

# IMPACT

INTERIOR DESIGN

**IIDA**

WISCONSIN  
chapter

2026

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The mission of the IIDA Wisconsin Chapter is to support local designers in achieving design excellence through continuing education, advocacy, and networking. With that in mind, IIDA Wisconsin is offering **IMPACTID**, its first design leader program. This program is for designers at the mid-career level who are interested in developing leadership skills as they pursue advancement within their respective firms and the wider design community.

**IMPACTID** offers a comprehensive curriculum that includes monthly workshops taught by industry experts. The primary objective of the program is to provide participants with a thorough understanding of diverse aspects of leadership in the interior design industry. The program also provides opportunities for self-assessment, engaging in meaningful conversations with experienced leaders, and building a network of colleagues in the field.

### PROGRAM INFORMATION AND REQUIREMENTS

The program aims to identify interior designers who are seeking future leadership roles in their organizations.

- **IMPACTID** is open to all IIDA WI Associate and Professional members through a nomination and application process
- Nominations will be made by the firm's leadership. Firms may nominate multiple designers, but only one designer from a single firm will be selected for the program each year
- **IMPACTID** scholars must have a minimum of 5 years of work experience in the field of interior design
- The 2026 program will be held in the Milwaukee area. Participants must work in the Milwaukee market
- Class size: 10 scholars
- Sessions will take place once a month on a regularly scheduled day
- Locations will be at various firms and showrooms in the Madison area
- Participants will need a commitment from their firm leadership to allow them to leave work early one time per month to attend class
- Attendance is in-person and expected. Each participant will be allowed one excused absence
- As a program requirement, we request that program graduates apply their skills and volunteer with IIDA Wisconsin in the following year
- Cost: \$100 to help cover program costs

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### PROGRAM SCHEDULE

- January 2026 through June 2026, 6 monthly sessions
- One day per month (TBD), 4:00 pm - 6:00 pm with an optional social hour

### NOMINATIONS + APPLICATIONS

- Nominations start July 1st, 2025
- Applications available at [www.iidawi.org](http://www.iidawi.org) starting on Aug 1st, 2025
- August 15th, 2025: Open application process begins
- October 15th, 2025: Open application process ends
- November 15th, 2025: Notification of applicant selection

### CURRICULUM

#### Session 1 | Introduction + Finding Your Passion

- Learn about...YOU. Begin to explore what leadership means to you and how it relates to your strengths. This session includes a strengths assessment and discussion.

#### Session 2 | Leadership + Panel Discussion

- Discover the insights, motivations, and inspirations of Madison's top design leaders. Introduction to Project Management & Coordination.

#### Session 3 | Creativity + How Not to Be a Passive Designer

- Develop your creative process. How to use your strengths to sell your ideas and gently guide your team and clients.

#### Session 4 | Business Structures + Self Advocacy

- Discuss expectations on your career journey. How to get noticed [the positive version]. Investigate the similarities and differences between business and design at Dealerships, A&D Firms, Facilities, and Design-Build.

#### Session 5 | Presentation + Personal Brand

- Building your brand and how to differentiate yourself. Learn about different types of presentations and how to communicate your ideas effectively.

#### Session 6 | Graduation + Celebration

- Congratulations! You've made it! You've learned a lot about yourself and you now have a better understanding of where your journey may lead you. It's time to celebrate your achievements and showcase your strengths with your fellow scholars and mentors. Each scholar will have the chance to give a brief presentation to share what they have learned and how they plan to apply their new skills. Plus - Keynote speakers, refreshments, and networking.