

WDO — Design for a better world



**WORLD
DESIGN
CORPORATE
CIRCLES** —

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Design for a better world



WORLD DESIGN CORPORATE CIRCLES

WDO's WDCC programme is an information and networking platform for C-Level design professionals that aims to provide a unique leadership experience to engage with similar global professionals to share best practices, challenges and solutions to roadblocks.





Bringing together like-minded industry professionals, WDO aims to help break the isolation of high-level corporate designers and provide an outlet that will inform and shape your strategies and help spread the design culture across other departments within your own organization

LEARNINGS

World Design Corporate Circles™ are designed to help you discover new opportunities to shape or improve your own activities

- Learn how others effectively promote and communicate the fundamental values of design to bridge the gap with senior management and across departments





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EXCHANGES

- Address your top challenges, exchange innovative ideas and learn from others' successes and failures
- Exchange design tools and methods for mutual benefit across different sectors
- Work on joint projects with industry peers to help drive social change and enhance business practices

OUTCOMES

- Integrate design and designers into your organization with other functional areas
- Identify ways to disseminate design throughout organization to nurture their culture
- Gain inspiration from others that share common vision and struggles



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OTHER BENEFITS

- Experience an open and constructive platform for sharing
- Access and build a body of knowledge
- Gain real-time intelligence and executive level insights
- Benchmark KPIs, processes, good practices and tips
- Access privileged information to meet your organizational goals
- Build a network of high-profile designers and organizations
- Strengthen social relationships among participants



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ASPIRE
SUCCESES
LEADERSHIP
DESIGN
EXCHANGE
COLLABORATE
GATHER INTERACT
VISIT SHARE CRITICAL ISSUES
INSPIRE WORKSHOP
EXCLUSIVE COMMUNICATE
CONFIDENTIAL
KNOWLEDGE

WHO IS THIS FOR

- Global WDO Corporate Members with a desire to share and learn from each other
- C-Level designers that want to improve the way design is adopted, developed and implemented in their organizations
- Designers that believe that we can 'design a better world' and leverage design to solve critical issues





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HOW IT WORKS

WDO's corporate circles are professionally facilitated sessions:



Each circle comprises 8 non-competing companies from diverse sectors and international regions



Circles are 1 to 2 day events, hosted once by each member of the Circle



Circle participants propose the agenda – a combination of workshops and site visits



Confidential discussions and interactive exchanges



Building a body of knowledge. WDO will provide an internal report of each meeting



3 year commitment, including annual fee of 15,000 euros

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One of the greatest values I find in WDO is to get the opportunity to meet like-minded people to discuss design issues and culture.

- Denys Lapointe, Vice President Design & Innovation, BRP





World Design Corporate Circles™ aim to bring together brands such as:

