DESIGNING FOR SOCIAL SYSTEMS
A Stanford d.school workshop for social sector teams

Join us for this new workshop we’ve created to support teams as you work on a project of your own, while learning and practicing human-centered design. Developed specifically for the social sector, this workshop will help you design more human-centered, strategic, and effective programs and organizations. It is offered remotely, with live lectures, demonstrations, project work and discussion.

This program is for people who:
• Want to make a new, tangible impact, but aren’t certain where to start.
• Are running programs but are not having the impact you intended.
• Want to gain an introduction to the behaviors and skills of design thinking, with a focus on interviewing, synthesis (making sense of information to gain new insights), and ideation.
• Are working on a project that would benefit from gaining more understanding about affected participants and stakeholders.

Enrollment is by team, made up of 3-5 people
We believe the strongest initiatives are developed with the collective perspectives of those being served by the project, and those implementing it. We encourage you to create a team that includes not only co-workers from the same organization, but also: community members/project participants, partners, and/or other stakeholders. Teams should include members who can directly implement the activities developed during the workshop, or are able to ensure implementation can happen.

“The course itself was challenging and exciting. Intense but enjoyable. Varied but focused. It was great to have such accessible theory-based sessions combined with hands-on learning and application. It was also amazing to meet so many people with such different backgrounds but all with a shared sense of purpose, and being able to learn and grow together.”

Lajaune Lincoln | Head of Youth and Community, Peabody (UK)
**Workshop Highlights**

*Human-centered design for effective programs*
Focus on the people you seek to serve while learning how to use design thinking to create and refine programs for greater intended impact.

*Advance a design project of your own*
Go beyond the theoretical and put techniques into practice by working in teams on your own real project, with coaching to guide you. Prior to the workshop we will advise you on how to select and scope a project to take on in the workshop.

*Use a systems and strategy lens to scope your design work*
Take a systems and strategy view to inform the most beneficial design work to undertake.

*Center equity in your work and your team*
Apply a shifted model of social sector work, where community members are active partners in developing a program built for them. Explore your own identities and biases, be intentional about who is designed with and for, and shape your process and solutions to drive equity.

*Interactive, experiential, guided learning*
Learn via hands-on project work, activities, and interactive lectures that help build your capacity to be more creative, insightful, collaborative and strategic. Throughout the workshop receive coaching and instruction from Stanford educators and experts from the fields of design, philanthropy, strategy and social impact.

**What You’ll Walk Away With**

- Clarity on your project: who to focus your work on, their actual wants and needs, and new insights and ideas on how to make the intended impact.
- A set of tools, mindsets, and a shared language with your team to effectively collaborate on this and future projects.
- Tangible methods and increased confidence to gain a deep understanding of your community, consider and integrate equity into your work, and develop creative solutions.
- Renewed sense of purpose and energy for your work.

“*The program was exceptional. I am applying it to my work as well as teaching it to my team for them to use as a core methodology. The d.school team did an incredible job putting this together.*”

Carol Tacconi | Director of Application Strategy, Kaiser Permanente

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**Tuition (per team of 3-5 people)**

$15,000

Scholarship tuition rates available:

- $10,000
- $7,500
- $1,000

We are offering limited scholarships based on financial need, with some preference given to teams including impacted community members who are not employed by the organization. We encourage organizations to consider compensation to non-salaried team members for their participation in the workshop.

The request for a scholarship is included in the application and determined on a case by case basis. If your application is accepted, we unfortunately cannot guarantee the requested tuition level and may respond with another tuition level that is available.

All required materials included. All team members need reliable high-speed internet, computer, and webcam.