

LEAD

SUSTAINABLE MEANINGFUL PROFITABLE INNOVATIVE

YOUR FUTURE YOUR CAREER YOUR LIFE YOUR WORLD

CHANGE

A diagram consisting of three large, solid-colored circles arranged in a triangular pattern. The top-left circle is red and contains the word 'DESIGN'. The top-right circle is green and contains the word 'SUSTAINABILITY'. The bottom-center circle is blue and contains the word 'BUSINESS'. All text is in white, uppercase letters.

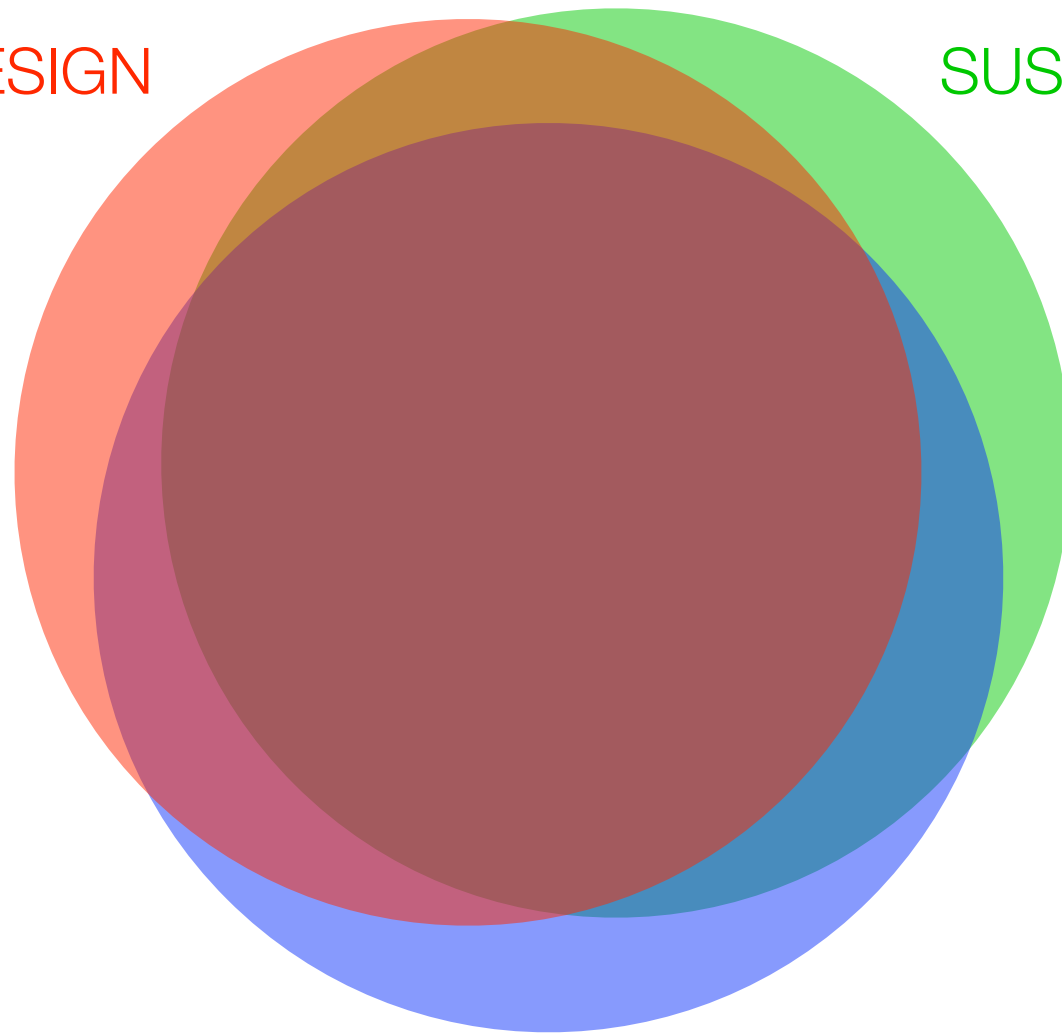
DESIGN

SUSTAINABILITY

BUSINESS

DESIGN

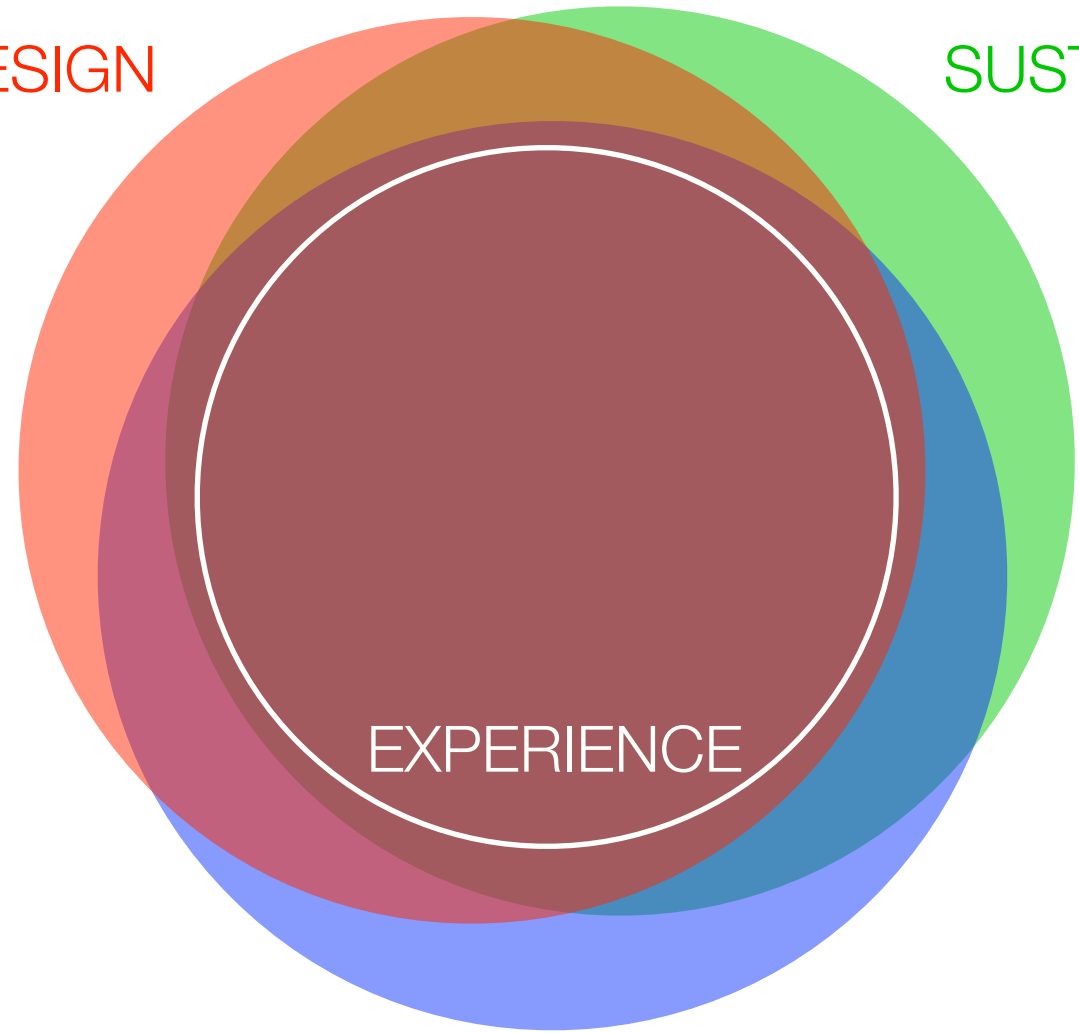
SUSTAINABILITY



BUSINESS

DESIGN

SUSTAINABILITY

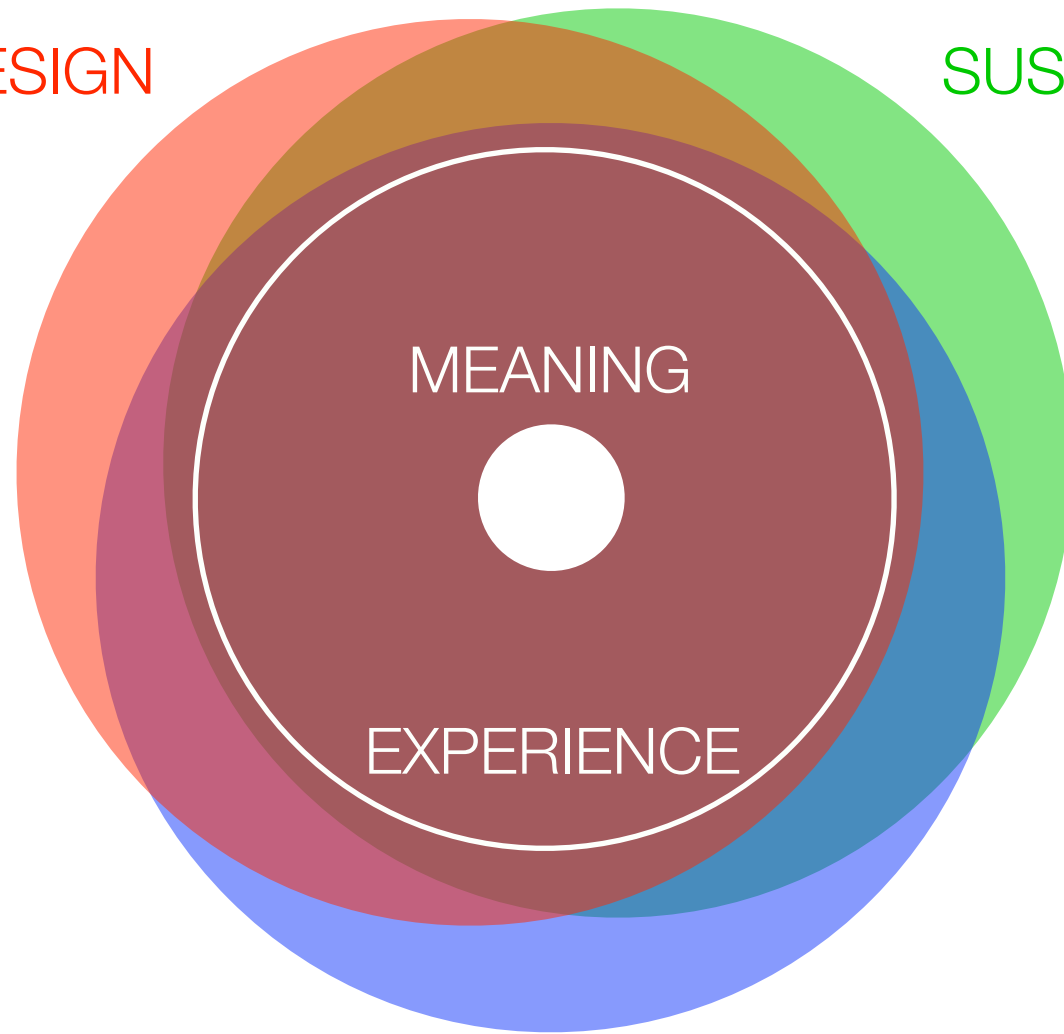


EXPERIENCE

BUSINESS

DESIGN

SUSTAINABILITY



BUSINESS

Design Thinking

Leading by Design Fellows

Management

Sustainability

Communications

Strategy Leadership

Change

Innovation

Design Thinking

New Questions

Leading by Design Fellows

Management

Sustainability

Community

Communications

Strategy Leadership

Change

Certificate

Innovation

Design Thinking

New Questions 6 months

Leadership Position Internationally 25 students

Leading by Design Fellows

Management 2 faculty Sustainability

Community Communications

Strategy Leadership

Change Certificate Innovation

Leading by Design Fellows

Help the **current** generation of
business leaders and design leaders

accelerate meaningful, sustainable change.

Leading by Design Fellows

Mastering via Making:

investigate, analyze, discuss, collaborate,
prototype, iterate, write, present

Confirmed guest speakers:

Dan Pink, author of *A Whole New Mind*

Tim Brown, author & CEO, IDEO

Adam Werbach, author & CEO, Saatchi & Saatchi S

Gil Friend, author & CEO, Natural Logic

Sam Lucent, VP of Design, Hewlett Packard

Sara Beckman, Faculty, Haas Business School

Kaaren Hansen, Director of Experience Design, Intuit

APR

MAY

JUNE

JULY

AUG

SEP

OCT

NOV

Prologue

FS
Residency 1

FS
Residency 2

FS
Residency 3

FS
Residency 4

FS
Residency 5

Reflection

FS
Residency 6

FELLOWS PROGRAM



What's a **more sustainable** world look like?



What's a **more meaningful** world look like?

A photograph of an outdoor dining area at night. In the background, the illuminated dome of the State Capitol building is visible against a dark sky. The foreground and middle ground are filled with people sitting at tables with white tablecloths, eating and talking. The scene is lit by warm, yellow string lights hanging from trees and a tall pole. The overall atmosphere is relaxed and social.

What's a **post-consumer** world look like?

A futuristic control room or cockpit with multiple workstations, glowing screens, and ergonomic chairs. The room is illuminated with warm, starburst-style lights. The background shows a large screen displaying a blue and white interface. The overall aesthetic is clean, modern, and high-tech.

What's a **post-consumer** world look like?

We already have tools to use :

Sustainability Helix

Integrate Bottom Line

Okala™ Curriculum

Meaning and Experience Models

covive.com/gri

New Metrics: grossnationalhappiness.com

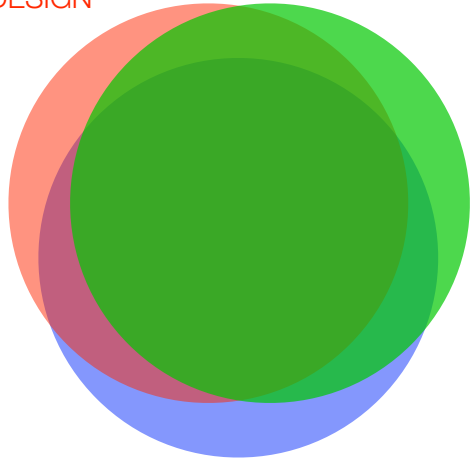
B-Corp & Corp2020

sustainableminds.com

www.eiolca.net

(and many more)

DESIGN



BUSINESS

Systems Innovation Model:

Principles:

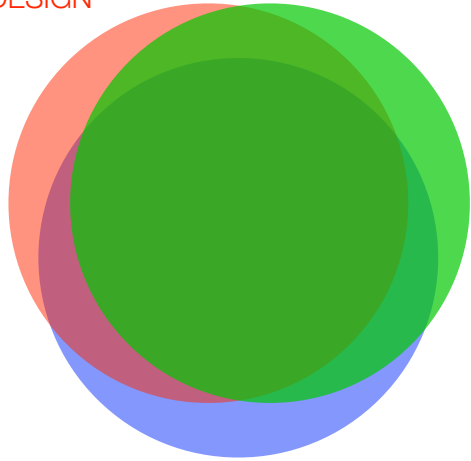
Systems Thinking

Multidisciplinary Teamwork

Service to Users/Customers

Multi-stakeholder Engagement

DESIGN



BUSINESS

Systems Innovation Model: Principles

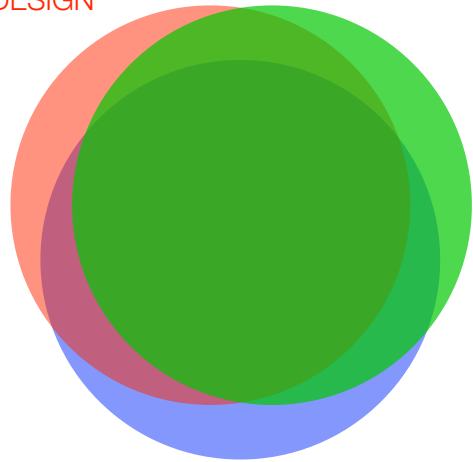
Frameworks:

Natural Capitalism

The Natural Step™

Cradle to Cradle

DESIGN



BUSINESS

Systems Innovation Model:

Principles

Frameworks

Tools:

LCA (Life Cycle Assessment)

Total Beauty™

Biomimicry

SROI

Sustainability Helix

Blended Value

Integrated Bottom Line

LASER Manual

Footprint Calculators

(water, carbon, etc.)

Stakeholder Analysis

ISO 50001

SOS (Blackburn)

Wheel of Change

City Climate Protection

Manual

Metrics (GDP, GPI, G

GRI, SRI)

LEED

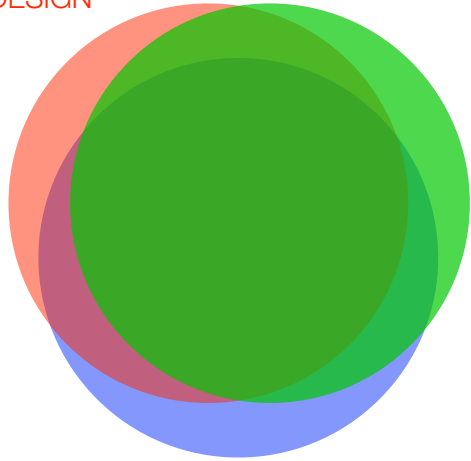
FASB redefinition of

SCORE

Factor 4 and Factor

SHINGO

DESIGN



BUSINESS

Systems Innovation Model:

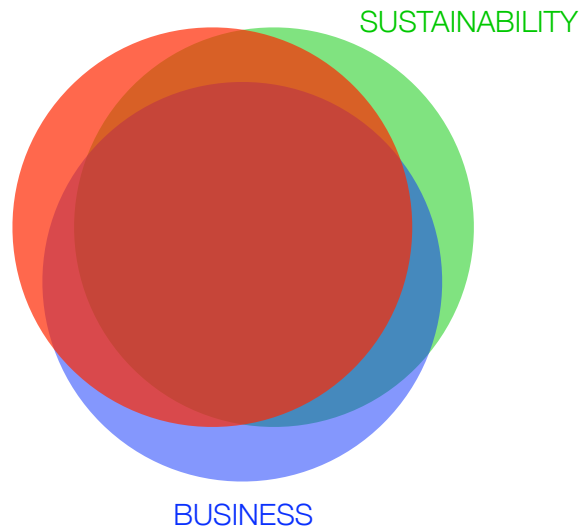
Principles

Frameworks

Tools

Design Strategies:

- REDUCE
 - Design for Use (Usability & Meaning)
 - Dematerialization (Materials, Energy & Transportation)
 - Substitution (Materials & Energy)
 - Localization
 - Transmaterialization
 - Informationalization
- REUSE
 - Design for Durability
 - Design for Reuse
- RECYCLE
 - Design for Disassembly
 - Close the Loop
 - Design for Effectiveness
- RESTORE
 - Design for Systems



DESIGN

Principles:

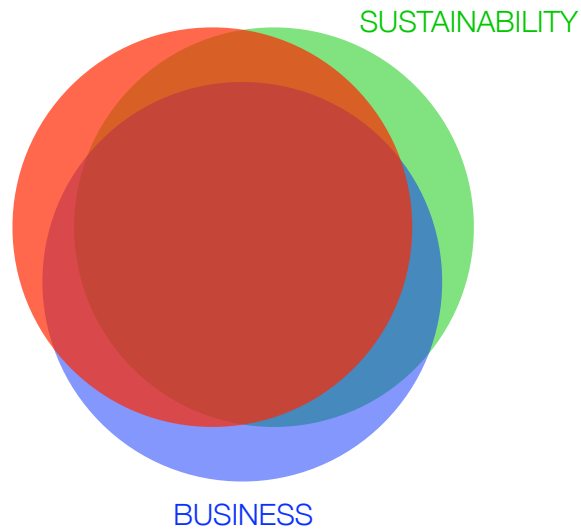
Systems Thinking

User-Centered focus

User/Design Research

Experience Model

Meaning Model



DESIGN

Principles

Tools:

Deep Dive

Prototyping

Iteration

Need Finding

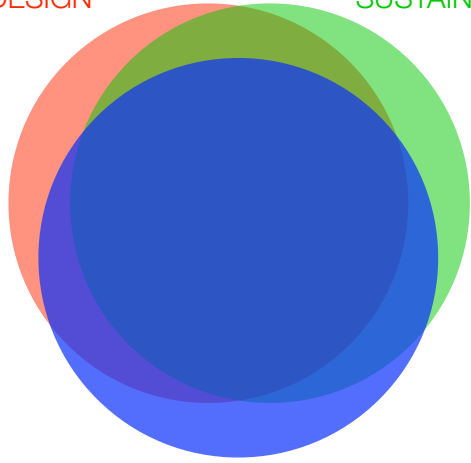
Ethnographic Techniques

Critique

IDEO Human-Centered Design Toolkit, etc.

DESIGN

SUSTAINABILITY



BUSINESS

Principles:

Systems Thinking

Multidisciplinary Teamwork

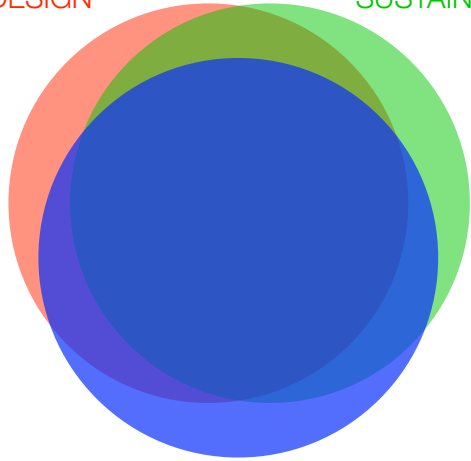
Service to Users/Customers

Multi-stakeholder Engagement

Service Culture (throughout org)

DESIGN

SUSTAINABILITY



BUSINESS

Principles

Tools:

Total Quality Management

Six Sigma

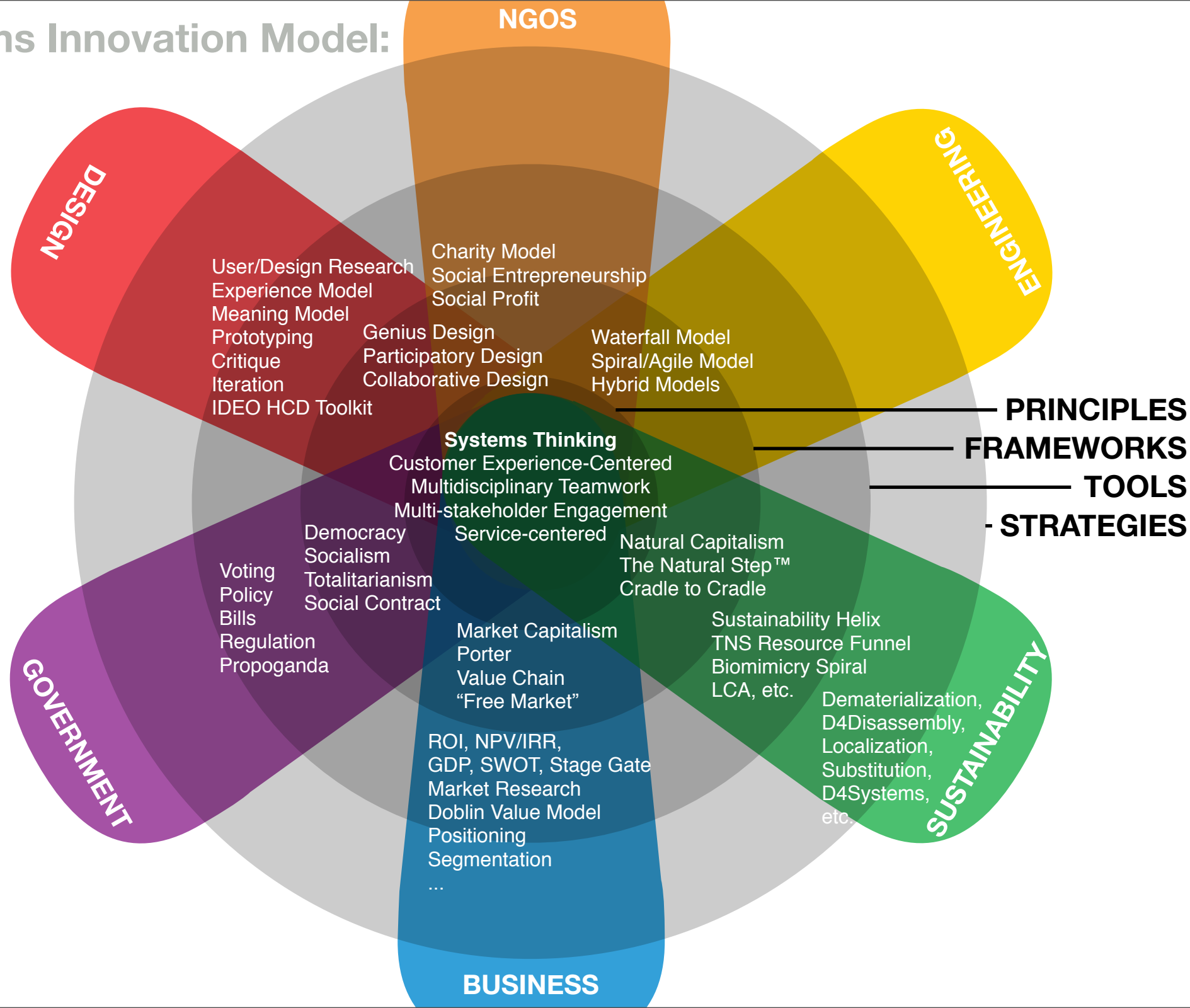
Stage Gate

SWOT

Doblin Value Model

Metrics: ROI, NPV, IRR, GNP, etc.

Systems Innovation Model:



LEAD

CCA'S LEADING BY DESIGN FELLOWS PROGRAM
THE FUTURE OF BUSINESS STARTS HERE. NOW.

CHANGE