



Leading for Creativity

Course Syllabus



Course Calendar

July 2 - August 9

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
ORIENTATION				JULY 2 <i>Orientation Materials Open</i>			
LESSON 0 <i>Introduction</i>	JULY 6 <i>Full Course Opens</i>						JULY 12 <i>Assignment 0 Due</i>
LESSON 01 <i>Leading with a Strong Point of View</i>							JULY 19 <i>Assignment 1 Due</i>
LESSON 02 <i>Leading Through Culture</i>							JULY 26 <i>Assignment 2 Due</i>
LESSON 03 <i>Leading Alongside</i>							AUGUST 2 <i>Assignment 3 Due</i>
CONCLUSION			AUGUST 5 <i>Final Reflection Due</i>				AUGUST 9 <i>Course Closed</i>



Leading for Creativity

Course Syllabus

Learn to guide teams into the unknown.

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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



TIM BROWN
IDEO CEO and President

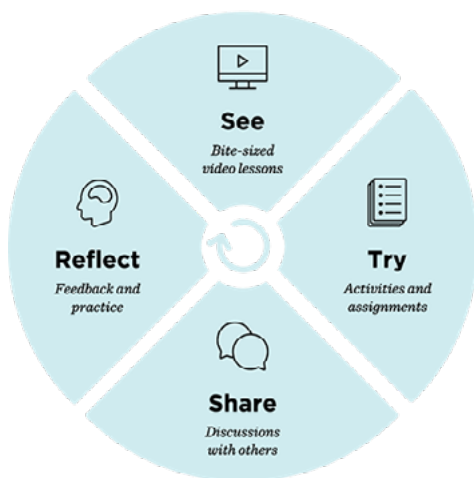
Tim Brown has led IDEO for over 19 years. He frequently speaks about the value of design thinking and innovation to business people and designers around the world. An industrial designer by training, Tim has earned numerous design awards and has exhibited work at the Axis Gallery in Tokyo, the Design Museum in London, and the Museum of Modern Art in New York. He participates in the World Economic Forum in Davos, Switzerland, and his book on how design thinking transforms organizations, *Change by Design*, was released by Harper Business in September 2009.



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 each course, we recommend that you plan to engage with your fellow learners and practice your new skills with others in real-world settings.

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. It may be helpful to plan these sessions in advance. 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.

MEET DEADLINES

Put the deadline for each assignment on your calendar during your first week. These deadlines are suggestions to help you stay on track. The only hard deadline is the day your course closes, by which time you must submit all required course work to receive your certificate of completion.

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 or Teaching Lead.



Leading for Creativity

Course Syllabus

COURSE OBJECTIVES

- Unlock the power of questions to inspire others to navigate their work with confidence.
- Set a new course for your team or organization by crafting a well-framed challenge.
- Design rituals that reinforce the beliefs and behaviors of creative teams and organizations.
- Stay present and engaged with the work of your team as they experiment with innovative ideas.

TIME COMMITMENT

- We recommend a minimum of 4 hours per week.

Learn IDEO's methods to scale creativity within your team and organization. Leading for Creativity highlights Tim Brown's personal leadership philosophy. You'll learn how to guide teams into the unknown through the process of experimentation, break down a bold vision into actionable challenges, and make adjustments to culture by designing rituals to encourage beliefs and behaviors that support creativity.

Week 1	INTRODUCTION	Explore how a curious mindset can help challenge assumptions, inspire others, and unlock creativity.
Week 2	LESSON 01 <i>Leading With a Strong Point of View</i>	Leading with a strong point of view is about setting a course for an inspiring, new direction.
Week 3	LESSON 02 <i>Leading Through Culture</i>	Leading through culture is about setting new norms that support creative work.
Week 4	LESSON 03 <i>Leading Alongside</i>	Leading alongside is about staying present and engaged with the work of your team.
Week 5	COURSE CONCLUSION <i>Final Project</i>	Complete a final project to design your leadership plan and commit to behaviors and mindsets from the course.



Introduction

In this lesson, you'll explore how a curious mindset can help challenge assumptions, inspire others, and unlock creativity.

VIDEO

Getting Started

This video will introduce you to three leadership approaches: leading with a strong point of view, leading through culture, and leading alongside.

VIDEO

The Mindset of Curiosity

Traditionally, leaders get to where they are by having the right answers. In this video, we want to explore what it means to ask the right questions.

ACTIVITY

*Finding Answers
Through Questions*

How do questions invite others to participate?

PEER FEEDBACK

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

EXPLORE MORE

Additional resources with more tips, tricks, and perspective.



Leading With a Strong Point of View

In this lesson, you'll learn how to set a new course for your team or organization by crafting a well-framed challenge.

VIDEO <i>The Explorer</i>	In this video, you'll learn about a startup in China and a large corporation in Peru.
VIDEO <i>Frame a Challenge</i>	Framing a challenge can be tough. But when done right, it inspires others to search for creative solutions.
VIDEO <i>Frame a Challenge Part II</i>	How do you know which challenge question to go with? What else do you have to consider before starting the work?
CHECKPOINT QUIZ	Evaluate your learnings so far in this lesson.
ACTIVITY <i>Hunter Gatherer</i>	Help a restaurant and retail food space make their purpose and vision actionable by framing challenges on the fly.
VIDEO <i>Other Ways to Lead With a Strong Point of View</i>	Leading with a strong point of view isn't just about framing challenges. It's about having the confidence to lead others into the unknown.
ASSIGNMENT <i>Leading With a Strong Point of View</i>	Connect your day-to-day work with your organization's purpose and vision.
PEER FEEDBACK	Provide feedback on the work of at least two of your peers' assignments.
REFLECT & DISCUSS	Reflect on what you've learned and how you'll apply it.
EXPLORE MORE	Additional resources with more tips, tricks, and perspective.



LESSON 02

Leading Through Culture

In this lesson, you'll learn to design rituals that reinforce the beliefs and behaviors of creative teams and organizations.

VIDEO

The Gardener

Explore culture—what people believe and how they act—and how you can nudge it in meaningful ways that support creativity.

VIDEO

Design a Ritual

Take a closer look at what beliefs and behaviors are consistently present with creative teams.

VIDEO

Design a Ritual Part II

Rituals are part of our cultural DNA at IDEO. See how they make real impact on creative cultures.

VIDEO

Other Ways to Lead Through Culture

Explore other ways—beyond designing rituals—La Victoria Lab sets conditions that help creativity thrive.

VIDEO

Nudge Culture

Hear from a culture and experience designer at IDEO—his job is to make the mundane magical. Think about how you might nudge culture to better support creativity.

ARTICLE

More Tips for Nudging Culture

Get tips from David and Tom Kelley's book *Creative Confidence* to help you design your own office ritual.

ASSIGNMENT

Leading Through Culture

Design and try out a ritual for your co-workers, family, or friends.

PEER FEEDBACK

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

REFLECT & DISCUSS

Reflect on what you've learned and how you'll apply it.

EXPLORE MORE

Additional resources with more tips, tricks, and perspective.



LESSON 03

Leading Alongside

In this lesson, you'll learn how to stay present and engaged with the work of your team as they experiment with innovative ideas.

VIDEO

The Coach

Take a closer look at what it means to lead alongside during the process of experimentation.

VIDEO

Guide an Experiment

Hear from a Design Director at IDEO and the leader of one of the world's most innovative museums.

CHECKPOINT QUIZ

Role-play guiding the process of experimentation at regular intervals along the way.

VIDEO

Other Ways to Lead Alongside

Hear from IDEO's Chief Creative Officer, Paul Bennett, as he discusses how he coaches others through career navigation.

ASSIGNMENT

Leading Alongside

Practice coaching teams through ambiguous moments and the process of experimentation.

PEER FEEDBACK

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

REFLECT & DISCUSS

Reflect on what you've learned and how you'll apply it.

EXPLORE MORE

Additional resources with more tips, tricks, and perspective.



Course Conclusion

Hear parting thoughts from Tim Brown and complete a final project to design your leadership plan and commit to behaviors and mindsets from the course.

VIDEO

Go Lead for Creativity

Hear from Tim about applying these three leadership approaches in different contexts.

ASSIGNMENT

Final Project

Design your leadership plan and commit to behaviors and mindsets from the course.

PEER FEEDBACK

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

REFLECT & DISCUSS

Reflect on what you've learned and how you'll apply it.



“Creativity is what keeps organizations ahead in the marketplace. That means you, as a leader, need to empower your team to generate and execute bold ideas.”

TIM BROWN
CEO of IDEO

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

