

Design Leadership Intensive

Learn from India's top design leader to think bigger,
influence better and lead with clarity.

*The ABCD of
Design Leadership*

ABCD

Articulation

What you will master

- How to write a powerful design brief.
- How to reverse-engineer a brief by observing a product/experience and guessing the design problem.
- Recognising paradoxes that great design must solve.
- Mastering the two sides of articulation: Framing the problem clearly & communicating the solution persuasively.

Why does this matter?

- Most people struggle to define what they actually need. Most designers struggle to explain why their design works. And when you can't articulate clearly — you can't sell your ideas, no matter how brilliant they are.
- Poor articulation of business problems and design solutions leads to misunderstood intent, wasted effort, and missed business alignment.
- Leaders don't just design — they persuade. This module teaches you how to sell ideas powerfully to stakeholders who don't speak the language of design.

Hands-on Exercises

Smash THAT Brand!

The Reverse Brief Challenge

S3 Framework: Master the Art of Presentation



Greater confidence in client discussions



Ability to create briefs that spark innovation



Improved storytelling around UX decisions

Big Picture Thinking

What you will master

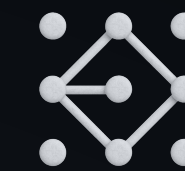
- Zooming out to see the 10,000 ft view: using systemic thinking to identify second- and third-order effects.
- Ecosystem mapping through actors, activities, artefacts, environments, and relationships.
- Recognising interdependencies across business functions.
- Developing a clear, compelling future vision, and communicating it with precision

Why does this matter?

- Most UX professionals get stuck optimising screens. Leaders must understand business models, long-term implications, and cross-domain connections.
- It's about seeing the forest, not just the trees.

What you'll be doing in this module

LEGO-based group simulation of ecosystem challenges.



Become a strategic partner,
not just a screen-maker.



Make design relevant to
boardroom priorities



Zoom out and think
system-wide



CLARITY

What you will master

- Learn proven tools to bring sharpness to fuzzy ideas — fast.
- Use the Iceberg Principle to uncover what's really driving user behaviour.
- Apply the Working Backwards Method to define what success looks like from Day 1.
- Craft 6-word stories to align your team on the user, the value, and the hook.

Why does this matter?

- Designing anything new — especially when you're innovating — comes with inevitable confusion. That's normal.
- But when that lack of clarity drags on, it slows everything down.
- Timelines slip. Budgets bloat. Teams lose momentum.
- In today's world of shrinking innovation cycles, you can't afford to "wait for the fog to clear."
- Clarity must be created — deliberately and fast.

What you'll be doing in this module

Blue Ocean Thinking
Working Backwards Method
6-Word Stories



Cut through the noise
and complexity



Accelerate decision-making
with clarity



Create momentum instead
of waiting for it.

Disruption

What you will master

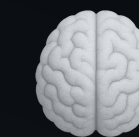
- Learn how to escape functional fixedness — the mental block that kills innovation.
- Understand the psychology of disruption and how to create change that sticks.
- Understanding the spectrum of innovation: Incremental vs. Disruptive
- Use SCAMPER for structured creativity and to spark fresh ideas from what already exists.

Why does this matter?

- Innovation isn't magic — it's method.
- Disruption begins by questioning assumptions, which most teams are blind to.
- Helps break the “we've always done it this way” mindset.

What you'll be doing in this module

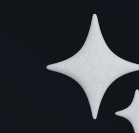
Pizza Café Innovation Challenge— A hands-on, high-energy simulation to rewire your thinking.



Unlock creative thinking to lead innovation.



Spot when to evolve and when to break the model.



Create ideas that are not just new — but necessary.



Who is this for?

Founders

Turn design into your startup's secret weapon.

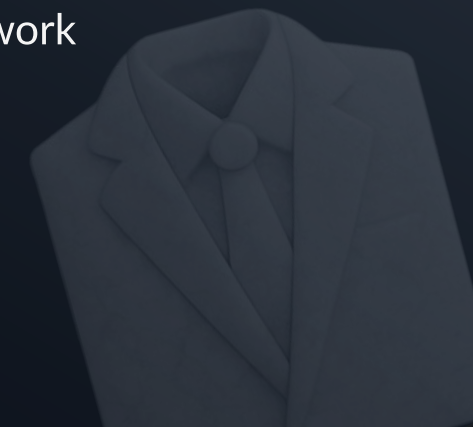
Learn how to connect user needs to business goals, lead with a product vision that inspires, and apply real-world frameworks that scale.



CXOs

Bridge the gap between strategy and execution.

Learn how design can drive business outcomes, decode user behavior at scale, and lead transformation with a framework trusted by top product teams.



Innovators

Make bold ideas real and irresistible.

Learn how to translate breakthrough thinking into products people love, using a design-driven framework that aligns vision, user insight, and business strategy.



Product Managers

Go beyond managing roadmaps shape products that resonate

Learn how to align design with product thinking, decode user needs, and drive execution with a clear, inspiring vision using real-world frameworks.



Designers

Level up from an executor role to a strategic partner.

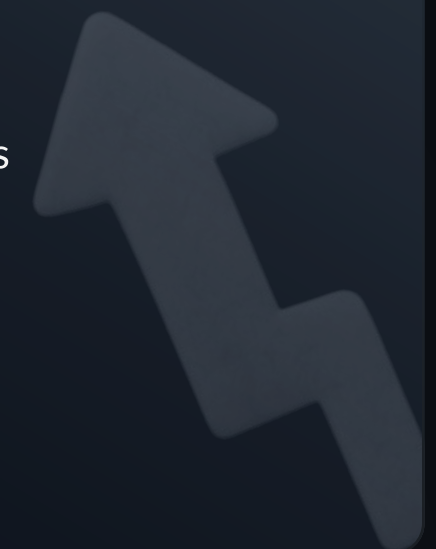
Learn how to tie design to business outcomes, influence decision-making with confidence, and join a hands-on, high-energy cohort of design leaders.



Business Analysts

Transform insights into product breakthroughs.

Learn how to decode user behaviour, connect data to design decisions, and collaborate effectively with design leaders to drive product success.



Meet your instructor



Saurabh Gupta

Co-Founder of ZEUX Innovation

An alumnus of NID and a Red Dot Award recipient, Saurabh brings over 20 years of global UX design experience. Leading ZEUX Innovation's UX Design and Innovation team, he has crafted award-winning solutions for Fortune 500 companies and startups, driving ROI and advancing user-centered strategies. His achievements include 1 US patent and 4 pending patents, reflecting his dedication to design excellence.



India's First Design
Studio with a US Patent



reddot design
award winner

Delivered outcomes for



discovery+



DREAM11

flydubai

Disney+
hotstar

Articles published in



FINANCIAL EXPRESS
Read to Lead

Inc42

THE ECONOMIC TIMES

ADGULLY

Led corporate trainings at

Reliance
RETAIL

EY

TATA

MARUTI SUZUKI

"My first ever workshop and Saurabh has now set high standards for me."

Prachi Joshi, Principal Designer at DesignWorx

"Perspectives that Saurabh shared had so much wisdom of experience and everything clicked."

Anisha Varghese, Principal Product Designer at WYB

The Z School Learning Experience

DIRECT

Do-First Learning

Every concept is introduced through an exercise before the theory is explained. Learning by doing, not by listening.

Why it matters

Learners internalize faster when they wrestle with the problem first. Theory lands harder when it follows experience.

Impact-Backed Methods

Every tool, canvas, or mental model is battle-tested — derived from 300+ real-world projects, not textbooks.

Why it matters

Skips the fluff. Every framework comes with a case study showing measurable results — not academic speculation.

Rememberable Models

Key learnings are encoded as mnemonics, metaphors, or mental hooks to beat the Ebbinghaus forgetting curve.

Why it matters

From T7 & S3 to Chunk Up & SCAMPER, learners walk away remembering.

Evidence From The World

Real project stories from real clients. Each method is paired with a story: how it was used, where it failed, how it evolved.

Why it matters

Adds authenticity, relatability, and credibility. Also answers: “Will this actually work in my job?”

Challenge-Driven Fun

Includes gamified formats like pitch battles, LEGO system simulations, 6-word story walls, design café menus, and more.

Why it matters

Fun isn’t decoration — it’s a design strategy to unlock deeper insight and creative risk-taking.

Tactile Thinking

Move beyond Post-its. Use LEGO, chalkboards, magnetic canvases, voting chips, string boards — change the medium to change the mindset.

Why it matters

When the physical setup changes, cognitive patterns do too. Material variety = mental variety.

The program your career will thank you for

4.8/5

Average rating

Because real-world design leadership can't be learned from a textbook. Z-School is built on 22+ years of global, hands-on experience, not theory. It's the most interactive, case-study-driven workshop in the market, packed with practical insights and examples.

Professionals from top companies have already levelled up

IndusInd Bank

Infosys

pwc

 **TOYOTA**

Adobe

Indiabulls

amazon

zydus
Dedicated To Life

 **IDFC FIRST Bank**

Deloitte.

PS
PLEASE SEE//

 **HAVELLS**

Capgemini 

IKEA

 **HSBC**

blinkit

 **LIVSPACE**

accenture

 **HDFC BANK**

 **ICICI Bank**

tcs

Jio

JAYPORE

 **DREAM11**

Why you shouldn't miss this program

1

Shift from Designer to Design Leader

If you're tired of "just making things pretty" — this is for you. Most designers know how to make things look good. Design leaders know how to drive outcomes. Influence business. Inspire change. Move from craft to influence.

2

Build your Leadership Arsenal

If you're tired of "just making things pretty" — this is for you. Most designers know how to make things look good. Design leaders know how to drive outcomes. Influence business. Inspire change. Move from craft to influence.

3

Hands-On Immersive Learning

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4

Access Battle-tested Tools

If you're tired of "just making things pretty" — this is for you. Most designers know how to make things look good. Design leaders know how to drive outcomes. Influence business. Inspire change. Move from craft to influence.

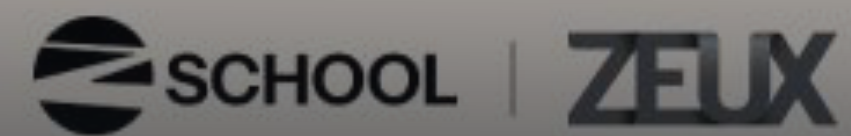
5

Be Future Ready

If you're tired of "just making things pretty" — this is for you. Most designers know how to make things look good. Design leaders know how to drive outcomes. Influence business. Inspire change. Move from craft to influence.

A certificate? Yep, you'll get one.

But the real reward? Your upgraded design game.



Certificate of Participation

Presented to

Save your spot for the next batch!

Ready to lead? Come join our next cohort!

