Designing Your Life

ME104B
Stanford Design Program
Bill Burnett & Dave Evans
(and some fantastic facilitators)

exercise: I know it when…

what do you see?
a Dalmatian

what do you see?
an old car

where's Waldo?
where's Waldo?
where’s Waldo?

debrief

• How are the ink dot puzzles different from the “where’s Waldo?”

• Which is more like finding your place in the world?
remember arriving…

… after you got into college,

what did everyone say to you?

“Oh how wonderful! These are …
... the best years of your life!"

what does this sound like on campus?
A seminar designed to...

Integrate your

with your

Provide and a to help build it

Position you You are here!

Develop lifelong practices

a different kind of course description
what’s going on?

what’s going on?
what’s going on?

NY Times Magazine 8.22.10

what’s going on?
what’s going on?

And your distress is deepened by an old idea that, if you did things right, you would have everything settled once and for all by twenty-five or so.
## Life’s Seasons (stage theory)

### THE TEN YEAR SHIFT: COMPARING LIFE IN THE 50’S AND THE 90’S

<table>
<thead>
<tr>
<th>Stage</th>
<th>50’s</th>
<th>90’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADOLESCENCE</td>
<td>50-55</td>
<td></td>
</tr>
<tr>
<td>MARRIAGE AND FAMILY BUILDING</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MIDLIFE PASSAGE</td>
<td>50+</td>
<td></td>
</tr>
<tr>
<td>MIDDLE AGE</td>
<td>60-75</td>
<td></td>
</tr>
<tr>
<td>GOLD WATCH</td>
<td>70-85</td>
<td></td>
</tr>
<tr>
<td>GOLDEN YEARS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MALE LONGEVITY</td>
<td>81</td>
<td></td>
</tr>
<tr>
<td>FEMALE LONGEVITY</td>
<td>84</td>
<td></td>
</tr>
</tbody>
</table>

*source: Dept. of Commerce - 1990’s, New Passages, by Gail Sheehy*

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### What’s going on?

George Valliant

Grant Study
Welcome to your **Odyssey Years**!

Take the adventure in hand and head out!
what is design thinking?

- Empathize
- Define
- Ideate
- Prototype
- Test

a process

design thinking?

- Accept
- Define
- Ideate
- Prototype
- Test

a process
what is design thinking?

an integrative methodology

a way of seeing things differently
what is design thinking?

- Re-framing
- Mindful of process
- Curiosity
- Bias toward action
- Point of view

what is design thinking?

a good approach to wicked problems – like designing your life
Major-Career Linkage

OUTBOUND

COLLEGE

PET. ENGR

CHEM ENGR

PSYCH

ENGLISH

BUSINESS

ANIMAL ECOLOGY

OIL BIZ.

CHEMICAL CO.

COUNSELOR

TEACHER/JOURNALIST

MBA

VET

Major-Career Linkage

INBOUND

COLLEGE

PSYCH

ENGLISH

BUSINESS

PET. ENGR

OUTBOUND

FUELS

SALES

CUSTOMER SERVICE

WOMEN'S EMPOWERMENT

LABOR UNIONS

RETAIL

INSURANCE

HISTORY

MATHEMATICS

ENGLISH

PSYCH

PET. ENGR

OUTBOUND

COLLEGE
**Major-Career Linkage**

**INBOUND**

- **FUELS**
- **RESOURCES**
- **SALES**
- **CUSTOMER SERVICE**
- **WOMEN'S EMPOWERMENT**
- **LABOR UNIONS**
- **RETAIL**
- **INSURANCE**

**HISTORY**

- **MATHEMATICS**
- **SOCIAL STUDIES**
- **ENGLISH**

**COLLEGE**

- **PSYCHOLOGY**
- **PET ENGINEERING**

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**mind mapping**

- start with the topic you wish to map and write its name in the center of your page
- from this point draw a line and write down the first thing that comes to mind
- do this 4-7 times from the center point
- from each of these topics draw a line and write down the first thing that comes to mind
- do this 3-5 times from each topic
- from each of these... continue as instructed above.
exercise #3

• make a mind map about your digital camera

[Image of a mind map with the words "memories", "fun", and "my camera" connected with lines]

design problem:

• Create a new kind of digital camera.
  • combine 2+ things from periphery of your mind map
  • use an unusual combination of things
  • your invention has to be novel, but it need not be practical
  • your invention should be useful to someone

• Deliverable: A 60 second description of your invention
course - framework

Meaning Making
POV, Workview, Worldview

Discovery & Support
Practices, Discernment, Mentors, Community

What do we get?

Meaning Making
POV, Workview, Worldview

Discovery & Support
Practices, Discernment, Mentors, Community

Odyssey plans

worldview

strengths

positive psychology

offers vs. jobs

brainstorming

testing

information interviewing

institutions & roles

IKIWISI

Choosing

section groups

mentoring

ode

learning unlearning

voice recognition

flow & practices

gratefulness exercise

elevator conversation

attending

CDC

world-work integration

d.thinking years

Networking
What previous students are saying about the course.

questions?

if we had a class like this, just for you, what questions would it answer?