1.000000

OPERATOR'S HANDBOOK

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OUR INTENT:

CREATE THE BEST DAMN THINKING DESIGN SCHOOL. PERIOD.

I'd argue our calling is broader. The J.School is just one of the vehicles at our disposal.

How can we get Stanford to be known as the Design Thinking University? What if we thought bigger than that?
Who: Innovation leaders

Share Future Innovators to be Breakthrough Thinkers & Doers

Home for Wayward Thinkers

Increase their confidence in their personal innovation process

It's about the Innovators, not the Innovations
How?

- Tackle BIG PROJECTS - use Prototyping to DISCOVER NEW SOLUTIONS

- Use DESIGN THINKING to INSPIRE MULTIDISCIPLINARY TEAMS

- Foster RADICAL COLLABORATION BETWEEN students, faculty & industry partners
WHERE?

APPLY DESIGN THINKING TO MOST INTERESTING PROJECTS

SOCIAL ENTREPRENEURSHIP

K-12

HEALTH & WELLNESS

SUSTAINABILITY

TECH & DESIGN

TECH

BIZ

HUMAN VALUES

HUMAN VALUES & DESIGN

INITIATIVES

DOMAINS

BIZ + DESIGN

LOOSELY ORGANIZED INTO INITIATIVES OR DOMAINS
BY OFFERING:

- Bootcamps
- Classes
- Labs

- Intro to Process
- Confidence in Process
- Living Prototypes in the World
- Mastery of Process
we act like a FAMILY
we play like a SPORTS TEAM
we spread like a RELIGION
we play on the right to get to the e-root
MANIFESTO

OPERATIONAL MANIFESTO

Virgin + Studio Inc. + Firm

Problems, processes, efficiency, family of values, enemies

RULES OF EMERGENCE

- distributed being
- control from bottom up
- cultivate increasing returns
- grow by chunking
- maximize the fringes
- honor your errors
- pursue no optima, have multiple goals
- seek persistent disequilibrium
- change changes itself
When in doubt...

Do what's best for the students.
CREATE A NEW KIND OF FACULTY FOR STANFORD

IT'S THE PAIRINGS OF THESE NEW FACULTY W/ TRADITIONAL FACULTY THATS MAGIC

DEVELOP OUR PIPELINE OF FUTURE FACULTY

↑ CRITICAL MASS OF DESIGN THINKING FACULTY

LIKE CLINICAL FACULTY?
Develop d.'s school's position within standards ecosystem
develop d school's position in stanford ecosystem

students choose stanford because of d school

schools admit students contemplating d school participation

best students & best faculty must deeply involved in d school

% of students from all schools honored at university graduation

as innovation leaders

curriculum requirements across stanford value d school participation

teaching & research in home departments influenced by design thinking

every school considers its collaboration with the d school as strategic
CREATE EXTERNAL ENTITY FOR FRONTIER WORK.

LAUNCH PAD & CHANNEL FOR THINGS THAT COME OUT OF d.school.

Palo Alto Entity (non-profit?, for-profit?)

to pursue [EXECD, CONSULTING, INNOVATION TOOLS, PUBLISHING, STARTUPS] OPPORTUNITIES
ONE OF MANY

J. SCHOOLS
How do we choose what to work on?
FIRST,
IT MUST GET A
MULTIDISCIPLINARY GROUP
OF STUDENTS & FACULTY
EXCITED

STUDENTS WILL
VOTE W/ THEIR
FEET
What's the enduring pursuit?

How do I decide what to focus on?

Second, does it help us get better at:

1. Understanding Design Thinking

2. Imparting it to others
THIRD,

DO WE GET TO WORK ON THE

MOST INTERESTING PROJECTS

WITH THE MOST INTERESTING PEOPLE
FINALLY, WE'RE RESPONSIBLE FOR:

1. DEVELOPING OUR TEAM & DEEPENING OUR BENCH

2. CAPTURING & SHARING OUR LEARNING SO OTHERS CAN ACT ON IT

3. ENSURING THE EXCELLENCE OF OUR TEACHING & FOR OUR TEAMS THEN TO OTHERS IN THE WORLD
Examples: How this is framing the development of the exec ed strategy...

or K-12...

or space...

etc.
PICKING PROJECTS
THAT INCREASE OUR UNDERSTANDING OF DESIGN THINKING → ADVANCES IN DISCIPLINE
Getting better at imparting design thinking to others.
Sharpen our saw by working in uncharted territory

Trailblazer for our work by students

- Challenge work
- New people & projects
- Cycle time
- Reputation & relevance
- paved way for students
- @ for d.school

Make things work for new faculty & others
Capture/codify what we're learning → Publishing

1. To ↑ excellence in
   - What we're doing

   - Once we've done this, it's easily shared & can help others do the same

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1. Excellence @ home
2. Thought leadership
3. Broadening impact
4. Capturing value
See you in 2017!
I'll be in college.
Love,
Mary
MY CHALLENGE TO
THIS GROUP (BE DESIGN) :
IF WE'RE ABOUT SHAPING FUTURE INNOVATORS TO BE BREAK-THROUGH THINKERS & DOERS...

WHAT DOES A DESIGN THINKER, INNOVATION LEADER LOOK LIKE IN THE WORLD OF BUSINESS?
MY CHALLENGE TO THIS GROUP:

WHAT CAN WE DO TO:

• ↑ OUR UNDERSTANDING OF DESIGN THINKING IN THESE AREAS
• GET BETTER & BETTER @ IMPARTING IT TO OTHERS
• DEVELOP OUR TEAM & DEEPEN OUR BENCH
• CAPTURE & SHARE OUR LEARNING, SO OTHERS CAN ACT ON IT (FIRST OUR TEAMS THEN OTHERS IN WORLD)
• WORK WITH THE MOST INTERESTING PEOPLE ON THE MOST INTERESTING PROBLEMS

What it is & why it works when it's applicable to
EXAMPLE: COLLECTION OF ACTIVITIES IN AN INITIATIVE LIKE BIZ-1 DESIGN
EXAMPLE: SOCIAL ENTREPRENEURSHIP