

Proposed Workshop Title: LEAP Dialogues

Keywords: social innovation, career pathways, emergent fields, entrepreneurship

1. Workshop Organizer/s

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Abstract

This workshop is a variation of the book *LEAP Dialogues: Career Pathways in Design for Social Innovation*. In this book, contributors from across disciplines and sectors discussed the future of design for social innovation in one-on-one conversations. During the workshops, participants will partner up to talk about important themes that emerged from this book, before switching partners to discuss another theme, and so on. In total, each participant will discuss six themes, each with a different person. This process allows participants from across disciplines, sectors, and experiences to map the growing and multilayered picture of design for social innovation. The insights that emerge from the workshop will be captured by live illustrations and will be edited into a book.

2. Context of Workshop

Our workshop focuses on the future of design for social innovation and is framed around the recent publication, *LEAP Dialogues: Career Pathways in Design for Social Innovation*. This book was published in 2016 and was the first of its kind in its exploration of the future landscape of social innovation for designers. More than 80 thought-leaders from across disciplines and sectors contributed critical and diverse points of view, stories and experiences about key issues direct from the field, creating a multilayered picture of how this field is being shaped.

The book has been met by a wide array of audiences since its release: designers have used it as a helpful resource to strategize and build career pathways, organizations and institutions have used it to strategize ways to support those careers, and educators have looked for ways to share the dynamic perspectives within the book with their students. *LEAP Dialogues: The Educator's Guide* builds on this demand by open-sourcing over half of the original contributions from the book and reimagining them anew. The *Guide*

is tailored for educators and is ready for the classroom. The selected dialogues are accompanied by a set of open-ended questions to provoke critical reading and to jumpstart classroom discussions. Unique the *Guide* is an annotated bibliography that provides students with important complementary readings on topics related to designing for social innovation. Together, the book and *Guide* accelerates the process of communicating insights about the current and future landscape of design for social innovation to as many designers and educators as possible.

With that in mind, we propose a half day workshop at DRS that continues the dialogues through a dynamic activity that focuses on six themes that reflect the pluralism of issues and modes of practice that we witness in design for social innovation: designing for an emergent field, designing services, designing for community engagement, designing for entrepreneurship, designing across organizational boundaries, and designing for impact measurement.

3. Planned Activities and Expected Outcomes

Our workshop centers around a series of structured dialogues and focuses on themes that emerged from the *LEAP Dialogues: The Educator's Guide*. It might help to think of the workshop as a version of speed dating, during which participants discuss a question posed by the facilitators for a set period of time and then switch partners. Before that happens, we will set up 8-12 tables around the perimeter of the room, depending on the number of participants, each of which will have two chairs where participants will sit facing each other to discuss a question. The workshop will flow in this way:

Introduction (20 minutes)

We will introduce ourselves and provide participants with an overview of LEAP Dialogues, the topics discussed in the book, and give an overview of the workshop plan.

Theme 1: Designing for an Emergent Field (30 minutes)

1. Introduce the theme and some salient points that emerged from the book
2. Allow participants to discuss the theme in more detail and from the point of view of their expertise
3. Participants share highlights from their dialogue, which will be illustrated in real time by facilitators
4. Switch Partners

Theme 2: Designing Services (30 minutes)

1. Introduce the theme and some salient points that emerged from the book
2. Allow participants to discuss the theme in more detail and from the point of view of their expertise
3. Participants share highlights from their dialogue, which will be illustrated in real time by facilitators
4. Switch Partners

BREAK (10 minutes)

Theme 3: Designing for Community Engagement (30 minutes)

1. Introduce the theme and some salient points that emerged from the book
2. Allow participants to discuss the theme in more detail and from the point of view of their expertise
3. Participants share highlights from their dialogue, which will be illustrated in real time by facilitators
4. Switch Partners

Theme 4: Designing for Entrepreneurship (30 minutes)

1. Introduce the theme and some salient points that emerged from the book
2. Allow participants to discuss the theme in more detail and from the point of view of their expertise

3. Participants share highlights from their dialogue, which will be illustrated in real time by facilitators
4. Switch Partners

BREAK (10 minutes)

Theme 5: Designing for Impact Measurement (30 minutes)

1. Introduce the theme and some salient points that emerged from the book
2. Allow participants to discuss the theme in more detail and from the point of view of their expertise
3. Participants share highlights from their dialogue, which will be illustrated in real time by facilitators
4. Switch Partners

Theme 6: Designing Organizational Boundaries (30 minutes)

1. Introduce the theme and some salient points that emerged from the book
2. Allow participants to discuss the theme in more detail and from the point of view of their expertise
3. Participants share highlights from their dialogue, which will be illustrated in real time by facilitators
4. Switch Partners

Concluding Thoughts and Discussion (20 minutes)

We will position audio recorders will be at the center of each table to capture each dialogue that takes place throughout the workshop. After the workshop, we will compile the insights into a booklet and that features the real-time illustrations and photo documentation from our workshop.

4. Intended Audience

Our intended audience is broad and includes designers, non-designers, design educators, researchers, and graduate students who are interested in design for social innovation. We invite participants from across disciplines, sectors, and experiences to be part of these dialogues and we will be introducing each theme in order to enable participants to take an active role in each conversation.

The format of this workshop allows for any number of participants but ideally the number would not exceed 24 participants.

5. Length of Workshop

Participants in this workshop will be actively discussing six topics around design for social innovation, with breaks in between. For that reason, we designed this workshop for a half-day (4 hours) and believe it would serve the participants best if it was offered on the first day of the conference.

6. Space and Equipment Required

We request a space that is more like a studio space that can be customized. We plan to set up 8-12 tables around the perimeter of the room, each of which will have two chairs where participants will sit facing each other to discuss a question.

We will position audio recorders at the center of each table to capture each dialogue that takes place throughout the workshop. We can provide audio recording equipment.

Between each series of questions, we will facilitate a share-back session during which participants will summarize their discussion. Those sessions will be illustrated in real time by one of our organizers. For this, we will need oversized illustration boards. Alternatively, we can carry out the illustrations on a series of large white dry erase boards.

7. Potential Outputs

Several outcomes will emerge from the workshop if it is offered during the first day of the conference.

First, participants will get to know each other. If they already know who they are speaking with, they will learn more about them. If participants know nobody in the workshop, they will meet and get to know at least six new people (one for each theme). These new connections might lead to future collaboration both at the conference and after.

Second, our focus on social innovation themes (designing for an emergent field, designing services, designing for community engagement, designing for entrepreneurship, designing across organizational boundaries, and designing for impact measurement) will prime participants to be active and informed in the other workshops, conversations, and presentations.

Lastly, we will gather insight from workshop participants and compile them into a book that features the real-time illustrations and photo documentation from our workshop.

About the Organizers:

Organizer 1

Jane Pirone is the Dean of School of Design Strategies at Parsons School of Design. Her research focuses on collaborative design practices and on the creation of networked-based media projects that build community and supports advocacy, activism, and social change. Jane will be co-leading the facilitation.

Organizer 2

Andrew Shea is Associate Director of the Integrated Design Program at Parsons School of Design. He wrote the book *Designing for Social Change* and was an editor of *LEAP Dialogues: Career Pathways in Design for Social Innovation*. His studio focuses on socially responsible design. Andrew will be co-leading the facilitation.

Organizer 3

Emma Eriksson is a design strategist that brings together design, strategy, and quantitative analysis. She has worked as a Senior Consultant at Dalberg and will graduate from the Transdisciplinary Design program at Parsons School of Design in 2018. Emma will be helping to facilitate.

Organizer 4

Javiera Paz Arenas has background in graphic and communication design who specializes in healthcare. She will graduate from the Transdisciplinary Design program at Parsons School of Design in 2018. Javiera will be illustrating the workshop.