IDEO U

Designing for Change

Course Syllabus

Course Calendar

May 21 - June 28

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
INTRODUCTION				**MAY 21** *Orientation Materials Open*			
LESSON 0 *Introduction*	**MAY 25** *Full Course Open*						**MAY 31** *Assignment 0 Due*
LESSON 01 *Mobilizing People*							**JUNE 7** *Assignment 1 Due*
LESSON 02 *Taking Action*							**JUNE 14** *Assignment 2 Due*
LESSON 03 *Growing Change*							**JUNE 21** *Assignment 3 Due*
CONCLUSION					**JUNE 26** *Final Assignment Due*		**JUNE 28** *Course Closed*

Designing for Change

Course Syllabus

No matter what industry you're in, no matter where you sit in an organization, change can come from you. Learn how to create a movement to catalyze change in your organization or network by mobilizing people around a shared purpose. Follow the human-centered approach to creating change that IDEO's been honing over the past decade. Big change starts small, and lasting change is within your reach.

Your Instructors, Teaching Team & Community

A wide range of individuals are stakeholders in your success in learning design thinking. As a learner, you'll interact with:

INSTRUCTORS

IDEO U courses are taught by IDEO practitioners who have honed their skills over many years in the field bringing new ideas to market. They bring real-world case studies and examples into their recorded video lessons, pulling from IDEO's 40+ years of work with global organizations across diverse industries.

TEACHING TEAM

Receive support from a team of design thinking practitioners with teaching and facilitation expertise. These experienced professionals are present to guide discussions, foster peer connection, and provide feedback on your assignments.

COURSE COMMUNITY

Learn alongside a cohort of hundreds of passionate professionals from around the world seeking to bring innovation and creativity to their work. The IDEO U community spans 120 countries and countless professions and industries. Build your professional network by making valuable connections in each course.

Meet Your Instructor

Bryan Walker

*Partner and Managing Director at IDEO*

Bryan leads the Design for Change studio, helping leaders transform their organizations' cultures and businesses in pursuit of innovation, adaptability, and impact. An IDEO leader, Bryan is curious about the future of work and how design can affect and support change within complex human systems. Together with his clients, he's exploring what corporate leaders can learn from entrepreneurs and venture capitalists; how technology, a new generation of employees, and a shifting marketplace is redefining the workplace experience; and how leaders can drive change by movement as opposed to mandates. Bryan earned a master's degree in social anthropology from Oxford University and a bachelor's degree in design and environmental analysis from Cornell. Outside the office, he can be found chasing the perfect wave.

Planning for a Successful Learning Experience

The IDEO U learning experience centers on four key ways of engaging, all designed to help you understand and retain new knowledge. In each lesson you have the opportunity to see, try, share, and reflect. This isn't a passive experience— to get the most out of the Designing for Change course, we strongly recommend that you plan to engage with your fellow learners and practice the exercises and techniques with others in real-world settings (the "try" element is essential).

To be successful in a course, we recommend planning for a minimum of 4 hours of work per week, including time to watch videos and read articles, complete assignments, and engage in discussion and reflection.
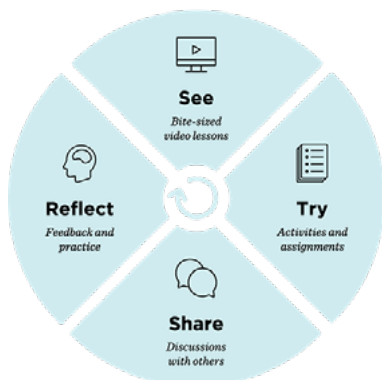
SCHEDULE TIME FOR ASSIGNMENTS

Some assignments will require you to engage with others outside of the course—hosting a brainstorm, for example. Plan time for executing assignments in advance, especially those that may involve others. Recommended due dates within the course are suggestions to keep you on pace, but the only hard deadline is the day your course closes. Find more information on assignments and activities in the lesson breakdowns in this syllabus.

PARTICIPATE IN VIRTUAL VIDEO CALLS

These optional sessions offer the chance to engage with your peers, dive deeper into course concepts, and broaden your perspective. If you can't attend each week, try to participate in at least one of these video chats.

GIVE FEEDBACK

We believe that asking for and giving feedback play crucial roles in learning. Use our in-course feedback guide to give constructive feedback and make valuable connections with your peers and the Teaching Team.

STAY IN TOUCH

Your learning isn't over when the course closes. Tune in to hear from today's leading innovation experts and change makers on the *IDEO U Creative Confidence Podcast*, get access to our LinkedIn alumni group, and consider guiding others through their IDEO U learning experience as an Alumni Coach.

Designing for Change

5-Week Cohort Course

COURSE OBJECTIVES

- Understand the potential for the change you seek.
- Frame your change in a compelling and human way.
- Design scrappy prototypes to test the ripeness and potential of your movement in a real setting.
- Identify structural conditions that need to change in order to sustain the movement.
- Learn how to tell stories about the things you've done in order to recruit volunteers.

TIME COMMITMENT

We recommend a minimum of 4 hours per week.

Week 1	**Lesson 0** *Introduction*	Explore how movements can lead to lasting change within teams, organizations, and society at large.
Week 2	**LESSON 01** *Mobilizing People*	Learn how effective movements start and how to frame your change in a way that resonates.
Week 3	**LESSON 02** *Taking Action*	Start small and show tangible progress by building a beacon for your change.
Week 4	**LESSON 03** *Growing Change*	Learn to sustain your change by redesigning the conditions that support it and spreading the word through storytelling.
Week 5	**CONCLUSION**	Complete a final reflection on where you've been and where you want to go.

Lesson 0: Introduction

In this lesson, you will:

- Get a brief overview of the course.
- Explore how movements can lead to lasting change within teams, organizations, and society at large.
- Be introduced to the Circle of Purpose framework.

VIDEO *Getting Started*	Begin to shift the way you think about change.
VIDEO *Designing for Change*	Learn what designing for change means within an organization.
VIDEO *Circle of Purpose*	Explore a model for human systems and begin to see how change impacts them.
ACTIVITY *A Look Inside the Human Systems*	Describe aspects of a human system of your choice to explore its purpose and behaviors.
ASSIGNMENT *Craft Your Change Statement*	Start thinking about the change you want to make by crafting a statement to guide your work.
PEER FEEDBACK	Provide feedback on the work of at least two of your peers' assignments.
EXPLORE MORE	Read more tips and perspectives on starting a social movement.

Lesson 01: Mobilizing People

In this lesson, you will:

- Understand the potential for the change you seek by starting with people.
- Frame your change in a compelling and human way.
- Identity those who will join and champion the movement.

VIDEO
The Potential for Change

Learn how one of the leading health care providers in the United States started with people to understand the potential for a movement that would change the way they worked forever.

VIDEO
Framing the Change

See how to talk about your change in a compelling, human-centered way.

VIDEO
Forming Your Coalition

Begin to think about all of the different people your change will involve and how you might activate them.

ASSIGNMENT
Mobilizing People

Craft a story about the change you seek in order to build your coalition and motivate others toward action.

PEER FEEDBACK

Provide feedback on the work of at least two of your peers' assignments.

EXPLORE MORE

Get tips on effective interviewing tactics, unlocking insightful conversation, and telling the story of your change.

Lesson 02:
Taking Action

In this lesson, you will:

- Learn how to show progress and invite others to join your movement.
- Design and build scrappy prototypes to test the ripeness and potential for your movement.

ARTICLE
Read More on Design Thinking

Learn how design thinking relates to change movements.

VIDEO
Beacons for Change

See how visible symbols of change help movements gain traction and build momentum through the example of an online fashion retailer in Berlin, Germany.

VIDEO
How to Build a Beacon

Learn how to get started building your beacon for change in three steps.

ASSIGNMENT
Taking Action

Build a prototype of your beacon to invite a reaction and help you learn about your change movement.

PEER FEEDBACK

Provide feedback on the work of at least two of your peers' assignments.

EXPLORE MORE

Dive deeper with examples of change movements and beacons at companies like Facebook, Zalando, and IDEO.

Lesson 03:
Growing Change

In this lesson, you will:

- Identify structural conditions that need to change in order to sustain the movement you are building.
- Learn how to tell stories about the things you've done in order to recruit co-conspirators.

VIDEO
Redesigning Conditions

Explore how friction can shed light on processes or mindsets that need to evolve in order to enable change.

QUIZ
Redesigning Conditions

Match tensions with the conditions that are causing them.

VIDEO
The Power of Storytelling

Explore the qualities of a good story to inspire change.

VIDEO
The Snowball Effect

Movements don't happen overnight, but they have to start somewhere. Learn how little acts can make all the difference.

ASSIGNMENT
Growing Change

Recruit others through a powerful story about your prototype.

PEER FEEDBACK

Provide feedback on the work of at least two of your peers' assignments.

VIDEO
Conversations with Bryan

Bryan answers learner questions from discussion threads and community conversations.

EXPLORE MORE

Read case studies of social movements, tips for sustaining change, and lessons on crafting a powerful story.

WEEK 5

Course Conclusion

In this lesson, you will:

- Hear parting thoughts from Bryan on the beauty of change.
- Complete a final reflection.

VIDEO *Final Remarks—* *Change is a Journey*	Bryan shares advice for maintaining momentum and a positive mindset through your journey of change.
ASSIGNMENT *Final Reflection*	Reflect on what you've done and plan for your future change.
PEER FEEDBACK	Provide feedback on the work of at least two of your peers' assignments.

"Change always starts with a small group of passionate people. These people often challenge the status quo. Over time, they attract and mobilize more people. Eventually, they gain enough support and momentum to achieve lasting change."

BRYAN WALKER
IDEO Partner and Managing Director

Learn more about the IDEO U *Designing for Change* online course at ideou.com/design4change.

For any questions, reach out to us at hello@ideou.com