d.school Action Lab 2022

## *A design project accelerator for teams*

Join us for this opportunity to learn and practice human-centered design, and advance your own project. The d.school Action Lab will help you design more human-centered, equitable and effective initiatives, services and programs. The Action Lab is an intensive, hands-on opportunity to dive into and move forward your own team project.

It includes about 90 hours of work:
- 16 cohort sessions with live lectures, demonstrations, project work, coaching and discussion.
- 50 hours of active work on your own team project in between cohort sessions as you work in a more exploratory, equitable, and human-centered way.

This program is for people who:

- Want to make new, tangible impact, but aren't certain where to start.
- Are running programs but are not having the impact intended.
- Want to gain an introduction to the behaviors and skills of design thinking, with a focus on interviewing, synthesis (making sense of information to gain new insights), ideation, and prototyping.
- Are working on a project that would benefit from more engagement from and understanding affected participants and stakeholders.
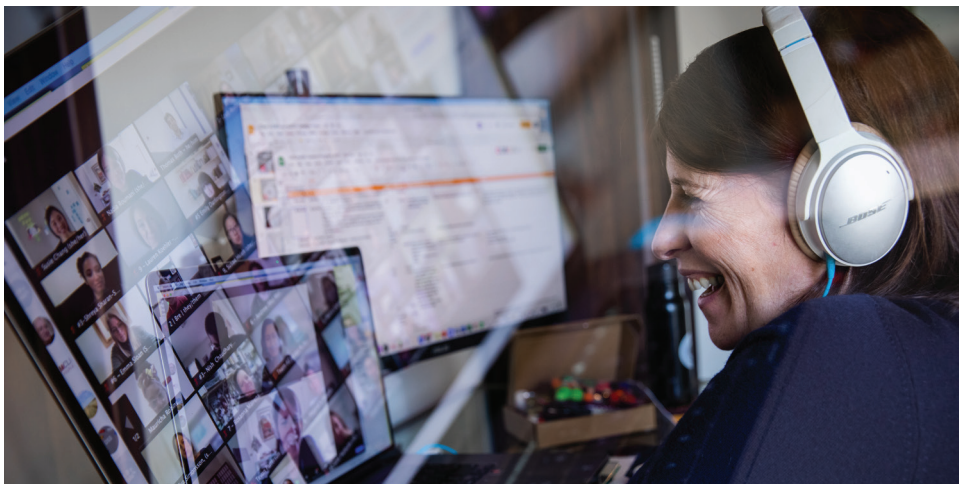
Enrollment is by team, made up of 3-5 people.

We believe the strongest initiatives are developed with the collective perspectives of those being served by the project, and those implementing it. We encourage you to create a team that includes not only co-workers from the same organization but also: community members/project participants/customers, partners, and/or other stakeholders. This is an opportunity for teams to intentionally practice collaborative, exploratory, human, and experiential ways of working.

"The course itself was challenging and exciting. Intense but enjoyable. Varied but focused. It was great to have such accessible theory-based sessions combined with hands-on learning and application. It was also amazing to meet so many people with such different backgrounds but all with a shared sense of purpose, and being able to learn and grow together."

Lajaune Lincoln | Head of Youth and Community, Peabody (UK)

Schedule

Each week's sessions are held on Wednesdays and Thursdays, 9:00-11:45am PT.

March 23-24
Introduction to design through a design cycle (outside of your own team project)

March 25-April 17 (team work; no sessions held)
Scoping your team project: define and clarify your own team project, with coach support

April 20-June 9 (no sessions June 1-2)
Work on your own team project as you learn design mindsets and tools

All team members must join all sessions. About 70% of the time is spent in your team doing project work, and 30% in larger groups learning, discussing, and sharing.

Where
Interactive sessions online via Zoom

APPLY by: Nov 18, 5pm PT
bit.ly/Lab22app

Please plan on 2-4 hours to complete the application process, which includes learning about scoping a design project.

To learn more, join our Q&A Info Session:
October 28th, 12-1pm PT

Contact us at:
dss@dschool.stanford.edu

HASSO PLATTNER
Institute of Design at Stanford

Action Lab Highlights

Human-centered design for stronger programs and offerings
Focus on the people you seek to serve while learning how to use design thinking to create and refine programs for greater intended impact.

Advance a design project of your own
Go beyond the theoretical and put techniques into practice by working in teams on your own real project, with coaching to guide you. We will advise you on how to select and plan a project to take on in the Action Lab.

Use a systems lens to shape your design work
Plan the most beneficial design work by considering the multiple stakeholders and forces at play.

Center equity in your work and your team
Apply a design approach that centers equity: explore your own identities and biases, be intentional about who is designed with and for, and shape your process and solutions to drive equity.

Explore more collaborative ways of thinking and working
Try a shifted model of work, where community members and customers are full partners in developing a program built for them.

Interactive, experiential learning
Learn via hands-on project work, activities, and interactive lectures that help build your capacity to be more creative, insightful, collaborative, and strategic.

Expert learning guides
Throughout the workshop, and on your project work, receive coaching and instruction from Stanford educators and experts from the fields of design, philanthropy, education and social impact.

What You'll Walk Away With

- Clarity on your project: who to focus your work on, their actual wants and needs, and new insights and ideas on how to make the intended impact.
- A set of tools, mindsets, and a shared language with your team to effectively collaborate on this and future projects, including: conducting interviews, synthesizing information and stories gleaned from interviews, collaborative ideation, making prototypes, getting and integrating feedback.
- Tangible methods and increased confidence to gain a deeper understanding of your community, consider and integrate equity into your work, and develop creative solutions.
- Renewed sense of purpose and energy for your work

Who should apply
Teams anchored in nonprofit, education, philanthropic, and government organizations, and mission-driven companies; made up of team members from staff, partners and community.

Tuition (per team of 3-5 people)
$25,000 for corporate/for-profit teams

$15,000 for non-profit teams

Scholarship tuition rates available:
$10,000
$7,500
$5,000
$1,500

We are offering limited scholarships to make the workshop more accessible to organizations with limited resources, with particular consideration given to teams including impacted community members who are not employed by the organization. The request for a scholarship is included in the application and determined on a case by case basis.

Materials & Equipment
All required materials included. All team members need their own reliable high-speed internet, computer, and webcam.

Language
Full group sessions are held in English. If team members speak a language other than English, please contact us to discuss interpretation and translation possibilities.