Transform Your Career/Life

DESIGN THINKING & THE CREATIVE PROCESS

Presented by
Ingrid Goldbloom Bloch

Sponsored by
The Hiatt Career Center
Brandeis University
Polling Question #1

Yes or No

I feel stuck in some part of my work/life?
Agenda

01 Design Thinking
What is it? The importance of prototyping

02 Harnessing the Creative Process

03 Case Studies
Examples of lives transformed

04 Action Steps
How to get out of your own way
A non-linear, iterative process which seeks to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test.
Design Thinking Process

Empathize  Define  Ideate  Prototype  Test
What do these inventions have in common?

Pacemaker
Microwave
Coca Cola
Ink Jet Printer
Penicillin
Potato Chips
Post it Notes
Plastic
Velcro
Viagra
Artificial Sweetener
Design Thinking Mindset/Activities

- **Curiosity**
  - Explore and Uncover

- **Bias to Action**
  - Try Stuff

- **Reframing**
  - A Way To Get Unstuck

- **Awareness**
  - It’s A Process

- **Radical Collaboration**
  - Get Input
Polling Question #2

True or False

I need to have a clear plan before I should take action
Know Your Story

Four C’s Model
by Kathy Robinson of Turning Point Boston

**Cause:** What topics give you joy?

**Content:** What are you good at AND enjoy doing?

**Community:** Who are your ideal co-workers?

**Critical Factors:** What are your lifestyle needs?
Generate Questions

Cognitive Constraints Exercise

I can’t, I won’t, I’ll never, I’ll always, I should, I shouldn’t

How do I know this is true?

What information would I need for the opposite to be true?

How am I going to get that information?
Get New Inputs

Get an outside opinion

Step out of your comfort zone

Try something new

Talk to a stranger

Ask a question
Reframing the Solution

Walk in the rain
Drive and park
Husband drops me off
Engage in the World

3-Month Transformation

- CONTINUOUS NETWORKING
- BIOMATERIALS GROUP
- BIKE MESSENGER
- NEW SECTORS
- EXOSKELETONS
- DIRECTIONS
- NEW EXPERTISE
- ART AT CIC
- BRAIN CONNECTION
- EXPANDED BUSINESS
- LECTURE WEBSITE
- BATHROOM
- OFFICE SPACE
- FABLAB
- CAREER REINVENTION

Engage in the World
Creating Patterns & Possibility

Image is Copyright by Yulia Hafensen, Mosaic Sphere Studio, LLC. All rights reserved.
3 lives imagined

01 Stay the course
Your current trajectory

02 No longer an option
If what you are doing no longer exists

03 That thing you would do
Money and Image not an issue
Linking Elements: Client #1

- Animals
- Summer Camp
- Counseling
- Research
- Facilitating

Helping families with special needs kids
Linking Elements: Client #2

- Love of the water
- Interest in Viking history
- Working with his hands
- Boat building
- Pioneering new products
- Team building
The Creative Process

Design + Execution
Structural Tension Chart

**GOAL/VISION →**
(What we want to accomplish/create - end result desired)

<table>
<thead>
<tr>
<th>Date completed</th>
<th>2nd level chart?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Recap

01 Get To Know Yourself
   How do you think? What do you enjoy?

02 Ask “What If” Questions
   Think like an artist

03 Try Stuff – Prototype
   You don’t have to be perfect

04 Create a Structural Tension Chart
   Advance towards your goals

05 Don’t Go It Alone
   Don’t operate in a vacuum
Polling Question #3

Yes or No

The thought of trying something new is exciting and maybe a bit scary but I will do it anyway
Great Books

*Designing Your Life: How to Build a Well-Lived, Joyful Life* by Bill Burnett & Dave Evans

*Your Life As Art* by Robert Fritz
QUESTIONS?

Ingrid Goldbloom Bloch
www.mosaiccareers.com
Next Steps

Fill out our satisfaction survey to let us know how we did.

Brandeis undergraduate students and alumni:

- schedule free 1-on-1 appointments in-person, phone, or Skype
- Call (781) 736-3618
Social Media

- facebook.com/hiattcareercenter
- @hiattatbrandeis
- Brandeis University Career Connections
- #hiattcareercenter
- Hiatt Parents and Families website

Webinars

Archived Webinars by Topic
- Career Transition
- Personal Branding & Networking
- Job Search Strategy
- Diversity & Inclusion
- Start-ups & Entrepreneurship
- Industry-specific

alumni.brandeis.edu/careers/events