Ideation and Radical Collaboration

A 4-week Virtual Masterclass
Powered by Western Alumni and Careers & Experience
FEELINGS AFTER CLASS 2

inspired

excited

stressed

motivated

energized

connected

started

zoom

always

confident

gear call

optimistic

creative

reflective

frustrated

determined

introspective

thankful

empowered

challenged

relating

overwhelmed

thoughtful

happy

grateful

tired

discouraged

learning

dreamy

contemplative

relaxed

feeling

exhusted

perfect

new

thinking

take

progress

futur

better

confident

inspired

exhilarated

inspired

feeling

exhusted

perfect

new

thinking

take
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?
<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Law school at McGill</td>
</tr>
<tr>
<td>2</td>
<td>Law school year 2</td>
</tr>
<tr>
<td>3</td>
<td>Law school year 3</td>
</tr>
<tr>
<td>4</td>
<td>Start work at a firm</td>
</tr>
<tr>
<td>5</td>
<td>First-year associate</td>
</tr>
</tbody>
</table>

**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"
PRESENTATION

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”?
ODYSSEY PLAN
PRESENTATIONS

DO
Receive
Reflect
Amplify

DO NOT
Critique
Review
Advise

Inquire, but don’t take the talking stick
Keep the energy with the presenter

(c) 2017 Bill Burnett, Dave Evans and Stanford University.
BUT FIRST, A WORD OF INSPIRATION

POEM BY
TAYLOR MALI
www.TAYLORMALI.com
NOW WHAT?
WHY

PROTOTYPE

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

• Cheap
• Quick
• Accessible

(c) 2017 Bill Burnett, Dave Evans and Stanford University.
PROTOTYPE DESIGN

IN PRODUCT DESIGN

foamboard model

IN LIFE DESIGN

storyboard or sketch

role play

(c) 2017 Bill Burnett, Dave Evans and Stanford University.
LIFE DESIGN

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

WILLIAM GIBSON
DIVERGE, THEN CONVERGE
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.
IDEATION: FRAME A GOOD PROBLEM

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

Use this sentence stem:

HOW MIGHT I PROTOTYPE

(experience from my OP that I’m curious about)
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/62jwyz2poibrclbw
**Idea Board G-J** https://padlet.com/WesternU/gjbhvpctk3pv36e
**Idea Board K-M** https://padlet.com/WesternU/mz0gur6nt8rhwyp1
**Idea Board N-P** https://padlet.com/WesternU/qnxv6pvmg2cnum53
**Idea Board Q-S** https://padlet.com/WesternU/pzb169i980rpee9
**Idea Board T-V** https://padlet.com/WesternU/aa21zs2ixezy6a9
**Idea Board W-Z** https://padlet.com/WesternU/s2st046r6k1axdav
ADD YOUR QUESTION

+ OFFER PROTOTYPE IDEAS

• Defer judgment.
• Go for volume.
• Encourage wild ideas.
• Build on the ideas of others.
DIVERGE, THEN CONVERGE
IDEATION: SELECT IDEAS

Select the idea that’s the lowest hanging fruit
(easy to implement)
IDEATION: SELECT IDEAS

Select the idea you find most delightful (regardless of feasibility)
IDEATION: EXTRACT INSIGHTS
YOUR MOST DELIGHTFUL IDEA

- Why do you find this idea delightful? What is this idea really about?
- How might you explore the delightful parts? What are the attributes of the idea?
- What insights can you extract from this delightful idea?
- 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