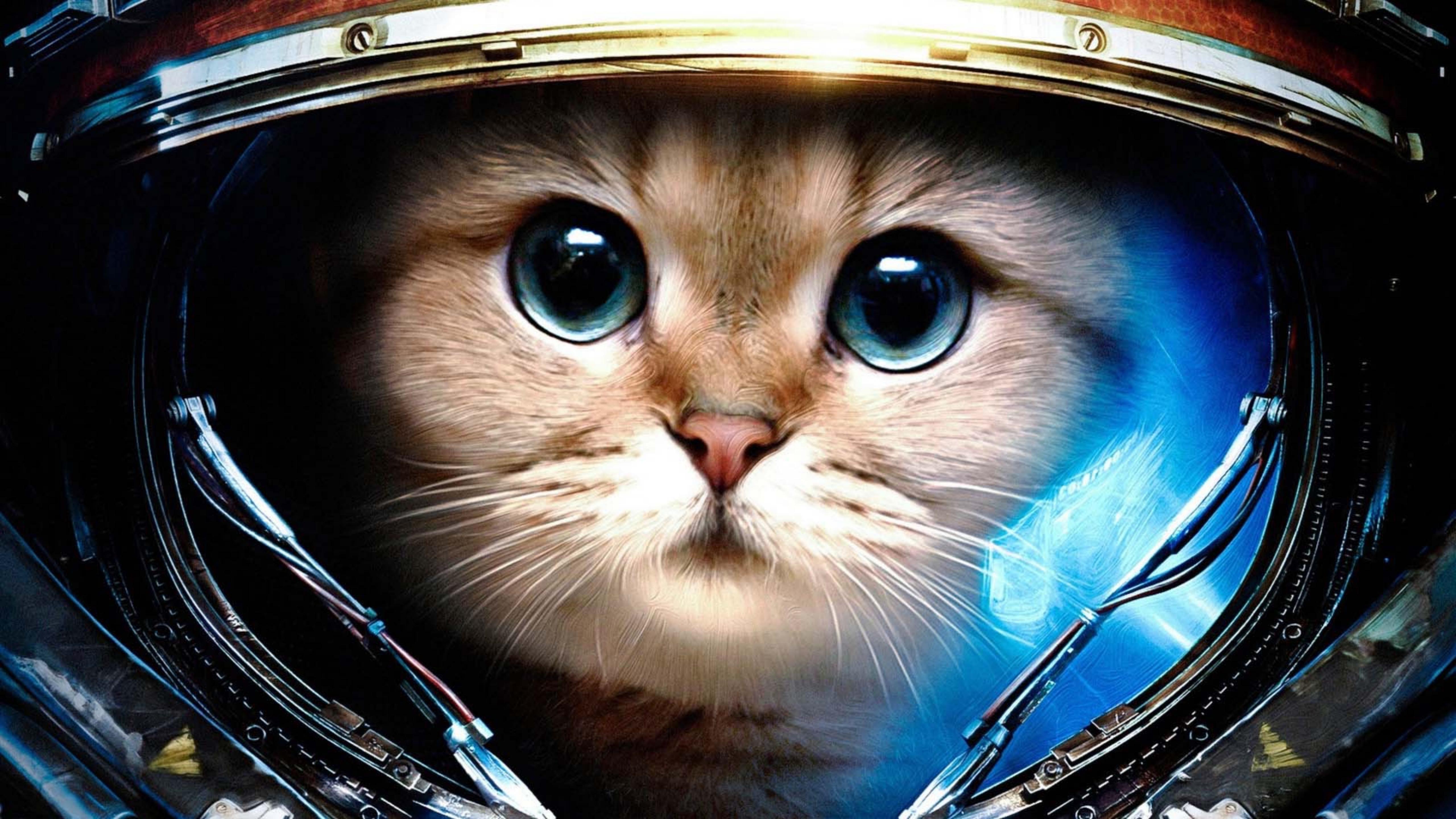
Hi.

Congratulations.





@pnts

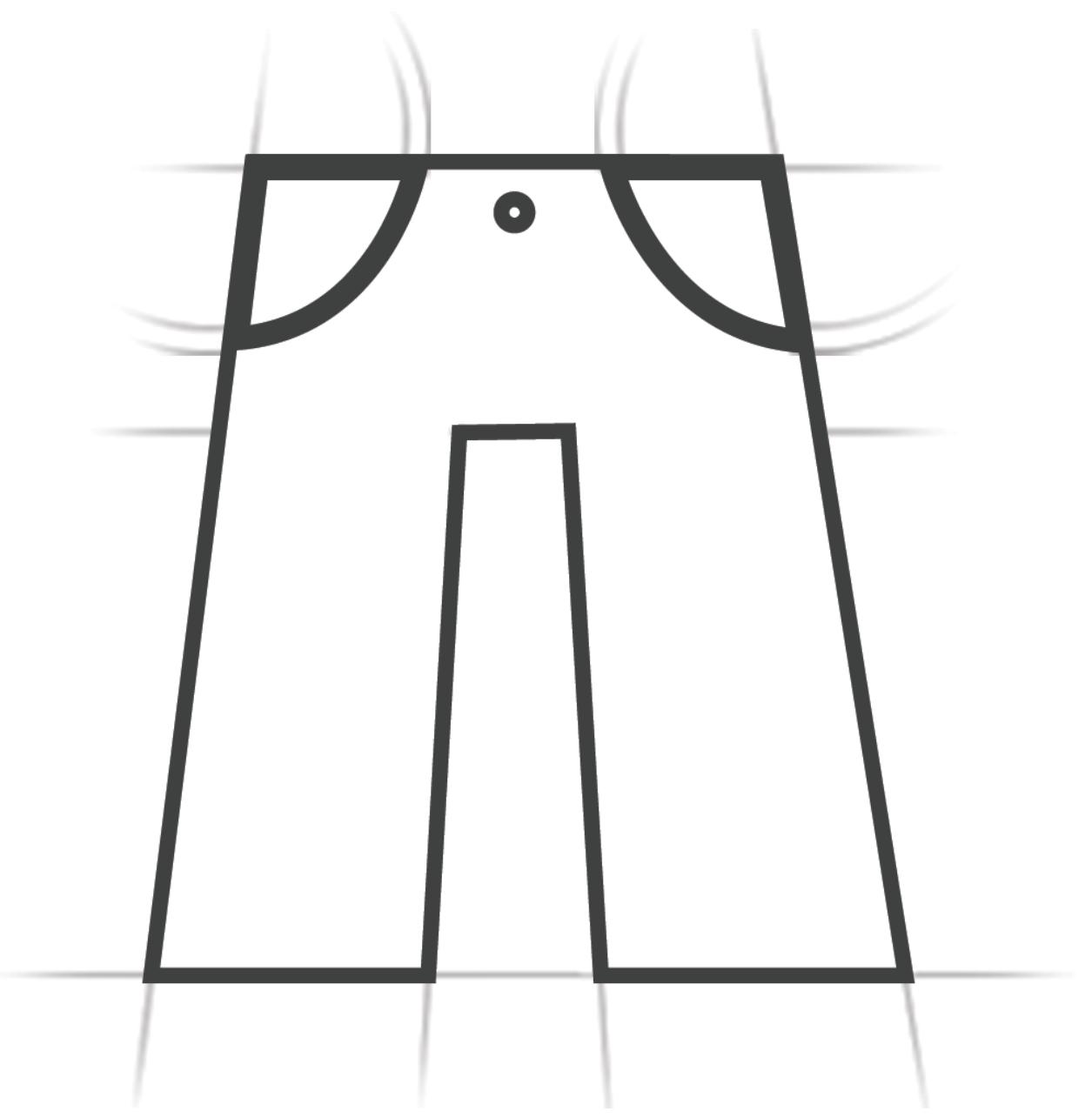


A string of approximately ten salted pretzels hangs vertically from a thin, light-colored twine. The pretzels are arranged in a zig-zag pattern, with some overlapping. They are positioned on the left side of the frame, against a rustic wooden background with visible grain and blue paint.

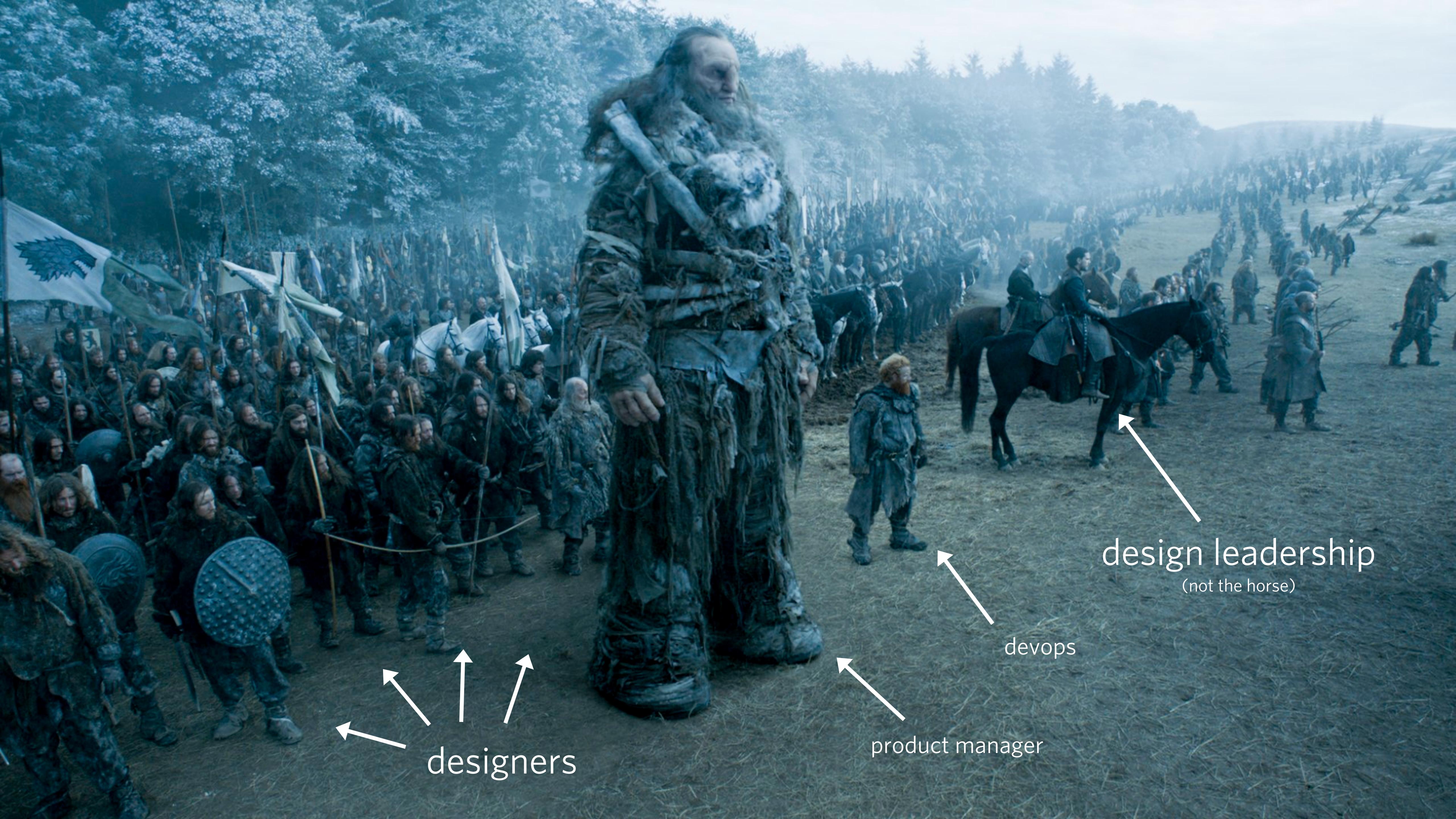
Yes, even pretzels on a rope on a
rustic wooden background.



- 10 -







designers

product manager

devops

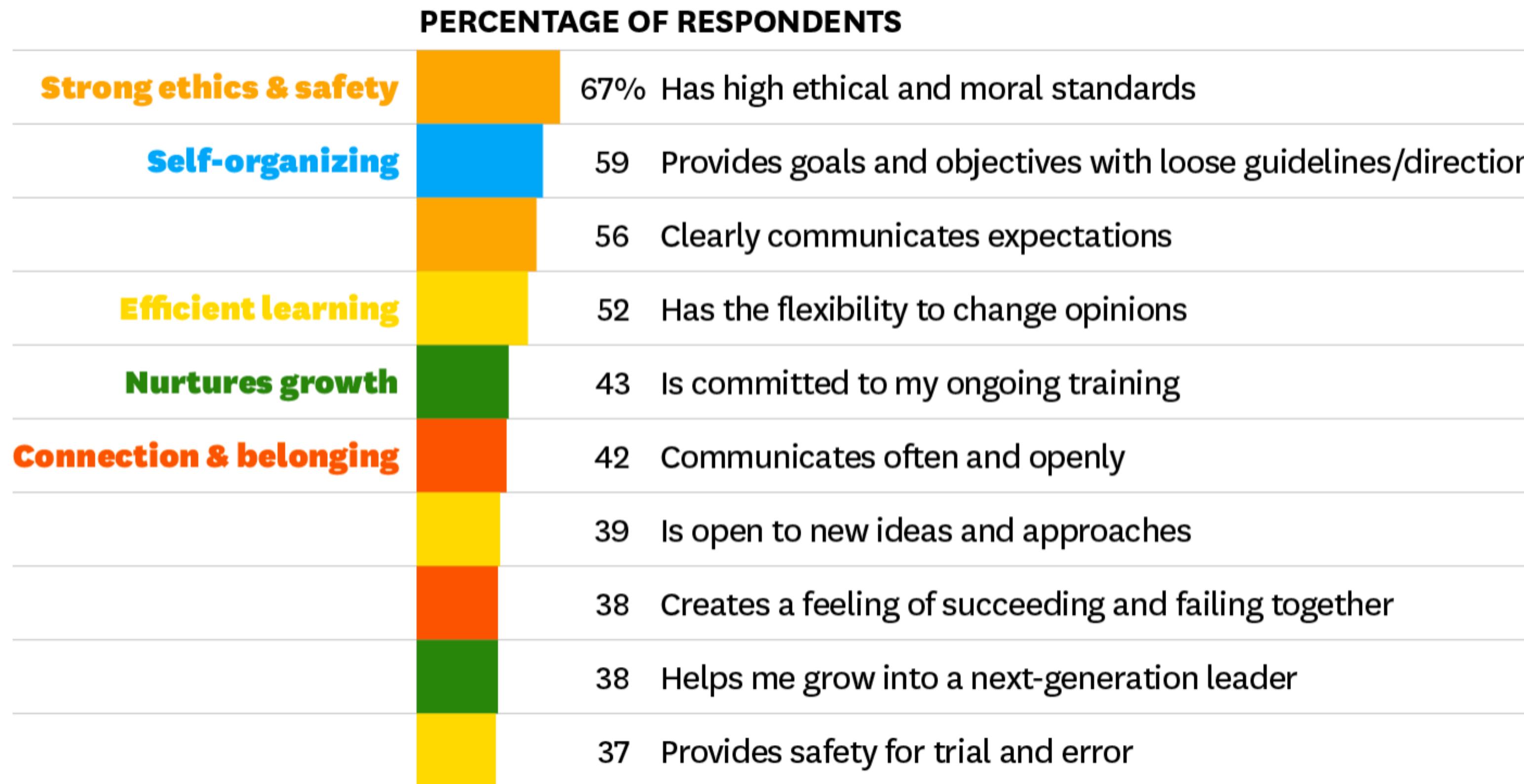
design leadership
(not the horse)





The Top 10 Leadership Competencies, Grouped Into Five Themes

When 195 global leaders were asked to rate 74 qualities, these rose to the top.



SOURCE SUNNIE GILES

© HBR.ORG

<https://hbr.org/2016/03/the-most-important-leadership-competencies-according-to-leaders-around-the-world?>



WORLD
WARCRAFT
THE BURNING CRUSADE

© 2009 Blizzard Entertainment, Inc. All rights reserved.



GOOD DESIGN:

Thoughtful.
Serves people.
Appropriate.
Empathy.
Intentional.
Vision.
Collaborative.

GOOD LEADERSHIP:

Thoughtful.
Serves people.
Inspiring.
Empathy.
Motivating.
Vision.
Collaborative.

“Designers can design a solution
to a problem, but they can’t
design a solution to a
disagreement.”

- Mike Montiero

Ah-ha.



204

“My primary purpose for twenty-eight years has been to lengthen and lower the American automobile, at times in reality and always at least in appearance. Why? Because my sense of proportion tells me that oblongs are more attractive than squares.”

- Harley Earl



What is your vision for design?

What do you believe?

What is your north star?

What do you know?

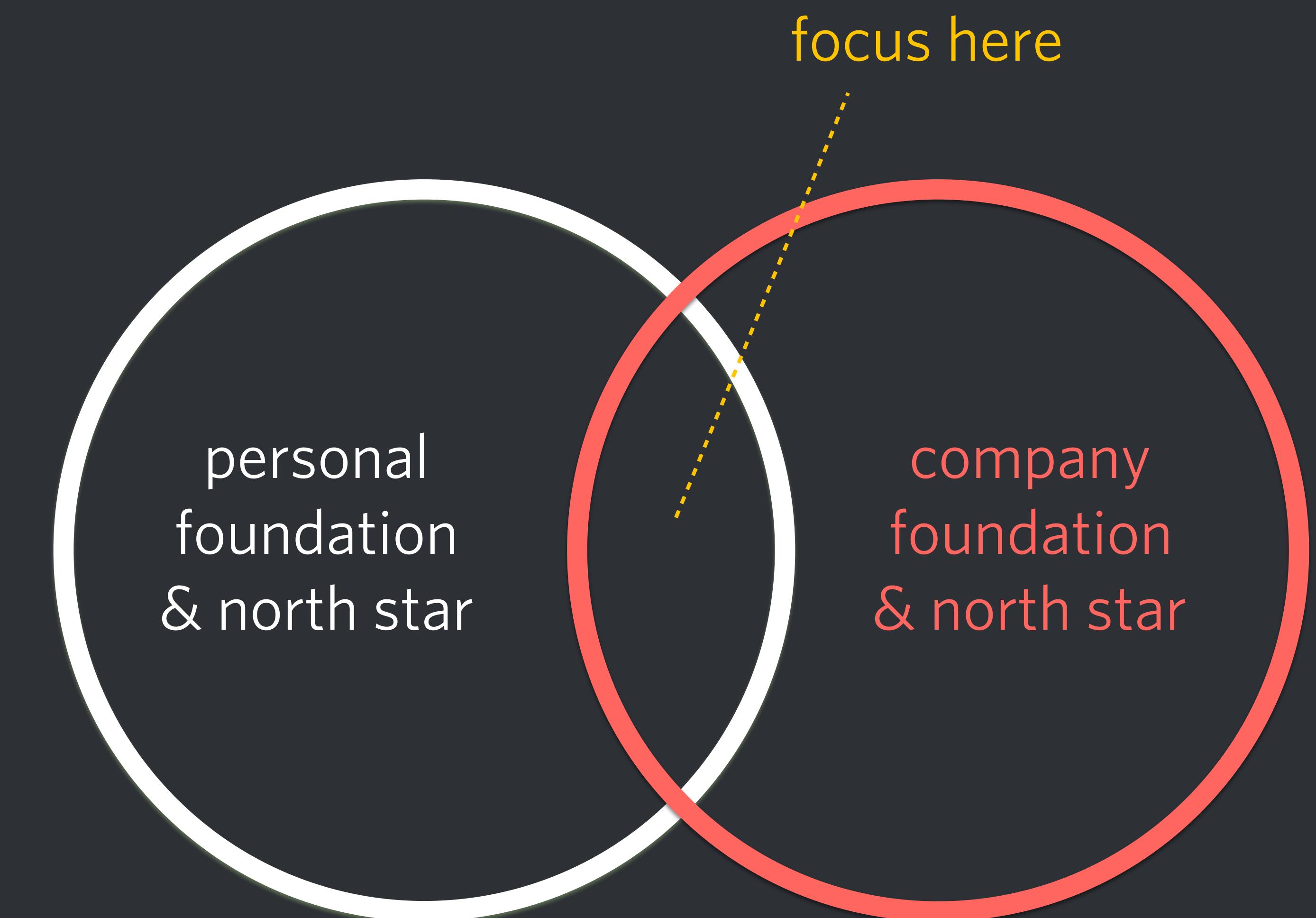
What don't you know?

How can you minimize the delta?

What information is publicly available?

What did you learn in your interview?





30/60/90

~~30/60/90~~

10/10/40/30

The Pregame

10/10/40/30



Leading Design - New on the Job: Your First 90 Days in a Design Leadership Role

@pnts

NEW



My Drive



Shared with me



Recent



Google Photos



Starred



Trash

3 GB of 15 GB used



Upgrade storage

Name ↑

3 Week Reflection Point

30/60/90

Journal

Personal Inquiries

Prior to Start

Process

Questions

Team and Hiring

Values

Vision

A stack of four chocolate raspberry bars on a white plate, garnished with raspberries and mint leaves.

the board

the executive team

the company

the design team

colleagues

departments

the public

your parents





The Critical 10

10/10/40/30









A stack of four chocolate raspberry bars on a white plate, garnished with raspberries and mint leaves.

the board

the executive team

the company

the design team

colleagues

departments

the public

your parents

Making Moves

10/10/40/30





$$\frac{(\text{credibility}) + (\text{reliability}) + (\text{intimacy})}{(\text{self-orientation})}$$

<http://trustedadvisor.com/why-trust-matters/understanding-trust/the-trust-quotient-and-the-science-behind-it>

team!



Want to know the future?

NAME Andrew Ferenci

EMAIL* Andrew.ferenci@gmail.com

COMPANY* ME

ARE YOU THE JELLY TO OUR PEANUT BUTTER?

is it crunchy? I hope its crunchy...]

LET ME IN ON THIS JAM



Andrew N. Ferenci
@aferenci

Follow

love the questions on the [simplereach.com](#) sign up page. cc/
[@SimpleReach](#) [@edwkim](#) [@birsic](#)

2:02 PM - 11 Apr 2013



OVERVIEW[Product](#)[Resources](#)[Partners](#)[Blog](#)**ABOUT US**[Team](#)[Press](#)[Careers](#)[Contact](#)**SOCIAL**[Twitter](#)[Facebook](#)[Linkedin](#)[Pinterest](#)

HQ

636 Avenue of the Americas
6th Floor
NYC, NY 10011



[Security](#) [Terms of Service](#) [Privacy Policy](#) [Service Privacy Policy](#) Copyright ©2010-2016 Movable Ink.



Kanban

Jira

Asana

Clubhouse

Trello

Slack

Basecamp

Waterfall

Breeze

Hip chat

Agile

Lean

Pivotal Tracker

Pairing



Care[♥]Bears®

Sharing
is Caring

A stack of four chocolate raspberry bars on a white plate, garnished with raspberries and mint leaves.

the board

the executive team

the company

the design team

colleagues

departments

the public

your parents

To Infinity and Beyond

10/10/40/30

“You never change things by fighting
the existing reality. To change
something, build a new model that
makes the existing model obsolete.”

- Buckminster Fuller





KEEP
CALM
AND
MAKE THINGS
~~PRETTY~~



KEEP
CALM
AND
~~MAKE THINGS~~
~~PRETTY~~

1. Foundations
2. The Pre-game
3. The Critical 10
4. Making Moves
5. To Infinity & Beyond

1. Buy-in
2. Credibility
3. Trust
4. Communication
5. Ah-ha moments

A stack of four chocolate raspberry bars on a white plate, garnished with raspberries and mint leaves.

the board

the executive team

the company

the design team

colleagues

departments

the public

your parents

Thank You

@pnts