



Ideation and Radical Collaboration

A 4-week Virtual Masterclass

Powered by Western Alumni and Careers & Experience

FEELINGS AFTER CLASS 2



ODYSSEY PLANNING

THREE VERSIONS OF MY FUTURE SELF



THING #1

What are you currently doing?

Where would you like to see that go?



THING #2

What happens if thing #1 goes away? What else could you do?



THING #3

The other. If money or reputation were no object, what would you do?

FULFILLING EXPECTATIONS: BECOMING A CORPORATE LAWYER

1	2	3	4	5
Law school at McGill	Law school year 2	Law school year 3	Start work at a firm	First-year associate
Quit job at non-profit	Work as an LSAT tutor for extra money	Take the Bar exam	Get married	Buy a place in Montreal
Move to Montreal		Trip to Spain		

Alternative Plan #1



Resources



I Like It



Confidence



Coherence

6 Word Title: Fulfilling Expectations: becoming a corporate lawyer

Questions this plan addresses:

- 1. Do I want to take on debt?
- 2. Will I find the work fulfilling?
- 3. Will my partner want to live in Montreal?

SOURCE: Bill Burnett and Dave Evans, "Designing Your Life"

BUSINESS INSIDER

ODYSSEY PLAN

PRESENTATIONS

PRESENTER

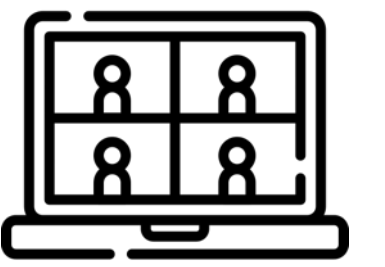
Quick flyover of your 3 Odyssey Plans, Dashboard and Questions (5 mins max!)

GROUP

- What particular affirmations or encouragements about the plan do you have to offer?
- What do you notice that prompts you to ask, “tell us more”?



PRE-WORK
+ FILES



BREAKOUTS

ODYSSEY PLAN

PRESENTATIONS



PRE-WORK
+ FILES



BREAKOUTS

DO

Receive
Reflect
Amplify

DO NOT

Critique
Review
Advise

Inquire, but don't take the talking stick

Keep the energy with the presenter

BUT FIRST, A WORD OF INSPIRATION

POEM BY
TAYLOR MALI
www.TAYLORMALI.COM

NOW WHAT?



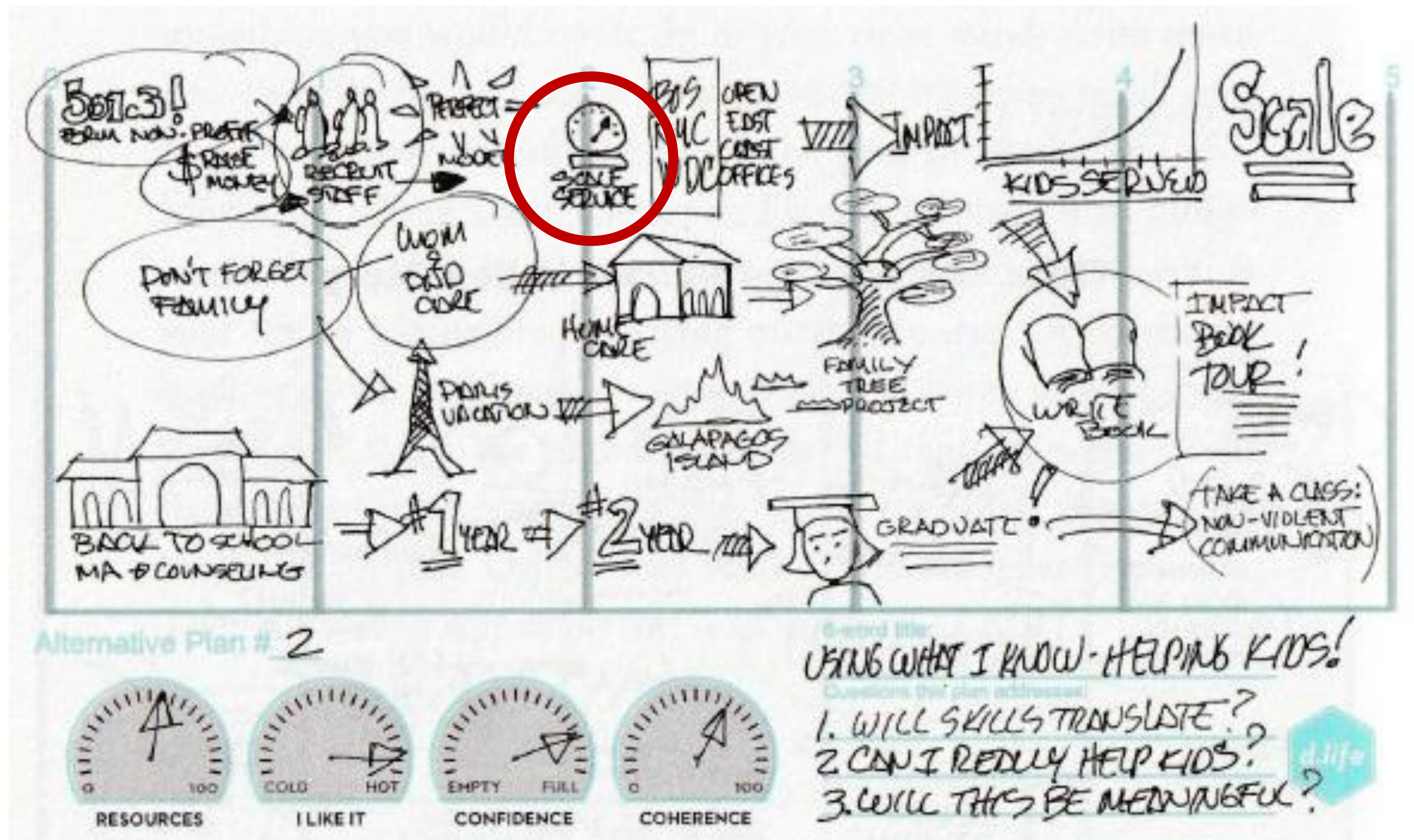


BIAS TOWARD ACTION



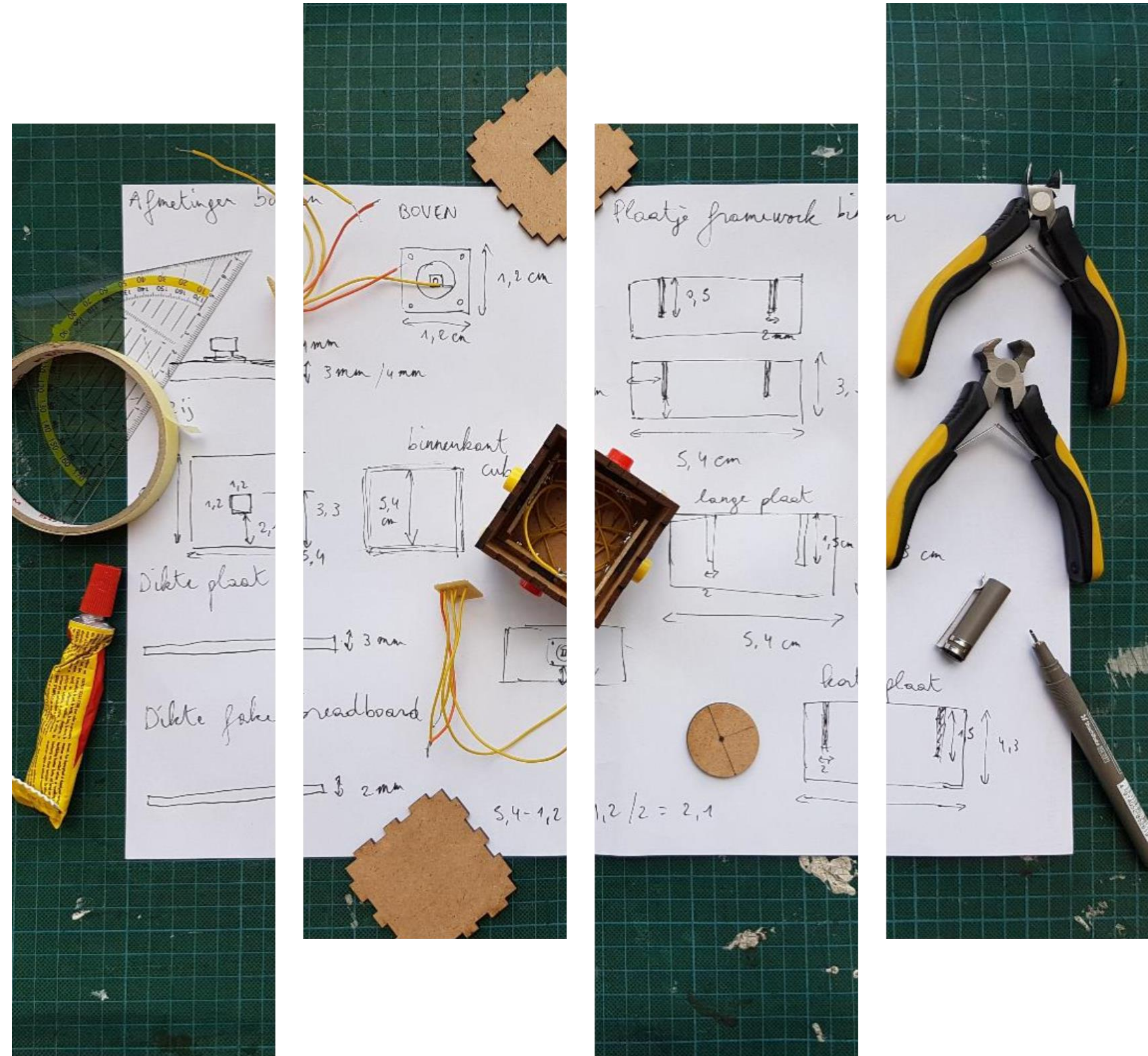
PROTOTYPE

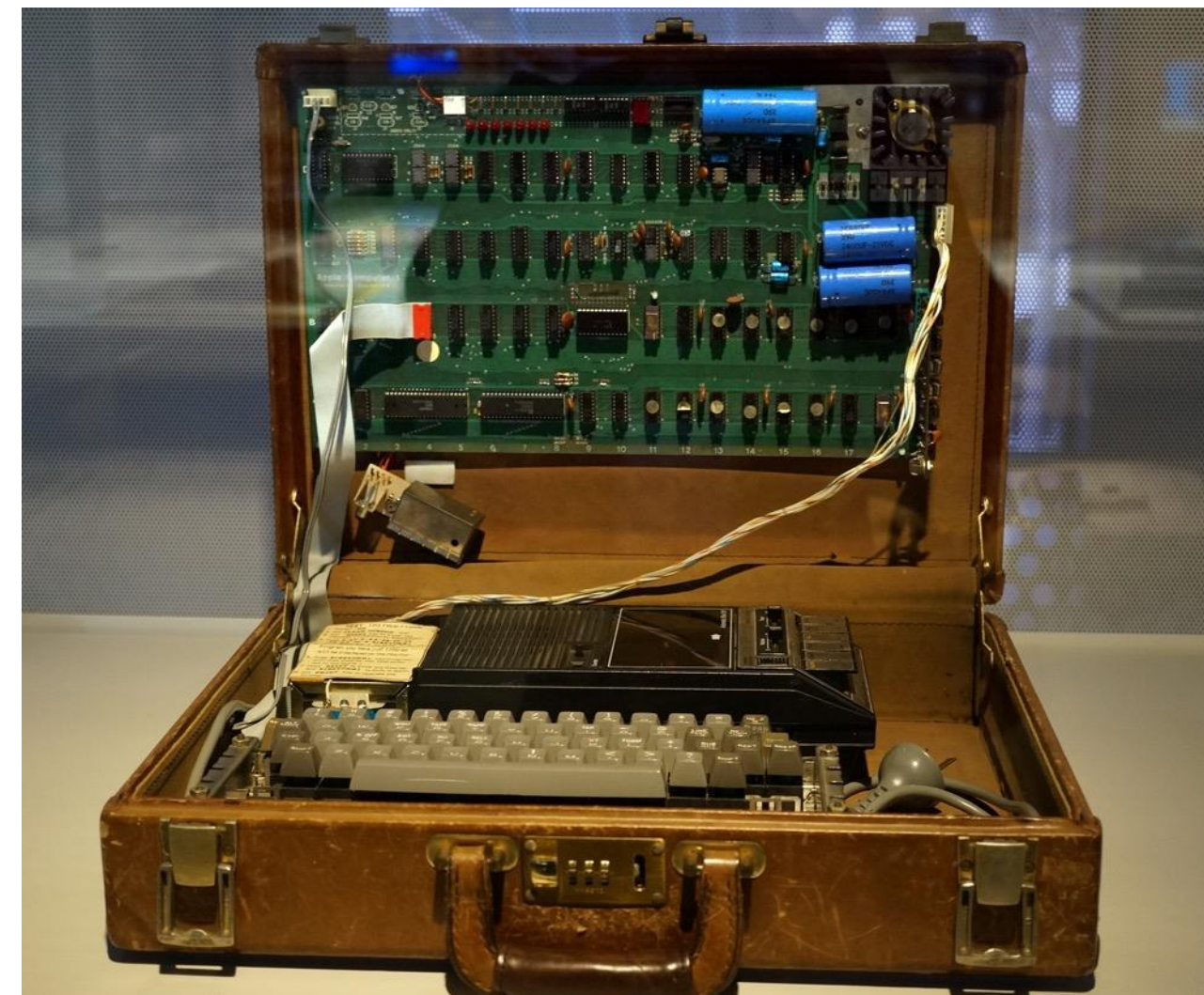
PROTOTYPING IN LIFE DESIGN



WHY PROTOTYPE

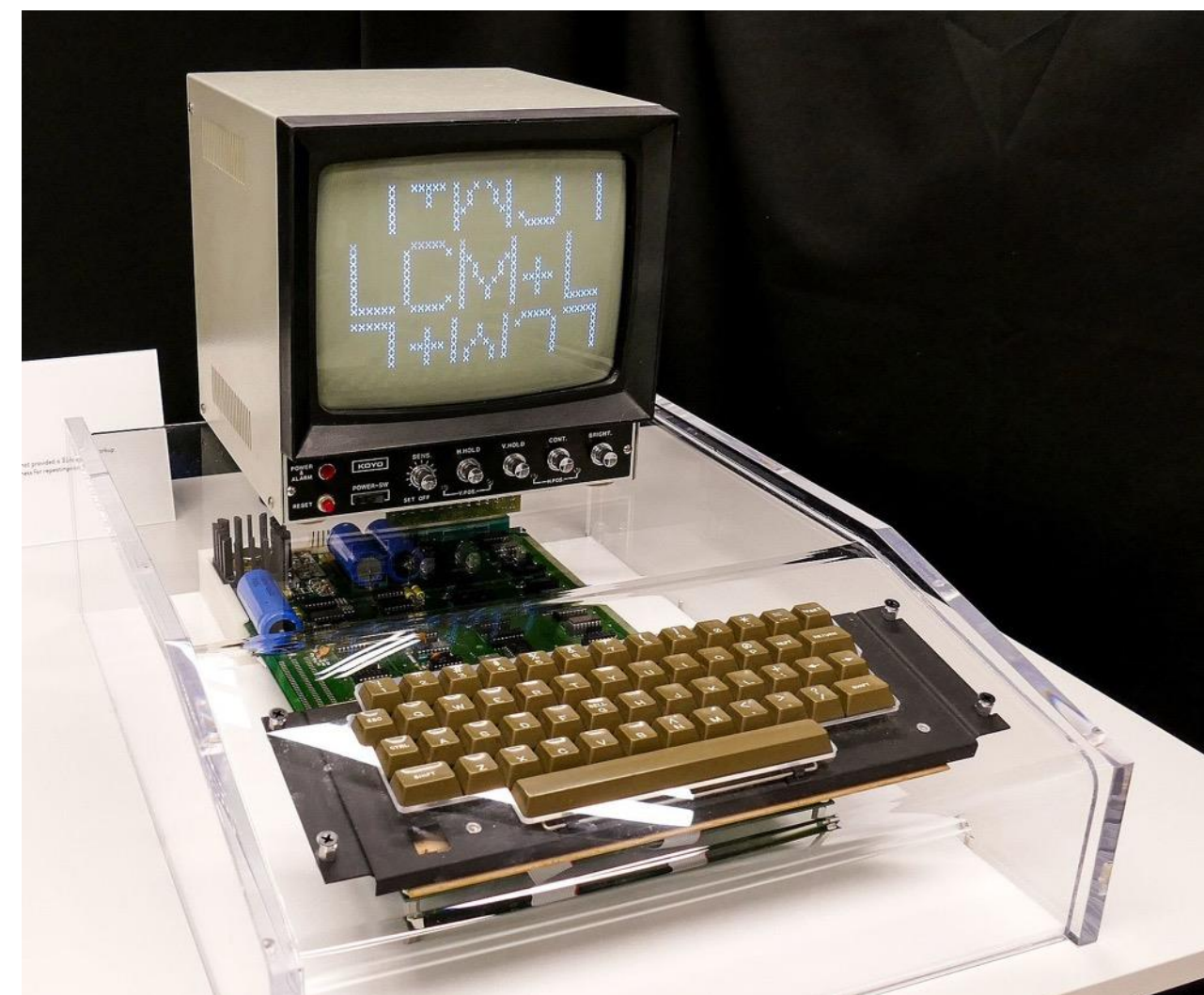
- Expose assumptions
- Involve others with your ideas
- Sneak up on the future
- Ask interesting questions





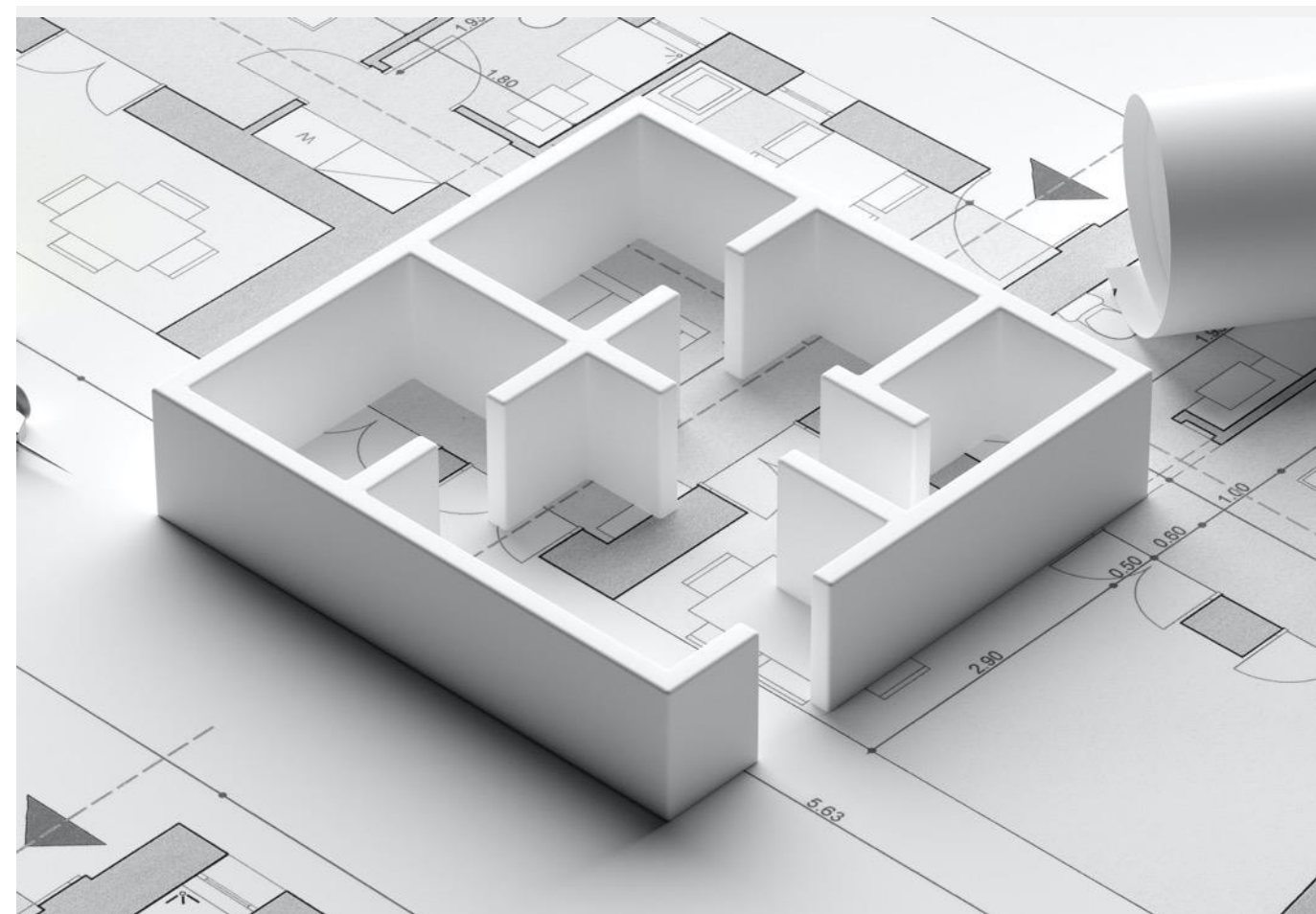
GOOD PROTOTYPES

- Cheap
- Quick
- Accessible



PROTOTYPE DESIGN

IN PRODUCT DESIGN



foamboard model



storyboard or sketch

IN LIFE DESIGN



role play




LIFE DESIGN PROTOTYPES

A CONVERSATION

think: informational interview, casual coffee, design interview; chat after a workshop; at the bar, party, metro, etc.

AN EXPERIENCE

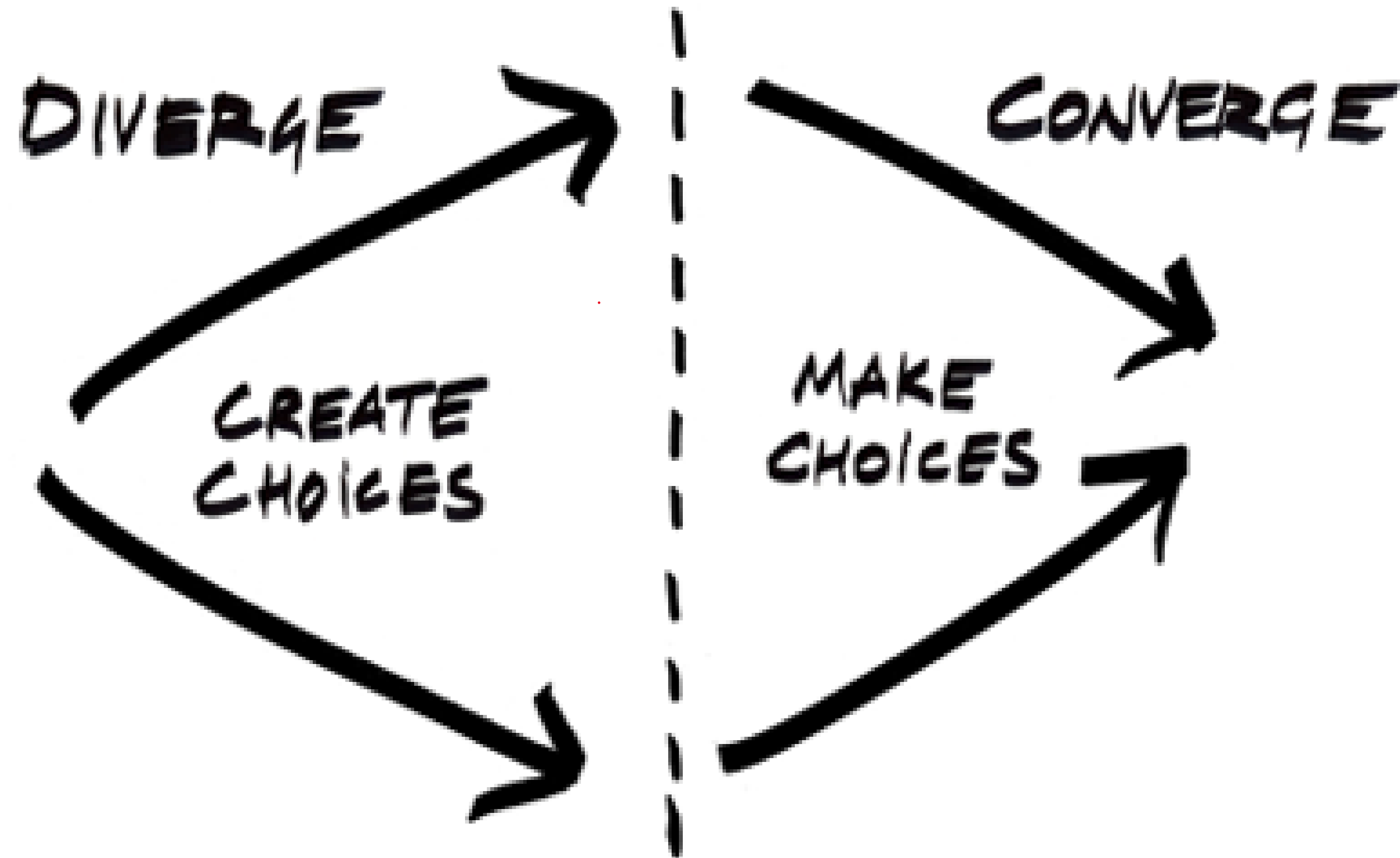
think: shadow for a day; intern for a month; sit on the truck; tap in on the sales call; substitute teach for a day; spend 72 hours indoors

A detailed digital painting of a futuristic city. In the foreground, lush green foliage and dark, industrial-looking pipes with blue glowing joints are visible. The middle ground features a large, sleek, white and blue structure that resembles a high-speed train or a futuristic vehicle, with glowing blue lights. In the background, a dense city skyline with tall, thin skyscrapers is visible under a bright, hazy sky. A large, curved, metallic structure with a glowing orange light source is prominent on the right side. The overall atmosphere is one of advanced technology integrated with nature.

**“THE FUTURE IS ALREADY
HERE, IT IS JUST
UNEVENLY DISTRIBUTED.”**

WILLIAM GIBSON

DIVERGE, THEN CONVERGE





RADICAL
COLLABORATION



CURIOSITY



MINDFULNESS
OF PROCESS

IDEATING PROTOTYPES WITH **IDEA BOARDS!**

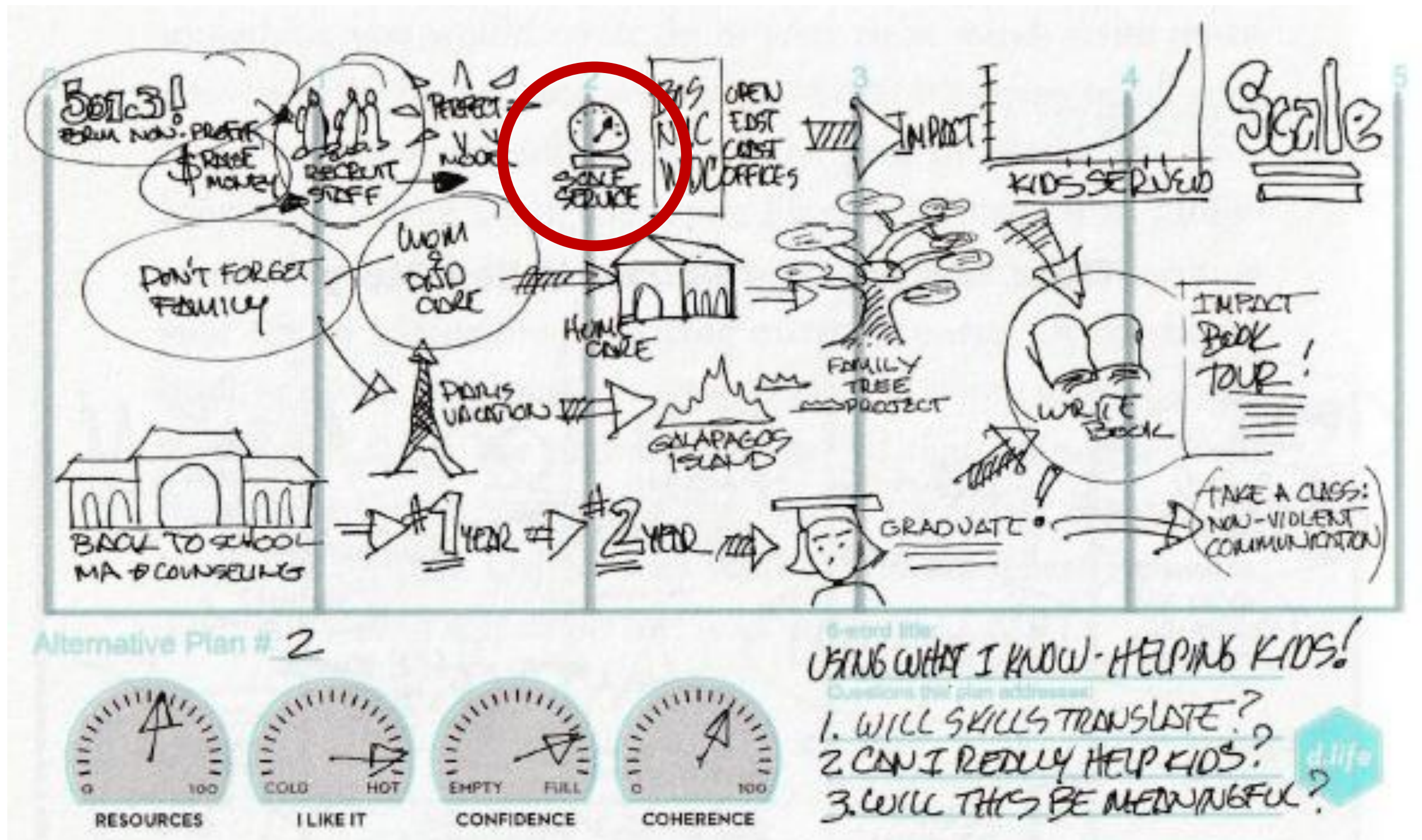


IDEATION

1. **FRAME** a good problem (not too broad, not too narrow, open-ended)
2. **WARM UP** to move from your rational/analytic to your synthesizing brain
3. **IDEATE** to get lots of ideas and use the brainstorming rules
4. **SELECT** ideas based on a specific criterion, and **EXTRACT INSIGHTS**



IDEATION: **FRAME** A GOOD PROBLEM



Engage your curiosity.

Note the items in your Odyssey plans that you are curious to learn more about.

Jot down a few notes about what makes you so curious.

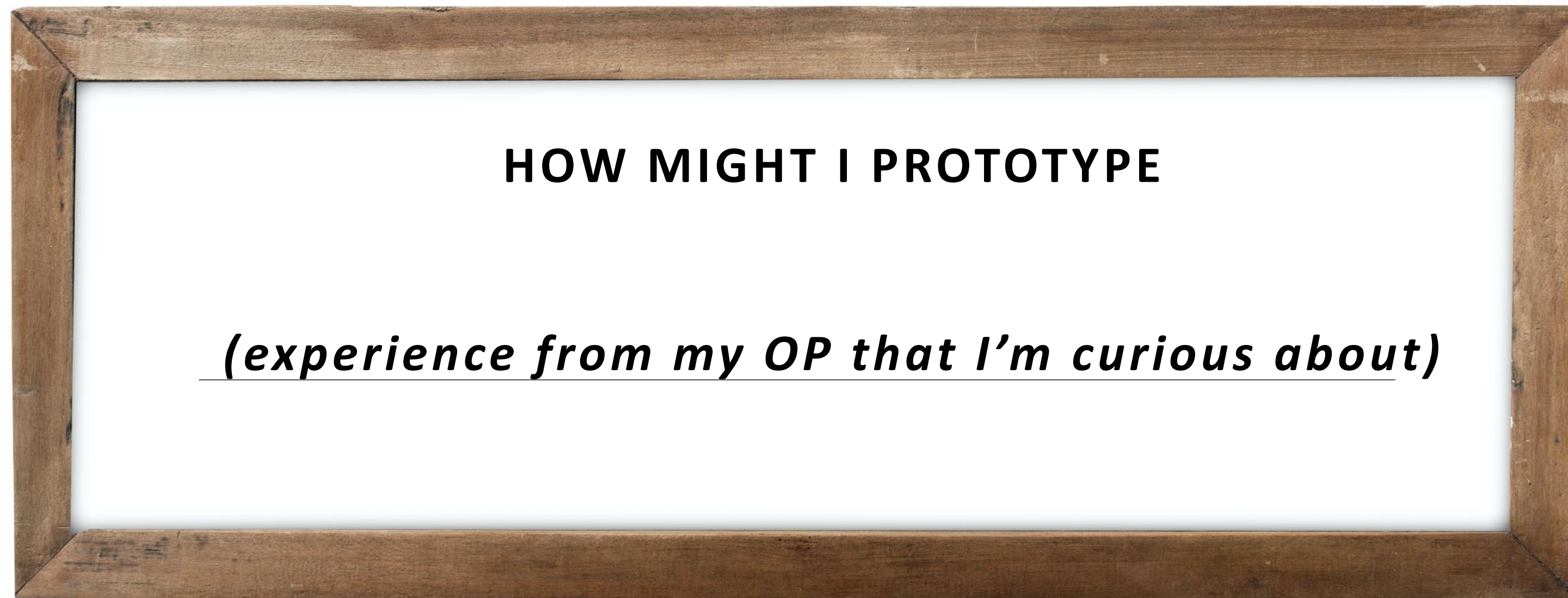


CURIOSITY

IDEATION: **FRAME** A GOOD PROBLEM

Ask a question with sufficient context to focus ideation, but leave room for wild ideas.

Use this sentence stem:





CHAT

IDEATION: **WARM UP** YOUR SYNTHESIZING BRAIN

BEFORE WE IDEATE, WE MUST WARM UP!



IDEATION: **IDEATE** WITH IDEA BOARDS

LOCATE YOUR BOARD BY THE **FIRST LETTER** OF YOUR **FIRST NAME**

Idea Board **A-C** <https://padlet.com/WesternU/ibmsv2nlgdqcbuuf>

Idea Board **D-F** <https://padlet.com/WesternU/62jwyz2poibrcblw>

Idea Board **G-J** <https://padlet.com/WesternU/gjbhvpctk3pv36e>

Idea Board **K-M** <https://padlet.com/WesternU/mz0gur6nt8rhwyq1>

Idea Board **N-P** <https://padlet.com/WesternU/qnxv6pvmg2cnum53>

Idea Board **Q-S** <https://padlet.com/WesternU/pzb169i980r9pee9>

Idea Board **T-V** <https://padlet.com/WesternU/aa21zs2ixezfy6a9>

Idea Board **W-Z** <https://padlet.com/WesternU/s2st046r6k1axdav>



RADICAL
COLLABORATION

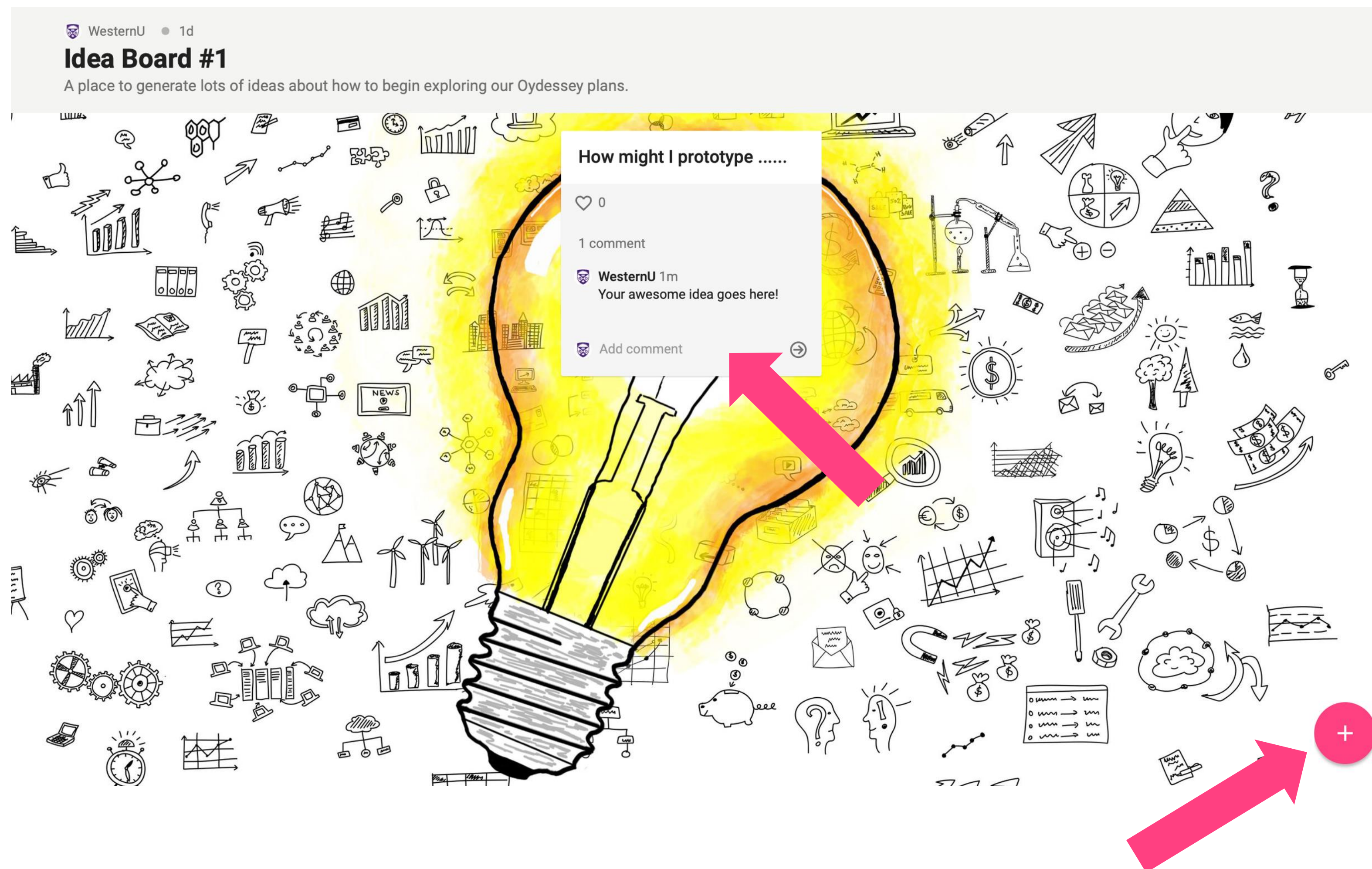
IDEATION: **IDEATE** WITH IDEA BOARDS

ADD YOUR QUESTION

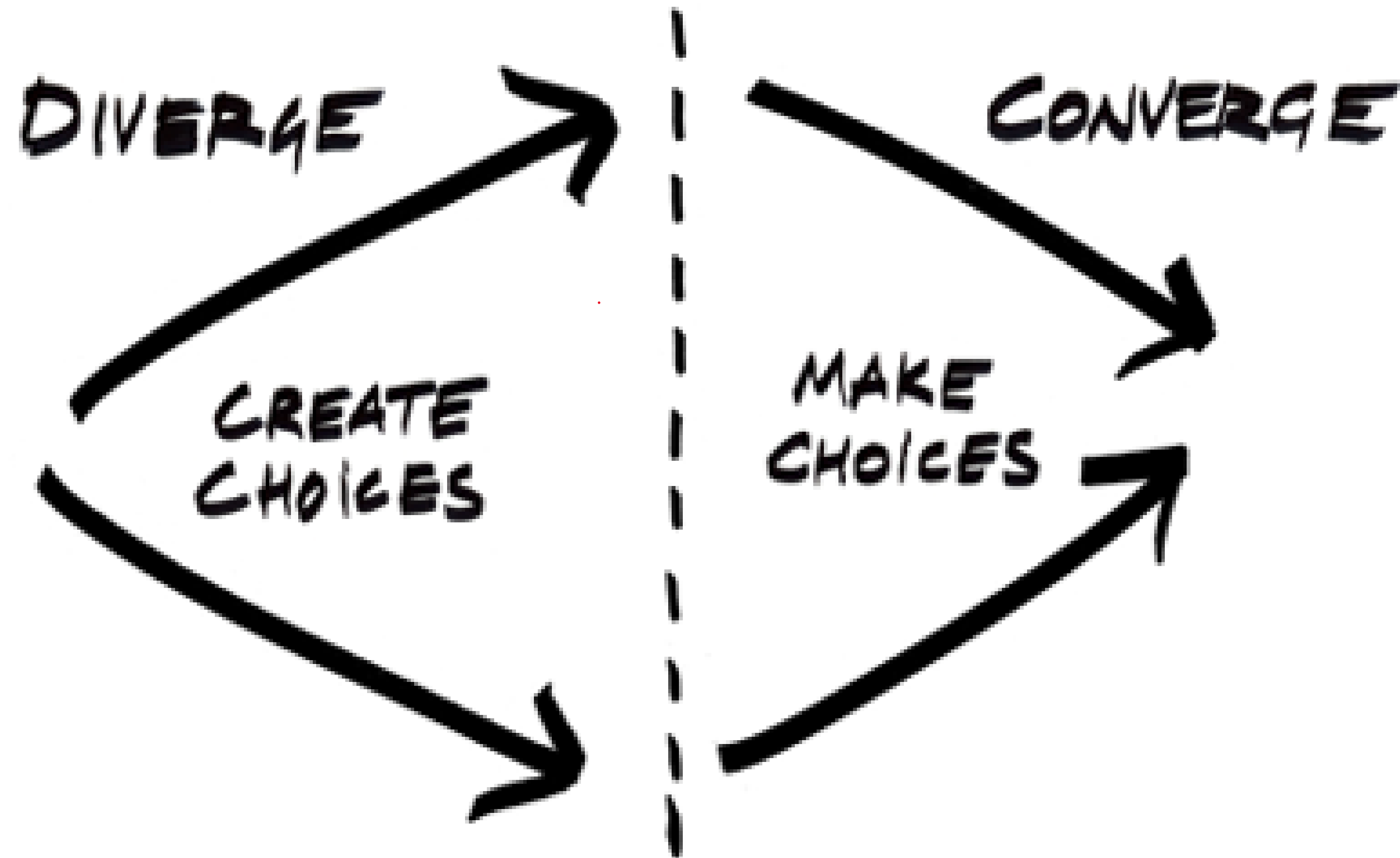
+

OFFER PROTOTYPE
IDEAS

- Defer judgment.
- Go for volume.
- **Encourage wild ideas.**
- Build on the ideas of others.



DIVERGE, THEN CONVERGE





BIAS TOWARD
ACTION

IDEATION: **SELECT** IDEAS

Select the idea that's the lowest
hanging fruit
(easy to implement)





BIAS TOWARD
ACTION

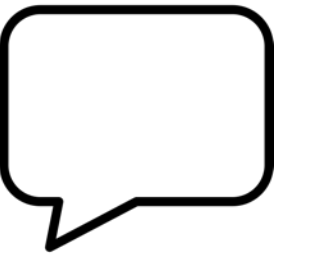
IDEATION: **SELECT** IDEAS



Select the idea you find most
delightful (regardless of
feasibility)

IDEATION: **EXTRACT INSIGHTS**

YOUR MOST DELIGHTFUL IDEA



CHAT

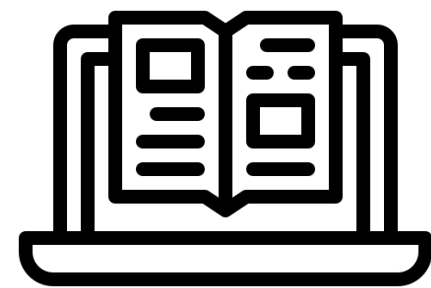
- ① WHY DO YOU FIND THIS IDEA DELIGHTFUL?
WHAT IS THIS IDEA REALLY ABOUT?
- ② HOW MIGHT YOU EXPLORE THE DELIGHTFUL
PARTS? WHAT ARE THE ATTRIBUTES OF THE
IDEA?
- ③ WHAT INSIGHTS CAN YOU EXTRACT FROM THIS
DELIGHTFUL IDEA?
- ④ WHAT ARE SOME POSSIBLE NEXT STEPS? IS THERE A
MODIFICATION THAT WOULD BE EASIER TO PULL
OFF?





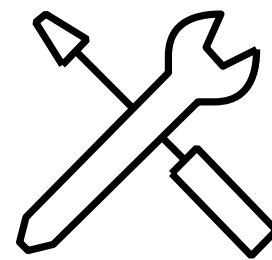
- Use your curiosity to help you frame your questions.
- Find someone living in your future; sneak up on it.
- Generating ideas is a skill.
- Practice helps.
- Key outcome: getting actionable insights.
- To design your best and most interesting life, you want as many ideas as possible.

B E F O R E N E X T T I M E



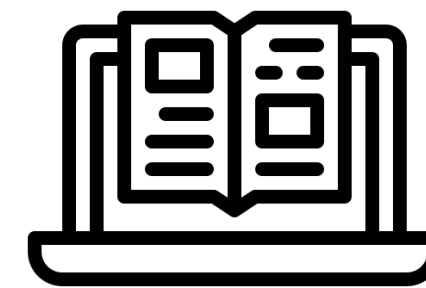
READ

The Advantages of
Closing Doors



PLAN

One Prototype
Conversation or
Experience



READ

The Quest for the
Best

OPTIONAL READ: Meaning is Healthier than Happiness