THE DESIGNERS

JUNE 19
2017

WE ARE

DESIGN MUSEUM
x
IDEO

LOOKING FOR.
DESIGN THINKING

PEOPLE (Desirable)

BUSINESS (Viable)

TECHNOLOGY (Feasible)
Today we use design thinking to tackle complex challenges.
and build creative cultures
Hola IDEO.

The growth of my country rests upon creating a quality education for the emerging middle class.
Hola.

The growth of my country rests upon creating a quality education for the emerging middle class.

Can you help us create an international quality school system, figure out how to get it super low-cost, AND ensure it can grow to at least 100 schools?
Hola IDEO.

The growth of my country rests upon creating a quality education for the emerging middle class.

Can you help us create an international quality school system, figure out how to get it super low-cost, AND ensure it can grow to at least 100 schools?

Oh, and, we require 25% IRR...
POVERTY
51% USD 6,800
2003

GDP PER CAPITA
USD 2,300 23%
2015
Yet it is #65 of 65 ranked countries on the global PISA education survey.
Rote learning.
Naive teachers.
Lack of standards.
Crumbling buildings.
Can you help us create an international quality school system, figure out how to get it super low-cost, AND ensure it can grow to at least 100 schools?

CARLOS RODRIGUEZ-PASTOR
CEO INTERCORP
DESIGN THINKING

PEOPLE
(Desirable)

BUSINESS
(Viable)

TECHNOLOGY
(Feasible)
1. STRATEGY → BUSINESS → ORGANISATION → EXPERIENCE
EXPERIENCE

STRATEGY

BUSINESS

ORGANISATION
2,000-2,500 m²
700 Students
LIMA

4,000-4,500 m²
1,200 - 1,500 Students
LIMA

10,000 m²
1,500 Students
PROVINCES

ACADEMIC ROADMAP

<table>
<thead>
<tr>
<th>NOW</th>
<th>AUG 2013</th>
<th>2013</th>
<th>2014+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic alignment</td>
<td>Build Academic Design Team</td>
<td>Hire 2-3 more academic experts</td>
<td>Bulk Update Teacher Profile</td>
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<tr>
<td>Core class curriculum</td>
<td>Create CURRICULUM FRAMEWORK</td>
<td>Core teams, groups/cohorts</td>
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<tr>
<td></td>
<td>Create ANNUAL PLANS</td>
<td>Draft, get feedback, revise</td>
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<tr>
<td></td>
<td>Select Teachers to Develop Lesson Plans</td>
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<tr>
<td>Khan Academy pilot</td>
<td>Prepare for Pilot</td>
<td>Design platform, select schools, use digital tools</td>
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<tr>
<td></td>
<td>Select &amp; Train Teachers for Pilot</td>
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<tr>
<td></td>
<td>Define Measurables</td>
<td>Measure progress, set goals</td>
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<tr>
<td>Innovation Program</td>
<td>Develop Innovation Program</td>
<td>Selected grades</td>
<td></td>
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<tr>
<td></td>
<td>Develop Lesson Plans</td>
<td>Selected classes, groups/cohorts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Develop Lesson Plans</td>
<td>All classes, groups/cohorts</td>
<td></td>
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<tr>
<td></td>
<td>Iterate</td>
<td>Class sets, groups/cohorts</td>
<td></td>
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<tr>
<td></td>
<td>Scale Core Classes</td>
<td>All classes, groups/cohorts</td>
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<tr>
<td></td>
<td>Increase Digital Library</td>
<td>Increase software &amp; subject options</td>
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</tbody>
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DATA DASHBOARD
Centralize and Streamline Innovia's Most Important Data

Data dashboards provide a shared, prioritized view of information critical to Innovia's operations. They give a top line snapshot about school performance; this is connected to systems with deeper data on attendance, individual class performance, average grades, and each school’s finances.

Dashboards also enable leaders to generate critical insights, identify trends, and communicate with key stakeholders: principals, teachers, and the back office team. The aggregated dashboard provides a comprehensive view of the Innovia system.

FINANCES
SCHOOL MANAGEMENT
TEACHER IMPACT
STUDENT PERFORMANCE
PARENT SATISFACTION
TEACHER GROWTH PATHS

Growing Teachers as Innova Grows

Over time, your teachers will become familiar and adept at their role in front of the classroom. Some will aspire to become future school leaders. Others will seek different avenues for growth.

As Innova grows, it must design ways to retain the knowledge these experienced teachers have developed—and to use it to continuously learn and grow as a system.

Experienced teachers can grow into many roles, including:

- Curriculum developers
- Mentors/trainers
- Master teachers
- Regional support
- School leaders
Design sessions
THE FUTURE OF INNOVA

THE INNOVA EXPERIENCE

ACADEMIC MODEL

FINANCIAL IMPACT

AFFORDABLE
SCALABLE
EXCELLENT
INNOVA SCHOOLS AFFORDABLE + SCALABLE + EXCELLENT

A NEW LEARNING MODEL

GROUP & SOLO
The core of the new model blends learning in two complementary modes: teacher-led group sessions and independent, technology-enabled solo sessions.

GROUP LEARNING

SOLOEARNING

THE SCHOOL EXPERIENCE

ICONIC SPACES
A branded, modular approach to campus design.

MULTI-MODAL CLASSROOMS
allow teachers to switch between learning modes easily.

FLEXIBLE SPACES
such as the cafeteria can transform as needed.

TECHNOLOGY
The Media lab forefronts technology for project-based learning.

TOOLS TO SUPPORT SCALE

TEACHER RESOURCE CENTER
Centralized curriculum development with a lesson database and interactive platforms.

DATA DASHBOARD
An online system helps Innovate track a variety of key business and performance metrics.

DESIGNING THE BUSINESS
- Capital Costs
- Student Revenue
- Operational Planning
- Land & Campus Planning
- Schedule Optimization
- Tech Infrastructure
- Teachers & Training
- Knowledge Sharing
2017
40 Schools, 31,000 students, 1,300 teachers
2025
100 Schools, 75,000 students
Within 4 years, Innova has seen academic results that are triple the scores of the government schools and double those of other private schools.
80% of kids enrolled in University vs. 47% in public schools and 60% in other private
ANALYTIC APPROACH

CREATIVE APPROACH
LAUNCH EVENT 2016 #NewPlasticsEconomy
THE DESIGNERS

WE ARE

LOOKING FOR.
1. WILL BE DESIGNING FOR SYSTEMIC CHALLENGES
8% Cascaded Recycling
4% Process Losses
2% Closed-loop Recycling
14% Collected for Recycling

98% Virgin Feedstock

14% Incineration and/or Energy Recovery
40% Landfilled
32% Leakage

78 Million Tonnes (Annual Production)

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1 Closed-loop recycling: Recycling of plastics into the same or similar-quality applications
2 Cascaded recycling: Recycling of plastics into other, lower-value applications
Source: Project Mainstream analysis – for details please refer to Appendix A.
SYSTEMIC CHALLENGES are CREATIVE CHALLENGES
“You never change things by fighting the existing reality. To change something, **build a new model** that makes the existing model obsolete.”

BUCKMINSTER FULLER
The next big thing in design is circular.

A new mindset for business is emerging. It’s worth around a trillion dollars, will drive innovation in tomorrow’s companies, and reshape every part of our lives.

But making the shift isn’t easy. That’s why we created this guide: to help innovators create more elegant, effective, creative solutions for the circular economy. Solutions that are invaluable for people, give businesses a competitive advantage, and are regenerative for our world.
Practise these new perspectives.

1. Widen your view of user-centredness
   When designing for the circular economy, it’s about researching and understanding the needs of all users or usages of the materials within the system.

2. Reimagine viability
   In the circular economy, growing your slice of the pie may mean growing the pie. Designing reusable materials will create new value by enabling your own as well as other businesses to reuse those materials.

3. Design for evolution
   We used to design “finished” products. Now, we should think of everything we design like software – products and services that can constantly evolve, based on the data we get through feedback. Design is never done.

4. Build a strong narrative
   In the circular economy, designers more than ever have to change the mindsets of those around them. By developing compelling stories and proof-of-concept, we can widen our sphere of influence.
HMW learn to design with a systemic mindset?
HMW learn to design with a systemic mindset?

HMW teach tomorrow’s students to design not just a product but the supporting systems that will allow it to continue to evolve beyond its ‘first use case’?
2. WILL BE DESIGN ENTREPRENEURS
“He should start to develop a more nuanced understanding of the commercial aspects of project outputs, I understand that design needs to start with the customer, but commercial justification is a critical part of driving forward and executing on project deliverables within any large corporate business.”
Developing Strategy for Value Creation

Get the tools, break the rules and make a difference

Bridge the gap between strategy and innovation, and give your organisation the competitive edge. Discover ground-breaking insights and methodologies to help your organisation perform better in uncertain times.

Key details
- Duration: 5.5 days
- Next start: 02 Jul 2017
- Fees: £7,900
- Location: London
HMW develop an entrepreneurial mindset in design students?
3. WILL MANAGE A FLEXIBLE TOOLKIT
High Ambiguity

IDEO

Partner

Low Ambiguity
Design thinking

IDEO

Partner

Agile development
HMW encourage design school teams to experiment with different toolkits?
HMW encourage design school teams to experiment with different toolkits?

HMW evaluate design students for their capability to collaborate with non-designers?
4. WILL DESIGN PARTICIPATION PLATFORMS
HMW change the measure of success towards participation, not perfection?
HMW use design to build the new design learning system?
Thanks
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