



# Developing the Next Generation of Strategic, Design-Minded Leaders

A transformational journey for emerging professionals in design, product, innovation, and strategy to grow their leadership identity, influence, and impact.



# Why This Fellowship Exists



**The future of leadership  
requires people who can:**

- Think **creatively and strategically**
- See **systems, patterns, and opportunities**
- Navigate **ambiguity and change**
- Lead with **empathy, clarity, and influence**
- Communicate across **design, business, and technology**



# Who Is This Programme For



**Leaders and managers with 5–10 years' experience who:**

- Are stepping into **bigger leadership responsibilities**
- Want to **strengthen their strategic, systems, and change leadership skills**
- Believe in **design, creativity, and human-centred thinking** as strategic value
- Lead or collaborate with **creative, product, CX, innovation, or interdisciplinary teams**
- Want to grow in presence, confidence, and influence
- Are navigating more complex decisions, stakeholders, and environments

**This includes:**

- Designers moving into leadership roles
- Product owners & strategists
- CX/UX professionals
- Innovation & transformation managers
- Creative leads
- Cross-functional managers who value design thinking

# Challenges You Might Be Facing



**As you take on bigger leadership responsibilities, you may be experiencing:**

- The shift from doing the work to leading the work
- Increasing expectations to think strategically, not just deliver
- Difficulty articulating design's business value to senior stakeholders
- Needing to influence without formal authority across cross-functional teams
- Feeling stretched by ambiguity, complexity, and constant change
- Balancing leadership duties with daily execution
- Wanting stronger leadership presence, confidence, and clarity
- Navigating organisational dynamics while advocating for design

# Why This Fellowship Exists



Design leadership is no longer optional. It is a **strategic advantage**.  
This fellowship helps emerging leaders make the shift from:

**Execution → Strategy**

**Craft → Influence**

**Doing → Leading**

# The Leadership Capability Model



## What you will grow in this programme:

### 1. Translating Strategy into Execution

- Turning ambiguity into clarity
- Structuring briefs, roadmaps, and direction
- Leading teams with alignment & focus

### 2. Personal Leadership Identity & Confidence

- Vertical development & inner leadership
- Sensemaking under pressure
- Authenticity & presence

# The Leadership Capability Model



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**What you will grow in this programme:**

## **3. Leading Change in Ambiguous Environments**

- Adaptive leadership
- Stakeholder alignment
- Transition & resilience

## **4. Business Acumen & Strategic Framing**

- Value creation
- ROI thinking
- Business model literacy
- Strategic communication

# Programme Journey (8 Sessions)



**A transformative journey to build leadership from the inside out.**

<b>13 Mar 2026 (Fri)</b> <b>9:00 AM – 12:30 PM</b>	<b>Session 0 - Welcome &amp; Orientation</b> How do we begin this journey together with intention? Sets tone, expectations, cohort identity, and leadership mindset.
<b>20 Mar 2026 (Fri)</b> <b>9:00 AM – 5:00 PM</b>	<b>Session 1 - Reframing Leadership: Designing the Self Within</b> Who am I becoming as a leader? Identity, meaning-making, vertical development, leadership mindset.
<b>27 Mar 2026 (Fri)</b> <b>9:00 AM – 12:30 PM</b>	<b>Session 2 - Navigating Disruption: Becoming Future-Ready</b> How do I prepare myself to lead in a changing future? Futures, signals, disruptions, opportunity spaces, strategic foresight.
<b>17 Apr 2026 (Fri)</b> <b>9:00 AM – 12:30 PM</b>	<b>Session 3 - Seeing Systems: Connecting Design with Strategic Impact</b> How does the system around me work, and where can I create impact? Systems maps, leverage points, ecosystem understanding, sensemaking.

# Programme Journey (8 Sessions)



**A transformative journey to build leadership from the inside out.**

<b>27 Apr 2026 (Mon)</b> <b>9:00 AM – 12:30 PM</b>	<b>Session 4 - Framing Strategy: Translating Design into Business Value</b> How do I show the strategic and business value of my work? Value creation, business models, strategy framing, communication.
<b>15 May 2026 (Fri)</b> <b>9:00 AM – 12:30 PM</b>	<b>Session 5 - Driving Change: Shaping Influence and Action</b> How do I influence others and lead change effectively? Change journeys, stakeholder influence, transitions, narrative shaping.
<b>29 May 2026 (Fri)</b> <b>9:00 AM – 5:00 PM</b>	<b>Session 6 - Becoming Visible: Integrating Growth, Leading Forward</b> How do I show up as a confident and credible leader? Presence, communication, credibility, final project pitch.
<b>12 Jun 2026 (Fri)</b>	<b>Graduation &amp; Leadership Showcase</b> How do I step forward and share my leadership with the community? Leadership visibility, lightning talks, community engagement, ceremony.

# Coaching & Individual Leadership Support



To enable personalised transformation and targeted leadership growth, all participants will receive two **1:1 coaching sessions** delivered by certified and accredited leadership development coaches:

## Coaching Touchpoint 1 (Post-Session 2)

- Clarify your leadership identity and future-readiness needs.
- Define key development goals.
- Commit to experiments to initiate change.

## Coaching Touchpoint 2 (Post-Session 5)

- Reflect on outcomes from your initial leadership experiments.
- Identify opportunities to broaden your leadership impact across your system or community.
- Develop a milestone-based development plan and determine ongoing professional support needs.

# Coaching & Individual Leadership Support



**Additionally, all participants will receive:**

## **Peer Learning (across sessions)**

Participants engage in facilitated peer reflection to reinforce learning and leadership presence.



# Mini-Capstone Project



**A team-based strategic concept aligned to Singapore's:**

- Digital economy
- Sustainable economy
- Caring economy

**You will:**

- Identify opportunity spaces
- Conduct ecosystem & stakeholder mapping
- Frame strategic direction
- Craft value models
- Build influence & communication strategy

# What Makes This Fellowship Different



**More than skills – it develops leadership capacity.**

**You will learn through:**

- Vertical development teachings
- Strategic framing & business logic
- Systems thinking and futures work
- Embodied leadership practices
- Coaching & reflection
- Team-based strategic projects
- Industry speakers & real-world context
- A public graduation showcase

# What You Will Walk Away With



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By the end of the fellowship, you will have:

- A clearer **leadership identity and narrative**
- Confidence to speak the language of **business and strategy**
- Tools to influence stakeholders and lead change
- A systemic lens for problem solving
- Strategic communication & pitch readiness
- A final industry-facing project
- Stronger presence, clarity, and leadership capacity

# What You Will Walk Away With



And most importantly,

**A deeper sense of who  
you are as a leader —  
and who you are becoming.**

# Additional Programme Benefits



## Guest Speakers

Insights from senior leaders across design, innovation, sustainability, and business.

## Lunchtime Leadership Talks

Short sessions on emerging trends, AI, futures, innovation culture, and ethical leadership.

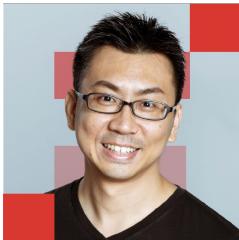
## Studio Visit/Mission Trip (Optional)

Exposure to real-world design leadership practices and organisational cultures.

# Who You'll Learn From



## Facilitators



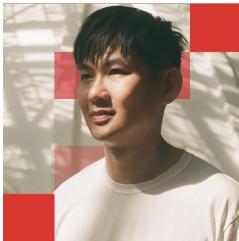
Hong Khai Seng  
Founder & Director, Studio Dojo



Low Cheaw Hwei  
Principal Consultant (Independent)



Andrew Pang  
Founder, Lavaworks



Keith Oh  
Head of Product Design, Carousell



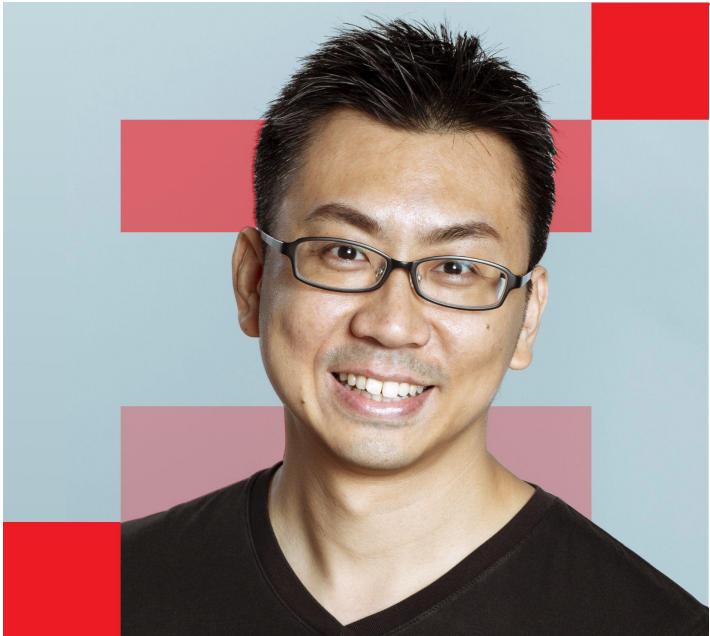
Bhavna Singhal  
Founder & CEO, RGBx

## Multiple facilitators who specialise in:

- Strategy & business design
- Leadership psychology & identity
- Systems thinking & futures
- Creative leadership & innovation
- Change leadership
- Communication & visibility

Plus: Guest speakers from industry & practice.

# Profile - Facilitators

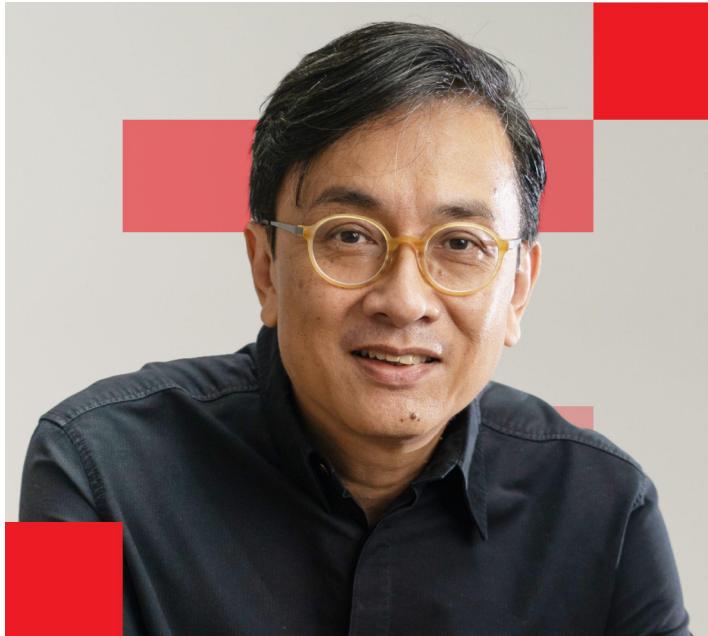


As President of the Design Business Chamber Singapore, Chairman of the Singapore Good Design (SG Mark) Awards, and Founder of Studio Dojo, **Khai Seng** brings over 20 years of experience in design leadership, education, and coaching. He has led transformation initiatives, taught design at Republic Polytechnic, and contributed to the growth of Singapore's UX community.

He believes great design should drive sustained impact and cultural change, an ethos shaped by his certification as an Integral Coach with New Ventures West. A SkillsFuture Fellow and member of the DesignSingapore Council's Design Education Advisory Committee, he champions lifelong learning and design-led progress.

**Hong Khai Seng**  
Founder & Director, Studio Dojo

# Profile - Facilitators



**Cheaw Hwei** was the Head of Design for Philips in Asia and Head of Government and Public Affairs for Philips in Singapore. While he was on the Philips ASEAN Pacific management team, Cheaw Hwei oversaw the overall direction of Philips Design in the region, leading the company through a design transformation as Philips – a leader in healthcare technology – moved towards experience and solutions-based innovation.

A respected industry practitioner, he has served as board member for various design platforms such as the DesignSingapore Council, Singapore Design Masterplan 2025 Committee and Committee for Future Economy for innovation and capability development, and has judged at international design competitions.

He is also a frequent speaker at international design and innovation forums and was recently awarded the Public Service Medal for his contribution to design education.

**Low Cheaw Hwei**  
Principal Consultant (Independent)

# Profile - Facilitators



**Andrew Pang**  
Founder, Lavaworks

**Andrew** is the founder of leading business design consultancy - Lavaworks. For more than a decade (until 2017), he also managed Egg Creatives - an integrated design agency with presence in Singapore and China.

Having helmed the DBCS from 2018 to 2021, he now serves as the Chamber's Presidential Advisor. Andrew co-chaired in DesignS- an alliance of Design Associations in Singapore. He was also a board member of the Scientific Advisory Board of Singapore University of Technology and Design- MIT International Design Centre.

A strong advocate of the local design industry, he served as an active member in other Design-related bodies/committees such as the Singapore Furniture Industries Council (SFIC), DesignSingapore Council Industry Development Panel and the Board of Examiners for the Building and Construction Authority (BCA). It was during the time he served on the board of SFIC that Andrew co-founded SingaPlural- the anchor event for Singapore Design Week from 2012 to 2018.

# Profile - Facilitators



**Keith** is curious about how technology shapes everyday life. With a background spanning design, psychology and engineering, he aims to create meaningful products, services and experiences. His work spans industries including defence, healthcare, finance, entertainment and public service.

Keith is currently Head of Product Design at Carousell, where he leads efforts to inspire a world where secondhand is the first choice. He also serves as Honorary Secretary of the Design Business Chamber Singapore, supporting the growth of the local design community.

## Keith Oh

Head of Product Design, Carousell

# Profile - Facilitators



**Bhavna** has worked on large scale architecture and interior design projects ranging from institutional, commercial, retail to residential projects throughout Asia and the Middle East.

She is an architecture graduate with master degrees in Business Administration and Marketing; she has in-depth experience in design consultancy, project management and luxury goods industry. Her diverse work experience and broad educational background enables her to merge architectural design with business strategies to produce holistic, client focused solutions.

With her problem solving skills, and hands-on experience, Bhavna can address the demanding needs of any project at any phase. She takes a creative and adaptable approach in a complex and continuously changing environment.

## Bhavna Singhal

Founder & CEO, RGBx

# Profile - Coaches



## Felicia Lauw

PCC, (ICF), EMCC Accredited Coach,  
Master Practitioner, Accredited Supervisor ESIA

**Felicia** is an executive coach, facilitator, coach mentor, supervisor and seasoned change management practitioner with over 30 years in business and organisational transformation, and 18 years of professional coaching experience. She partners with C-suites, senior leaders and key managers across global FMCG, finance, high tech, hospitality, logistics and local non-profit sectors, supporting them to lead with clarity, resilience and systemic impact.

With a background in Computer Science and 15 years in management consulting with Accenture, DBS Bank and Capgemini, Felicia has extensive experience leading global, virtual teams and navigating complex, multicultural environments. She later served as VP of Technology Services in China, rapidly scaling a team from 50 to 250.

An EMCC Master Coach and Supervisor, and an ICF PCC since 2010, Felicia has accumulated over 5,500 coaching hours across 40 countries. Her integrative approach draws on mindfulness, neuroscience, leadership embodiment, Gestalt relational dynamics and Integral Theory to help leaders expand awareness, self-support and sustainable performance.

# Profile - Coaches



## Heng Teng Teng

PCC, (ICF), EMCC Accredited Coach,  
Senior Practitioner

**Teng Teng** is an experienced PCC-credentialed coach with over 3,000 coaching hours certified by the International Coach Federation. Trained in coaching supervision by the Coaching Supervision Academy (UK), she has spent more than a decade supporting leaders through transformative development. Her approach integrates insights from adult development theory, social and business sciences, neuroscience, and mindfulness.

Teng Teng has coached Senior Managers through Region Heads across Fortune 500 companies, government agencies, and statutory boards, helping them build the mental capacity to navigate complexity, think systemically, and lead more effectively. She creates a safe, reflective space that enables leaders to deepen awareness, reframe limiting patterns, and design new behavioural experiments that strengthen their leadership impact.

With more than 25 years in culture and human development, Teng Teng brings practical experience in organisational transformation, cross-regional collaboration, and fostering high-engagement workplaces. She also serves as a Coach Mentor with BTS, a leading global coaching organisation.

# What To Expect



## Your Total Experience & Time Commitment

### Facilitated Workshops

~35 hours across 8 sessions

### Reflection & Self-work

6-8 hours

### 1:1 Coaching

2.5 hours

### Mini-Capstone Project

9-12 hours

# The Journey Ahead...



- A community of peers
- A space to grow
- A strategic project
- 1:1 coaching
- A graduation showcase
- A shift in your leadership identity

**Your future leadership starts **here**.**





**Be the leader the future demands. Start your transformation today.**

Website: <https://futureleaders.dbcsingapore.org/>

Email: [info@dbcsingapore.org](mailto:info@dbcsingapore.org)

Phone: +65 8829 2990



# Coaching & Individual Leadership Support



To support deep, personal transformation, all participants receive:

## 1. Two 1:1 Coaching Touchpoints

Conducted by certified leadership development coaches:

- Touchpoint 1: After Session 2  
(identity + developmental goals)
- Touchpoint 2: After Session 5  
(Influence readiness)

Coaching strengthens clarity, confidence, and personal leadership breakthroughs



# What We Ask of You



## Presence

Show up fully and intentionally

## Responsibility

Own your growth, contributions, and leadership voice

## Openness

Try new ways of thinking and being

## Collaboration

Engage fully with your team and the cohort