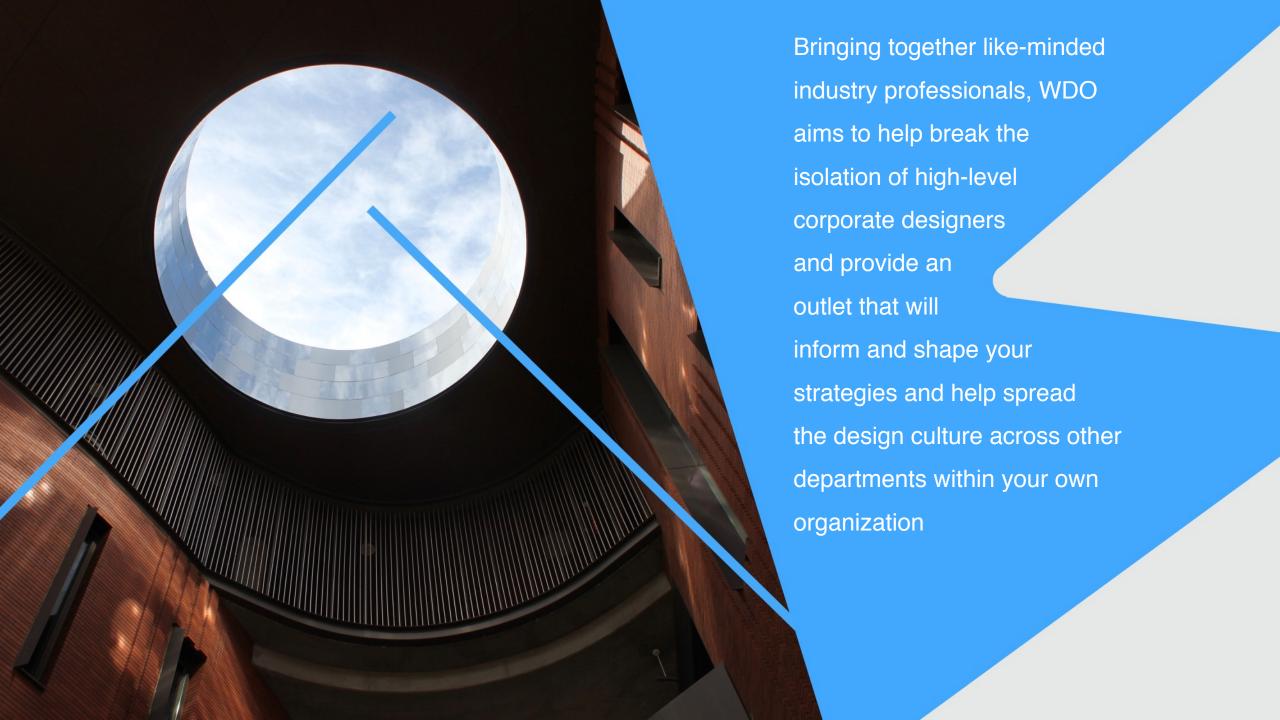


## Design for a better world



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.





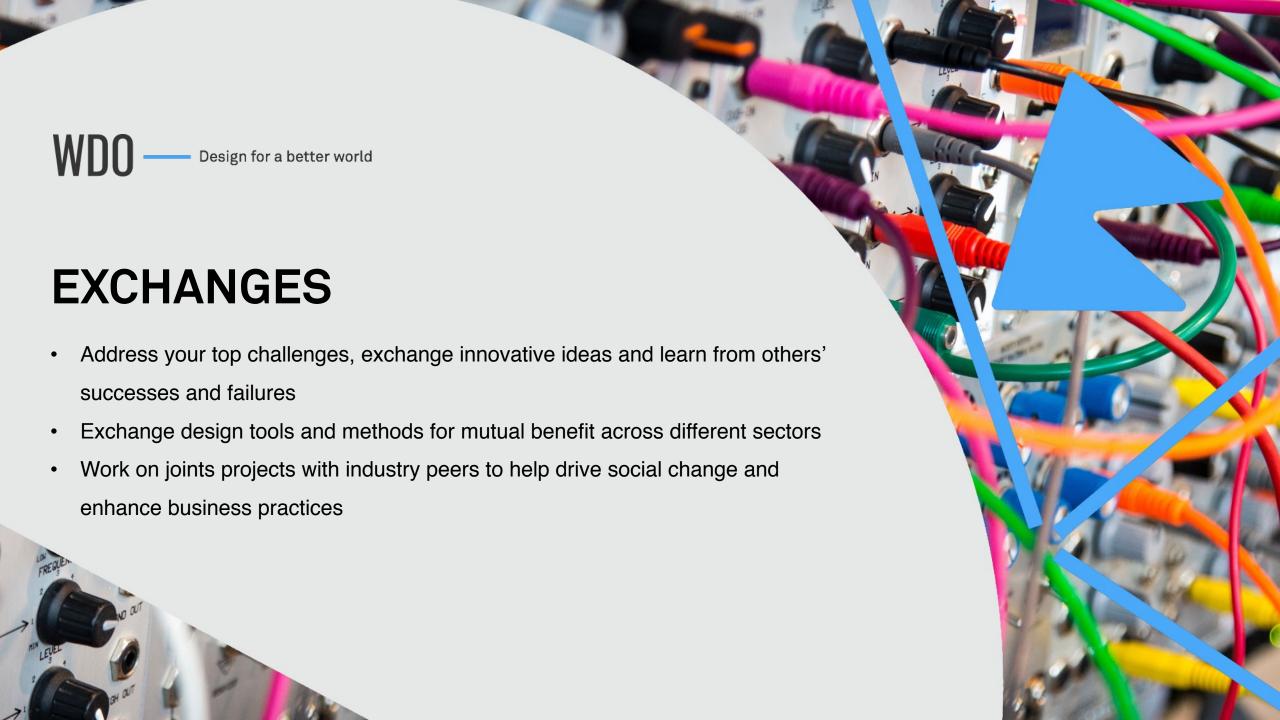


#### **LEARNINGS**

World Design Corporate Circles<sup>™</sup> 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







## **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





#### 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



Design for a better world



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





# WORLD DESIGN CORPORATE CIRCLES —

#### **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



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

# WDO — Design for a better world

#### World Design Corporate Circles<sup>™</sup> aim to bring together brands such as:



























