CDO school

Program Overview 2023

Lead design with strategic clarity. Make business better.

CDO school

Meet your Instructor

CDO school

Ryan Rumsey

For 20+ years, Ryan worked as a designer and executive at Apple, Electronic Arts, USAA, Nestlé, and Comcast. He is also the author of Business Thinking for Designers.

Ryan spent 10+ years as the senior design leader charged with building and scaling design organizations.

For the last four years, Ryan has been teaching design executives, leaders, and teams as CEO of Second Wave Dive and lead instructor of CDO School.

Second Wave Dive

USAA

Nestlé

COMCAST

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Jobs Ryan has had

2000–	Shaker Designs	Freelance Designer
2005–	Comcast	Web Producer
2007–	Apple	UX Lead
2011–	Electronic Arts	Sr. Manager
2013–	Nestlé	Team Leader
2015–	Electronic Arts	Director
2017–	USAA	Assistant Vice President
2019–	Second Wave Dive	CEO

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Roles where Ryan was the Sr. Design leader in charge

2000–	Shaker Designs	Freelance Designer
2005–	Comcast	Web Producer
2007–	Apple	UX Lead
2011–	Electronic Arts	Sr. Manager
2013–	Nestlé	Team Leader
2015–	Electronic Arts	Director
2017–	USAA	Assistant Vice President
2019–	Second Wave Dive	CEO

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Teams Ryan was responsible for building from scratch

2000–	Shaker Designs	Freelance Designer
2005–	Comcast	Web Producer
2007–	Apple	UX Lead
2011–	Electronic Arts	Sr. Manager
2013–	Nestlé	Team Leader
2015–	Electronic Arts	Director
2017–	USAA	Assistant Vice President
2019–	Second Wave Dive	CEO

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Ryan’s book

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A brief history of CDO School

CDO school

2019

- 6 week cohort; $1500
- “Design Meets Business”
- 6-8 hrs/week
- Teaching while writing Business Thinking for Designers
- All under Second Wave Dive brand

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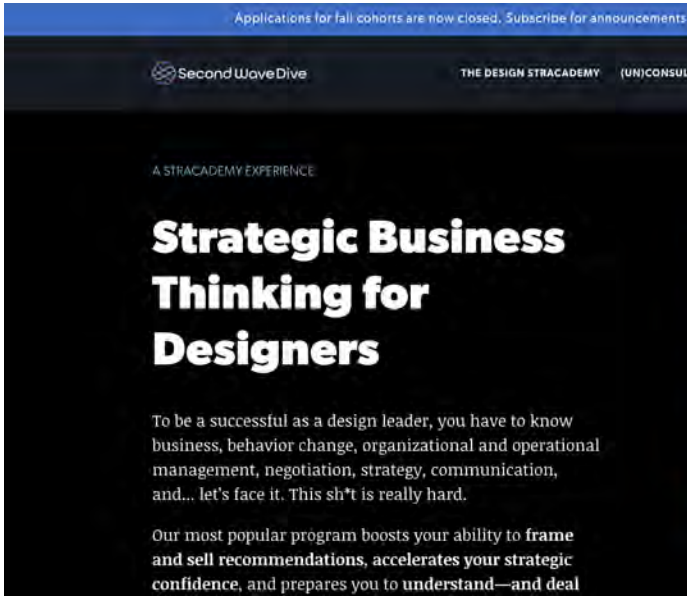
2020-2022

- 6 week cohort; $2000
- “Strategic Business Thinking for Designers”
- New course; “Design Org Strategy”
- 6-8 hrs/week
- 35-40 per/cohort
- All under SWD



CDO school

2022-2023

- pivot to 8-week cohort; $3000
- Combined “Strategic Business Thinking for Designers” & “Design Org Strategy”
- 6-8 hrs/week
- 35-40 per/cohort
- All under SWD

CDO school

Now

- ✓ Moved all programming to CDO School
- ✓ Turned async content into 11 individual courses
- ✓ 12-months of learning, not just 8 weeks
- ✓ 2 Live, Topic-Focused Cohorts per year
- ✓ 100+ Tools & Templates
- ✓ Weekly Live Events and Chat outside of cohorts
- ✓ Lowered the price from ~~$3000~~ back to $2000
- ✓ Introduced team pricing

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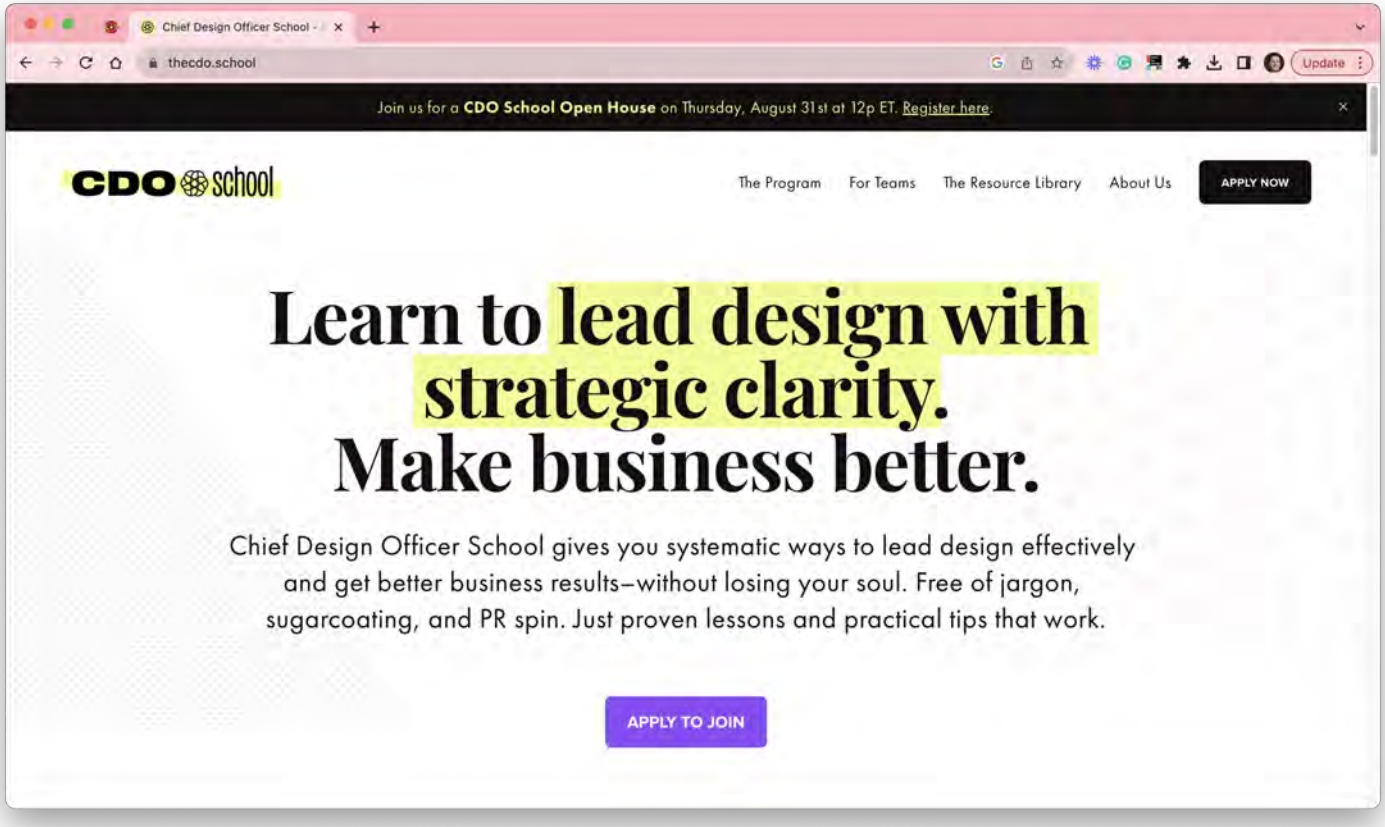
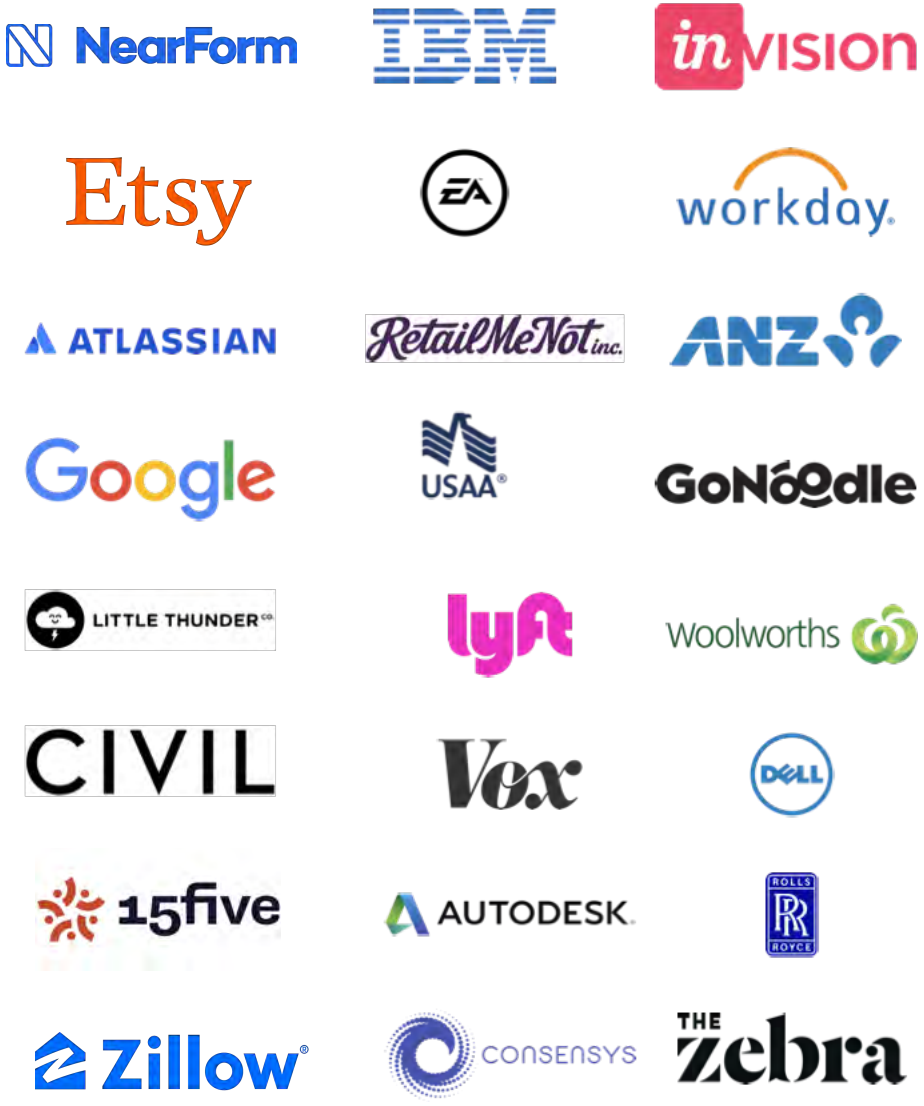
Now



CDO school

Now

- 700+ alumni
- 24 countries
- Sr. Designers to SVPs
- Companies big and small
- In-house and agency side



CDO school

What you get and how you learn

CDO school

- ✓ 12-months of learning
- ✓ Unlimited, On-Demand Access
- ✓ 11+ Action-Focused Courses
- ✓ 2 Live, Dive-Deep Cohorts
- ✓ 100+ Tools & Templates
- ✓ Weekly Live Events and Chat
- ✓ ~~$3000~~
- ✓ $2000

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Courses (On-demand)

End-to-End Design Org Strategy

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Private space

Business Fundamentals

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Private space

Design Org Strategy Fundamentals

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Craft Powerful Arguments

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Advance Your Partnerships

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Measure Design with Confidence

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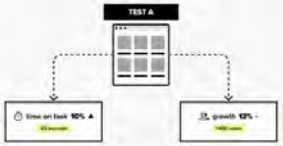

Quality Scoring + ROI Math

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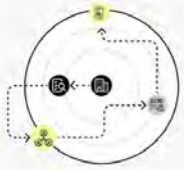
Private space



Business EcoSystems

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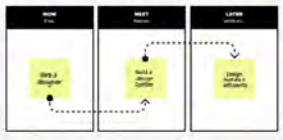
Private space



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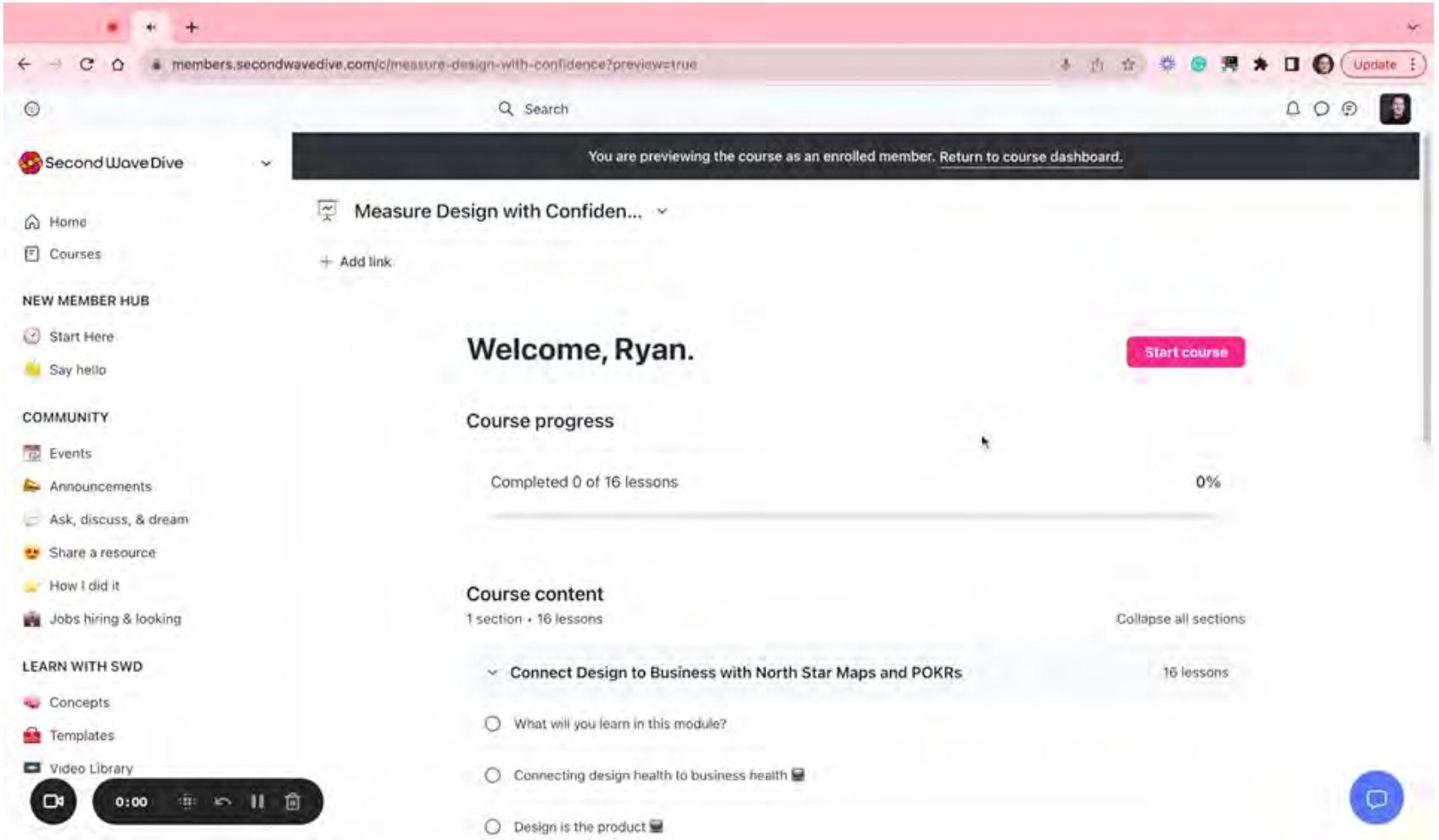
Courses (Track progress)



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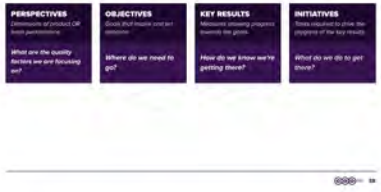
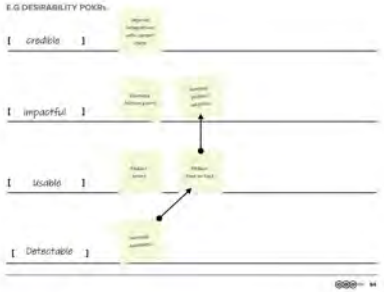
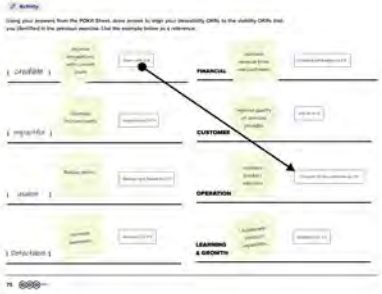
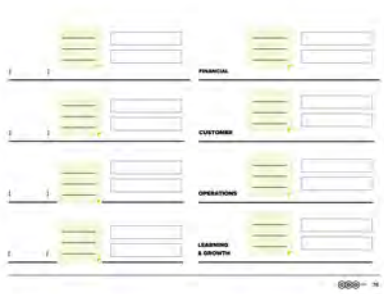
Courses (worksheets)









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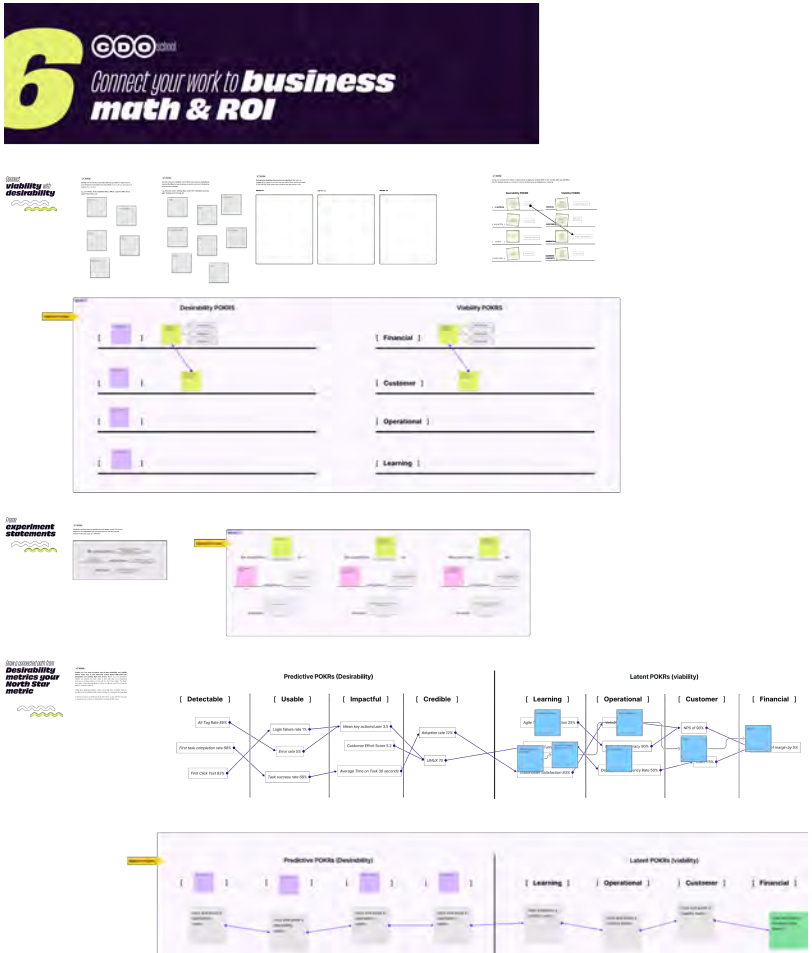
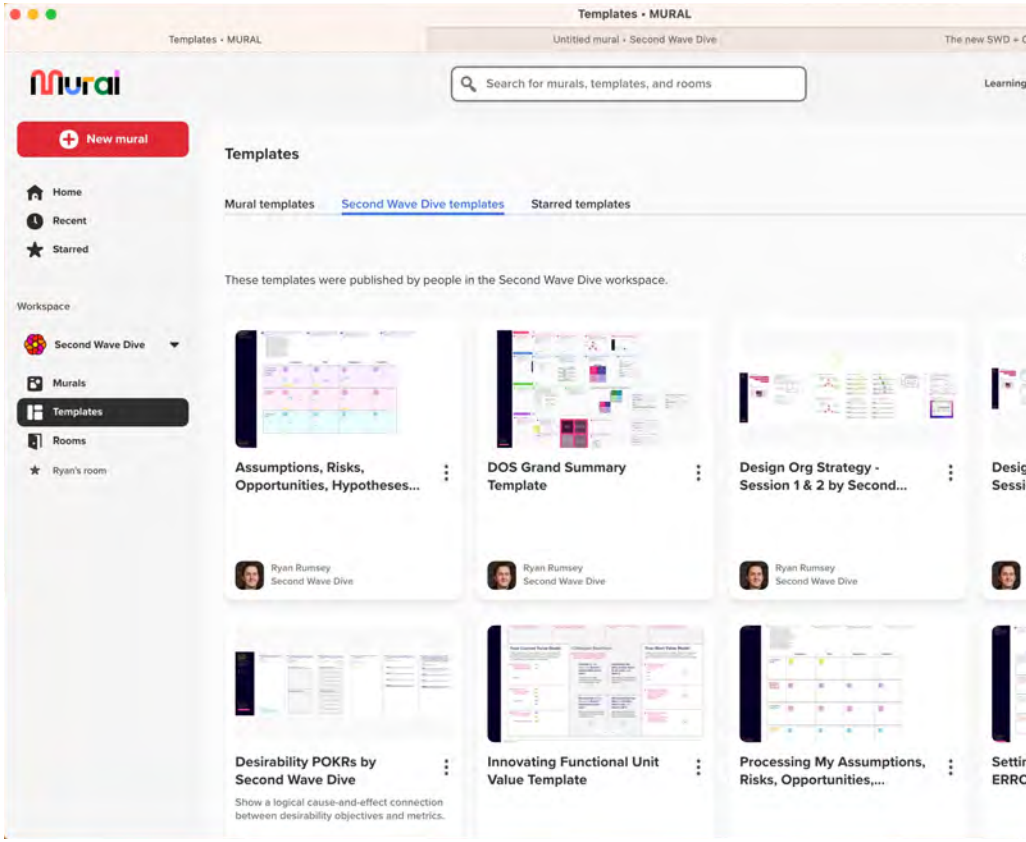
Templates





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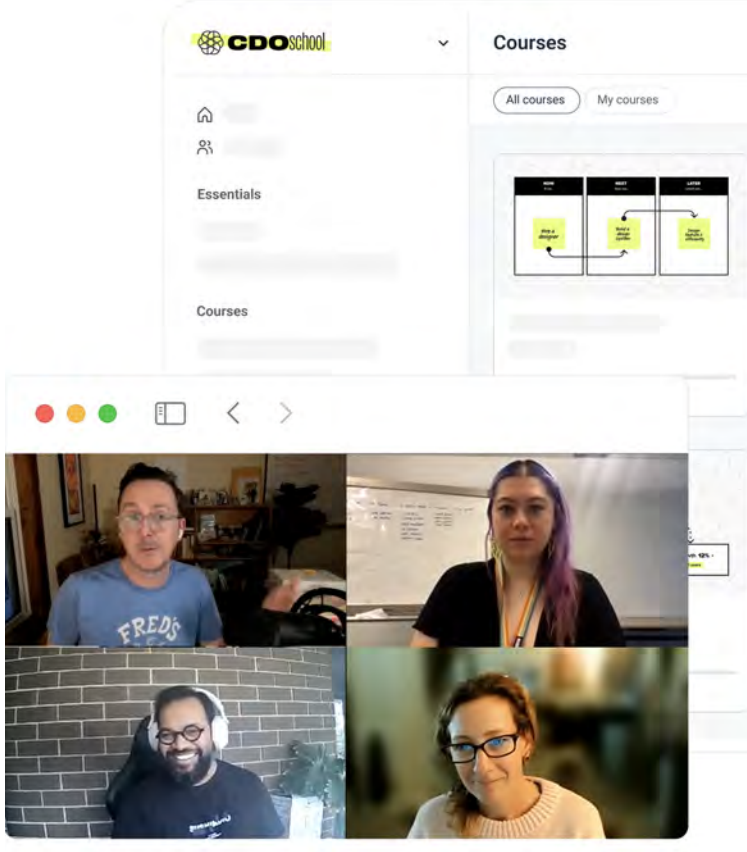
Live Cohorts

- September & April
- 4 weeks
- 3-5 hours/week
- Weekly live sessions
- Practice & reflection
- Specific learning outcomes
- Peer feedback



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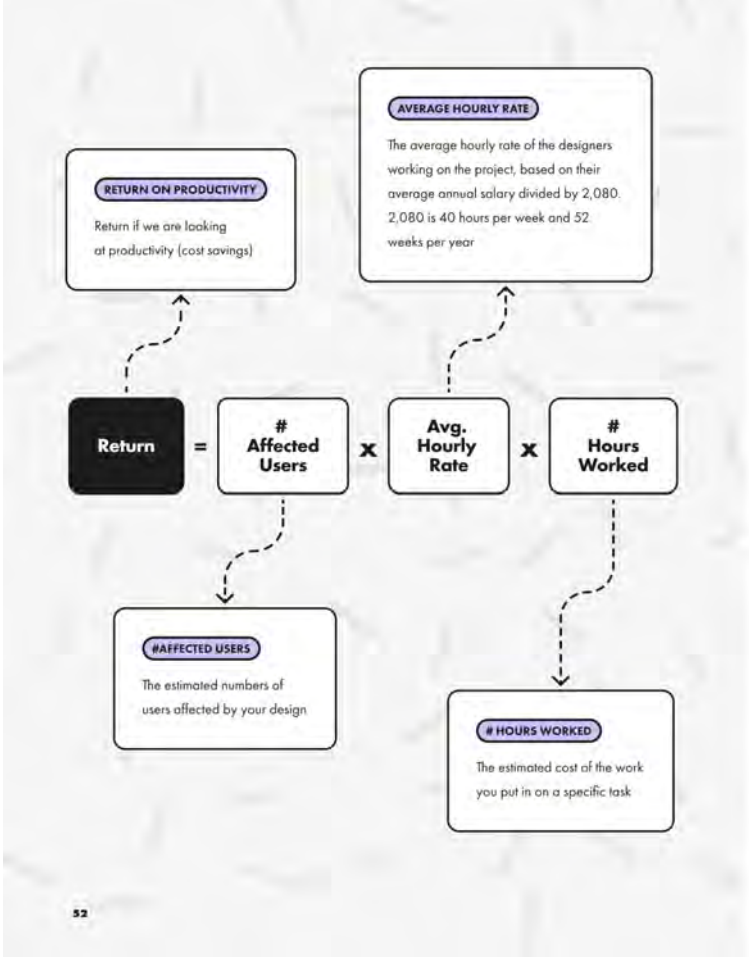
Downloads



Return is not just revenue, but saved costs as well.

Decisions we make might include a process that saves us operational costs AND increases revenue. Make sure you're considering both perspectives when calculating your final return.

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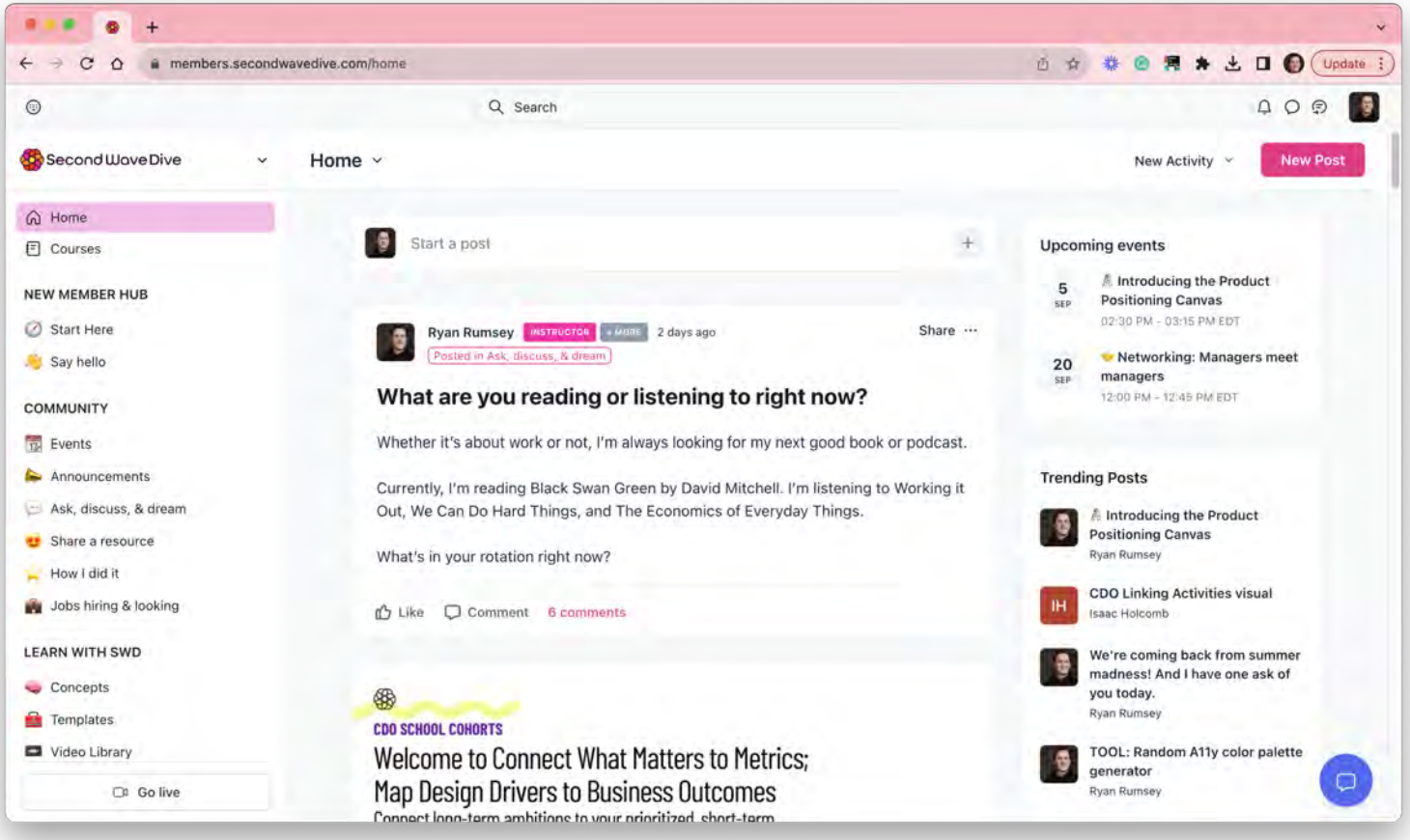
Community



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Unlimited, On-Demand Access

Membership gives unlimited access to all available on-demand CDO School programs, content, tools, frameworks, processes, etc.

Live, Dive-Deep Cohorts

Cohorts are live, in-depth learning experiences for topic-specific areas. These are the core experience we've been leading since 2019.

Practical Exercises

Put CDO School concepts into action with assignments and exercises, providing you with the skills you need to adapt to ever-changing situations

Actionable Tools & Templates

Address your biggest and most frequent challenges with our Figma, Mural, Mural, Google Sheets, Docs, and PDF templates and tools.

Cross-Industry Peer Examples

Gain some of your biggest insights by seeing how others have done it before, and what has and hasn't worked.

Level-Specific Discussions

The leadership spectrum is broad. Join relevant and timely discussions with those who share your responsibilities and pressures.

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What you will be able to do after CDO School

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Measure, track, and monitor design metrics with confidence

Develop the strategy, priorities, outcomes, and game plan for design at your company

Visualize and assess your company's business, strategic direction and focus

Grow analytical prowess to support creative problem solving

Craft better business arguments and clarify the points you need to make

Identify the ideal stakeholders and partners to validate and scale good ideas with

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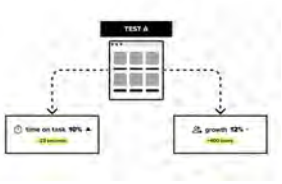
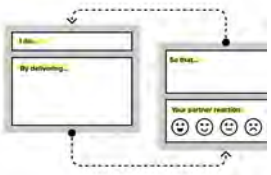
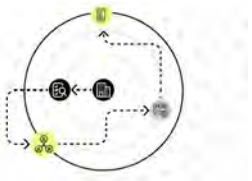


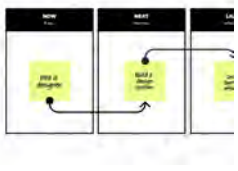
Convert insights and opinions into ratings and math



Develop a sense of how partners perceive design and how to support or change that perception



Map business activities to your reasoning and rationale



Connect long-term ambitions of the practice to prioritized, short-term tactics

Negotiate effectively while resolving conflicts and creating better outcomes.

Position design as a differentiator for your company

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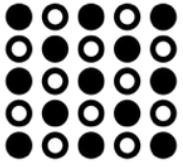
Set meaningful boundaries and expectations with stakeholders

Improve relationships and build stronger alignment



Connect more human needs to business expectations

Grow analytical prowess to support creative problem solving

Boost your influence while being more efficient and effective

Challenge the status quo with curiosity and healthy tension

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CDO School by the numbers

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67%

referral rate

+100

NPS

94%

satisfaction

700+

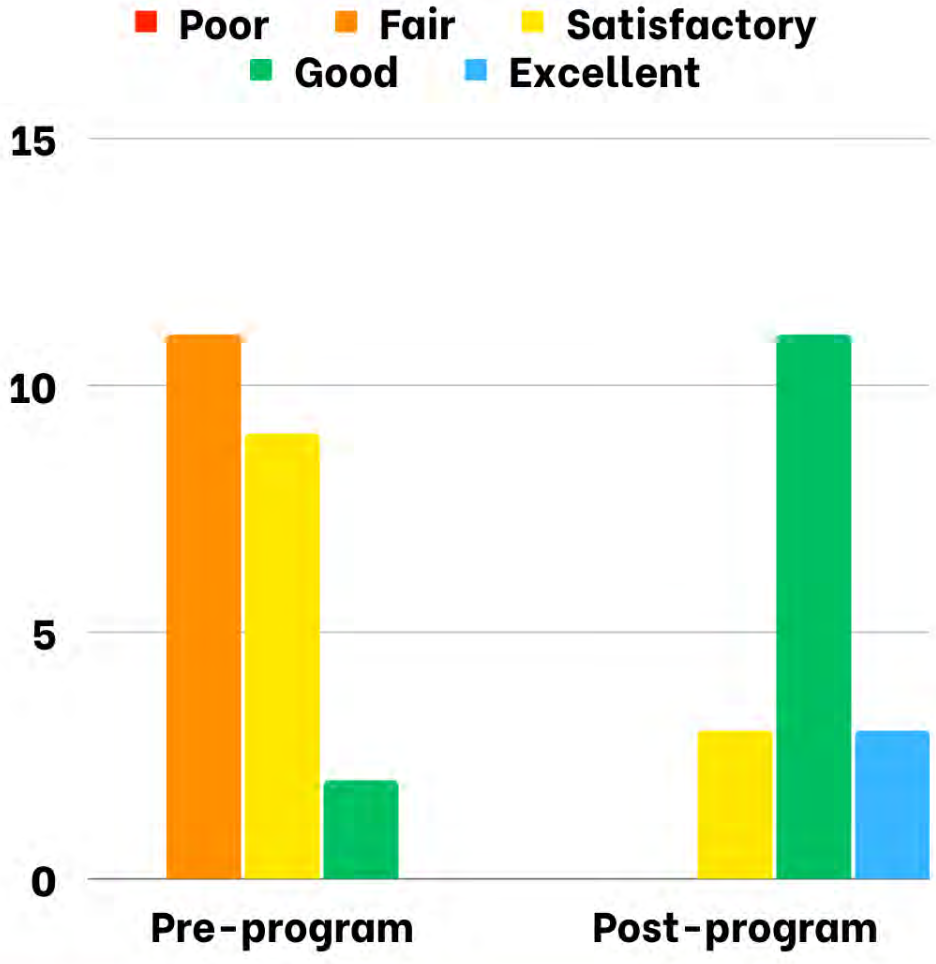
alumni

Skill-level growth* during CDO School

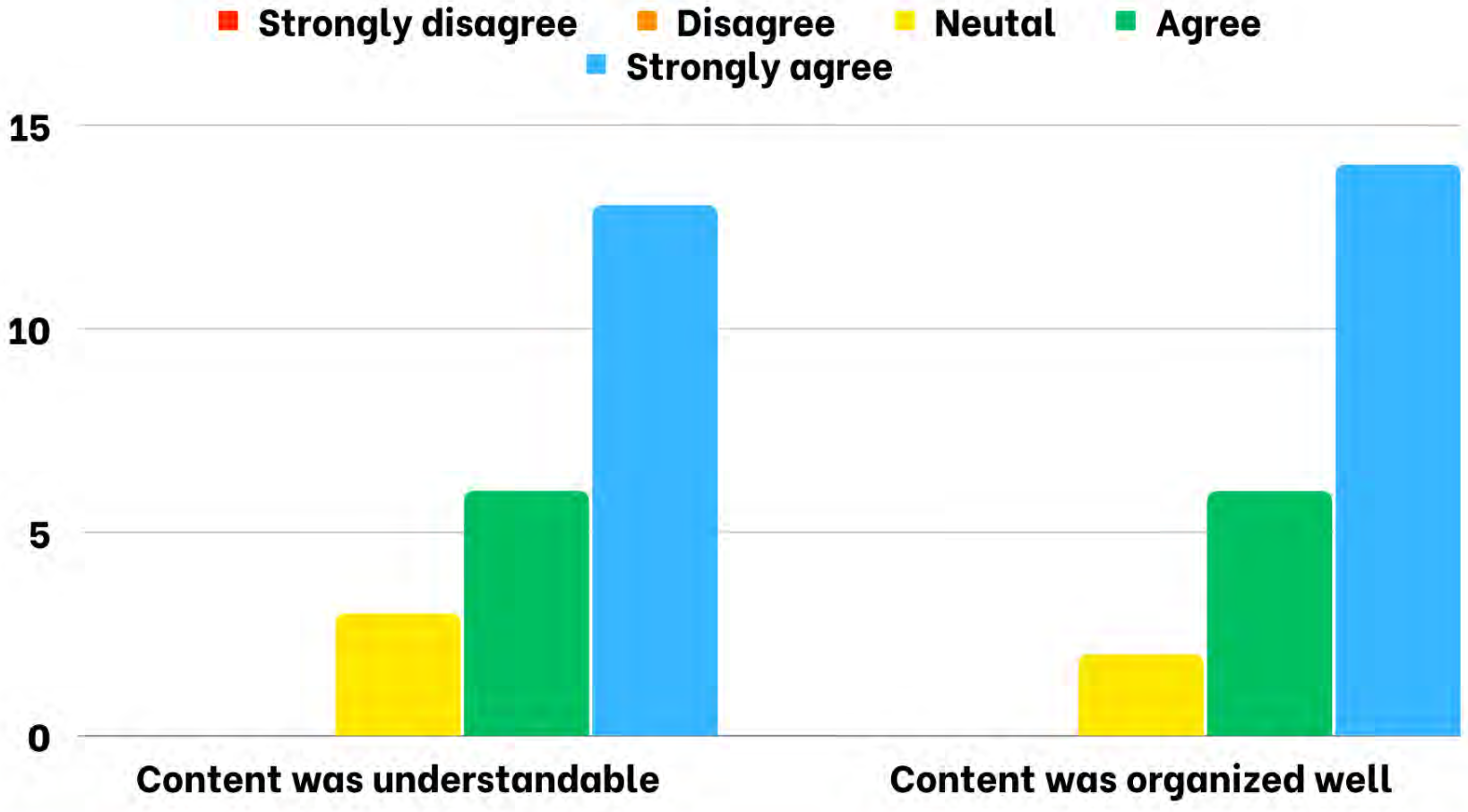
Pre-program, the majority of attendees feel their skill level is not at the level they need to do their job well.

Post-program, the majority of attendees feel good about their skill level.

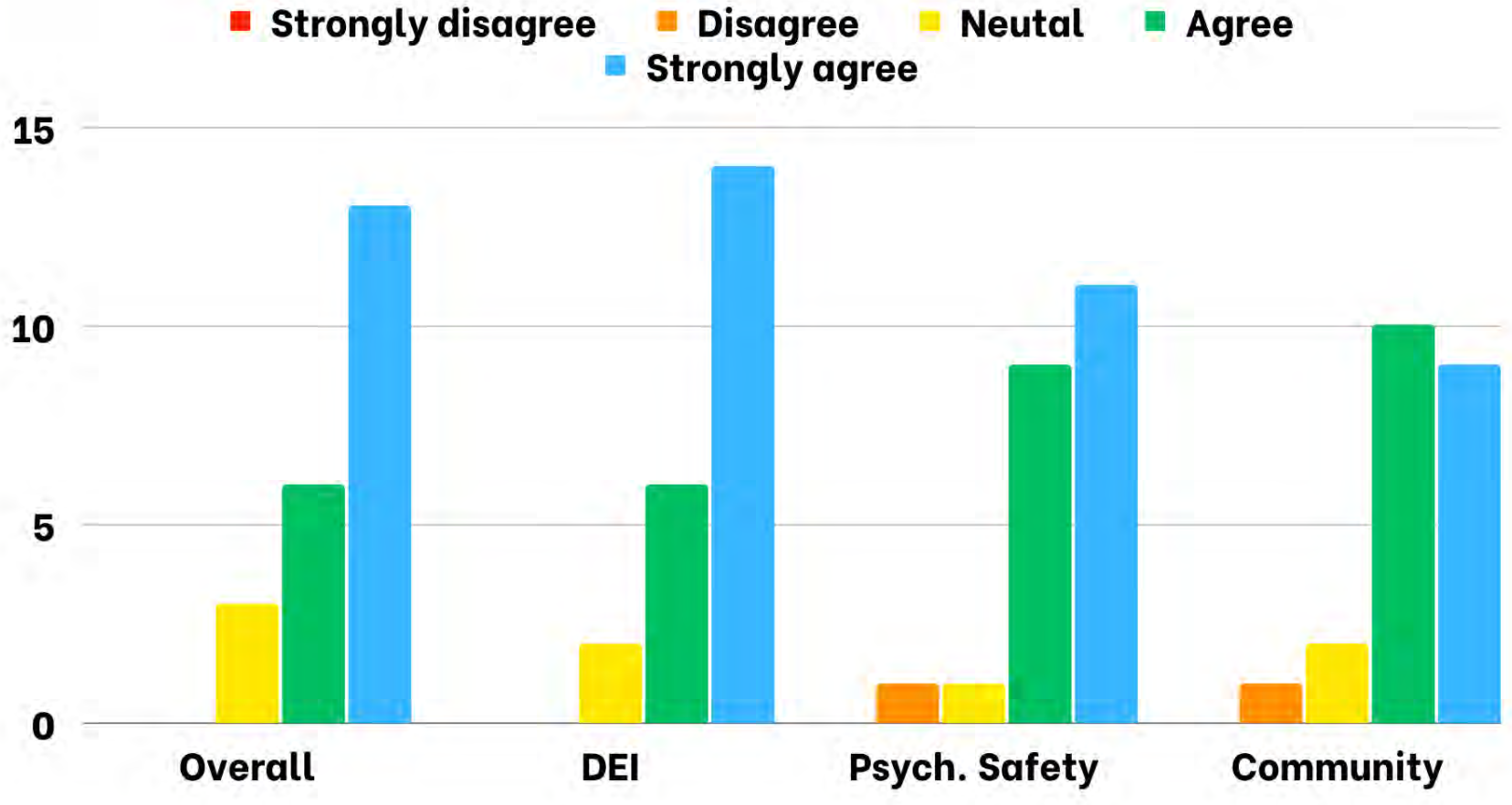
***Self assessed**



Content meets my expectations

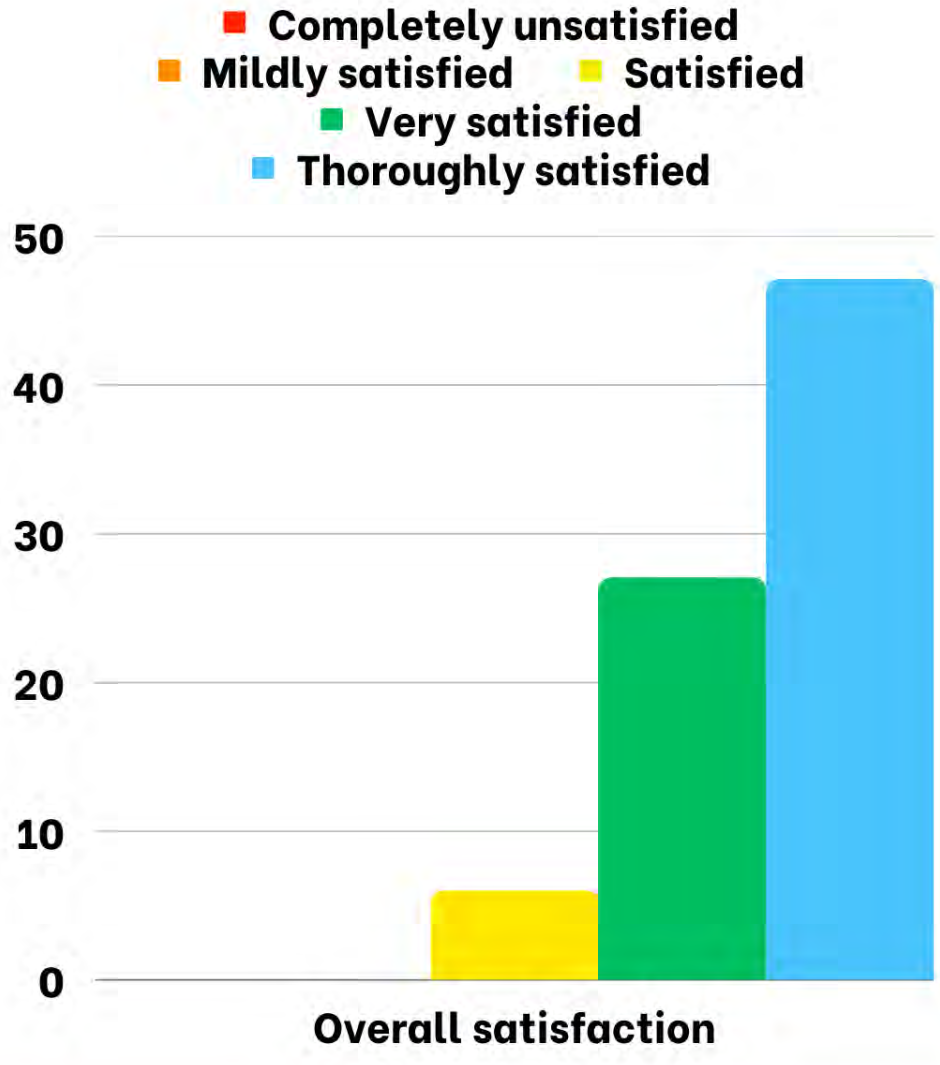


Format meets my expectations



93% Customer Satisfaction rate

Through all the iterations, updates, and changes to CDO School, we continue to score high satisfaction rates with our programming.



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What alumni have said about CDO School

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"This is an absolute gold mine! These lessons demystified so much for me. I finally have a map of how everything fits together after a few years of wandering aimlessly."

Sarah Mills
Director of Design
Pagoda

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"This course has evolved my mindset more than any other course I've taken. As a result, I think more critically and have clear steps to show the value of design."

Darcy Taj
Design and Brand Manager
Federal Reserve Bank of Dallas

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"In short, CDO School is the best money I have spent on my career. I can now create an objective, shared point of view about what great design is for the products we're working on."

Gene Moy
Senior Manager, UX
aPriori Technologies

CDO school

"This has made me the leader that I am today. Without a doubt, I wouldn't be as strategic, business-savvy, or empathetic towards my stakeholders without this course."

Andy Morales Coto

Sr. Director of Product Design

FireHydrant

CDO school

"This has given me the time and space and connections to mature my perspectives. More importantly, I think I'm healing here."

Carolina Tod
Design Team Leader
Fintech Magalu

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What alumni are able to do post-CDO School

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Think, pair, share

Before CDO School, I used to think

- What was I doing wrong, what am I missing on being successful in leading my team, and getting further in an organisation.
- It was on me to express the neccessity of design
- There is a huge gap in between what I am and what a CDO is.

After CDO School, now I think

- Still always have lots to learn, but sometimes its not about you its about right time, right shared knowledge and learning. Now I know I just need more practice and exposure in the right space.
- Reminder that design is not neccessary for success, but it makes success more scientific, more planned and multiples value potential
- Its largely all about framing, sharing and connecting with a common language, magic in laddering

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Before CDO School, I used to think

I needed to have a background in Business Development to be able to show the value of design and that I needed to be better at math

It was a bigger jump for me to get to executive level thinking

After CDO School, now I think

I was closer than I thought and now feel empowered with the tools provided to prove the value of design in various ways leveraging POKRs and Strategy Maps

I am ready for the next level in my career and have a one-up on others because of the tools we have been taught and provided

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Before CDO School, I used to think

I thought the arguments were built to reach our goals

I didn't truly understand the value of metrics and how to bring metrics on the table

After CDO School, now I think

Now I know that arguments are what we use to bring on the table the situation, propose possible solutions and open a discussion that could also lead to something we did not expect

I better understand metrics and I also have an general idea on how metrics can be used to make arguments more concrete

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Before CDO School, I used to think

That business metrics might be hiding some complexities to which I might not be able to connect design

Unable to see the vision of the future org

After CDO School, now I think

There are definitive paths to connecting design to business metrics

Clear path to vision

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"I need to tell you I sketched out a strategy map with measures today in the last 10 minutes of a workshop and the whole team, including engineering, pms, and data were like "fuck yeah"!
I cannot believe this has finally happened to me."

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"I don’t think I would have gotten out of this situation without SCR. It totally worked! Thank you! Eternally grateful!"

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"I was sitting in a meeting today and suddenly, everything made sense. I wasn't freaking out or confused. I was like, completely calm and knew what to do. It was some comforting!"

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Cost, expected time commitment, timing, etc.

CDO school

- ✓ 12-months of learning
- ✓ Unlimited, On-Demand Access
- ✓ 11+ Action-Focused Courses
- ✓ 2 Live, Dive-Deep Cohorts
- ✓ 100+ Tools & Templates
- ✓ Weekly Live Events and Chat
- ✓ $2000 individuals
- ✓ team packages start at $10k

CDO school

6 Sept. Cohorts

- Weeks of Sept. 18 - Oct 16
- Pull content from various on-demand courses to accomplish a specific task
- Intimate group of peers
- More coaching than teaching
- More details of each at thecdo.school/cohorts

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Position Design to Win

Design a Winning Org Strategy

Sept 19 - Oct 17; Tues 11a-12p ET

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Connect What Matters to Metrics

Map Design Drivers to Business Outcomes with North Star Maps

Sept 19 - Oct 17; Tues 3:30-4:30p ET

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Define What Good Design Is

Baseline Quality with Scorecards and ROI Math

Sept 20 - Oct 18; Weds 1-2p ET

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Get Good at Managing Around

Find Your Sidekicks and Champions and Learn their Love Languages

Sept 20 - Oct 18; Weds 3:30-4:30p ET

CDO school

Stand out in the Job Market

Position Yourself as a Differentiator

Sept 21 - Oct 19; Thurs 11a-12p ET

CDO school

Raise the Performance Bar!

Develop Your People More Effectively

Sept 21 - Oct 19; Thurs 3:30-4:30p ET

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Apply Now

thecdo.school/apply