

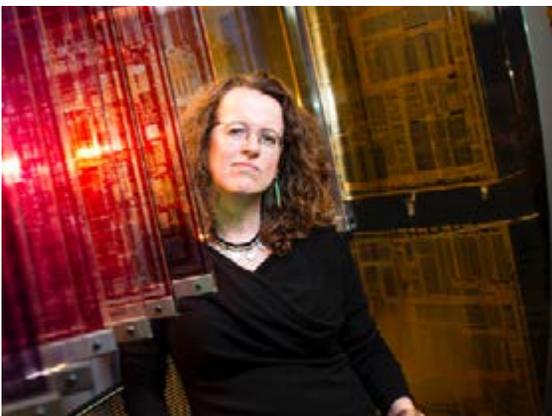


# Day 1

## DIVE IN

### Highlights of the day

- Getting to know your team and Jennifer Aaker
- Meeting Bruce and Stanford Ignite
- Genevieve Bell's deep understanding of people
- Lots of work and fun ahead



### Key Take-aways

1

“Design Thinking” demands participation, engagement and immersion. By learning, prototyping, iterating and learning all over again, you can take a brand and make it more innovative, experiential and experimental.

2

Innovative brands are like icebergs - there's so much beneath the surface. By starting with purpose, being human-centered, inviting participation, and sparking stories that people will relate to, engage in, and share, you can grow the value of your brand.

3

Stanford Ignite wants to engage and unite its students across classes and across the world through and innovative, entrepreneurial, participatory, and rigorously academic experience.

4

Intel Chief Anthropologist Genevieve Bell shared insights on how to learn from people. An interview is all about the interviewee, not about the interviewer.

### Feeling of the day

Anticipation for the ideas beginning to bubble up.



# Day 2

## CREATE WITH PURPOSE

### Highlights of the day

- Getting to know Chris Flink
- How to create with purpose
- Learning about Blue Bottle's culture and purpose
- The passion of Nest founder Tony Fadell
- Creating a gift from Stanford Ignite using design thinking

### Key Take-aways

1

Build from the inside and out. Know who you are and adorn you accordingly. Align all parts of the brand. Begin with the employees. If there is a gap between how the customers and the employees understand the brand, close it.

2

Inspiration is not only about empathy; it may be something you have to go out and aggressively seek. Look to analogous situations and ask yourself: What makes them memorable?

3

Bryan Meehan, executive chairman of Blue Bottle, helps founder James Freeman stay true to his passion. The founder's DNA is the DNA of the company: modesty, texture, diligence, minimalism, order, aspiration, perfection. All decisions have to be aligned with the mission.

4

When Tony Fadell couldn't find a thermostat he wanted when building his own conscious home, Nest Labs was born. The thermostat was ripe for a change: How might we flip it to something people love? The challenge: often people don't know what they want before they have seen it. Thus human-centered design can't always be user directed.



### Feeling of the day

Confidence in a concrete, creative, purposeful POV.

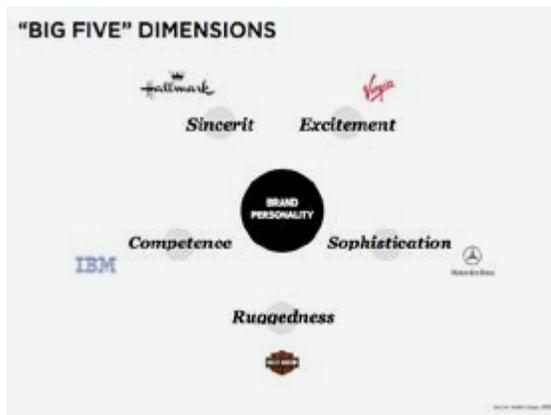


# Day 3

## BE HUMAN-CENTERED

### Highlights of the day

- Learning to measure brand personality
- Sharing storyboards and ideating with other teams
- Chip Conley's human-centered leadership
- Reunion ideas beginning to form



### Key Take-aways

- 1 Being human-centered is not the same as being user-directed, but about developing a point of view on users' unrecognized needs by listening, caring about, and knowing them intimately.
- 2 Focus on the brand personality in addition to brand attributes across the dimensions relevant to the user's culture. In the US, these are: sincerity, excitement, competence, sophistication, and ruggedness.
- 3 By focusing on the "inner callings" of employees, customers, and brands, Chip Conley approaches leadership and design in a way that leads to human-centered, innovative and successful businesses.

### Feeling of the day

The final goal is in sight, but the road ahead is long and winding.



# Day 4

## INVITE PARTICIPATION

### Highlights of the day

- Co-creation builds brands
- Customer-to-customer relationships are key
- The sharing economy has become a business model



### Key Take-aways

- 1 Brands grow with the creativity and drive of their customers, so blur the line between consumers and creators and celebrate engagement and participation.
- 2 Live in Beta: If you act like it's "done" and perfect, others are unlikely to contribute creatively. Leave things undefined, so others can add, and keep learning.
- 3 Cultivate optimism and socialize with the customers. You should meet a customer like a friend: Hello, Listen, Apologize, Thank and Hello - again.
- 4 During the design process, be mindful of when to ideate and when to evaluate. Sometimes the lines are blurred, but try to not mix them too much, as they can hinder each other.
- 5 Tina Sharkey showed how unlocking emotional benefits, focusing on reception, and learning what friends say to friends about brands define a participatory approach to brand-building. Users are drawn to narrative, confidence, social validation, and the surprise and delight factor; so ask them, "how can I be of service to you?"

### Feeling of the day

Collaboration and ambition.



# Day 5

## SPARK STORIES

### Highlights of the day

- Six word stories
- Designing to captivate
- The Sacramento King's comeback story
- Fast and furious teamwork

### Key Take-aways

1 You should be able to tell your story in just six words, and convey an arc, tension, and something that captivates.

2 Stories are data wrapped with emotions.

3 How to tell a story:  
1: Get the attention. 2: Focus on characters and tension. 3: Ensure audience knows the points of the story. 4: Know what you want the audience to do.

4 Spark stories to build your story bank. Always be on the lookout for the three different kinds of stories: narrative, process and participation.

5 Chris Granger shared NBA 3.0, the radical comeback strategy of Sacramento Kings. The strategy is not (only) about winning and losing, but about the stories shared between the Kings and their fans.

**Build a Story: Tips**

- 1. GET THE AUDIENCE'S ATTENTION FAST!**  
Begin with a description of a place, circumstance, or premise that everyone understands
- 2. FOCUS ON THE CHARACTER(S) and TENSION**  
Personalize the protagonist so the audience feels a personal stake
- 3. ENSURE AUDIENCE KNOWS POINT OF STORY**  
Answer in a few sentences
- 4. KNOW WHAT YOU WANT AUDIENCE TO DO**  
Audience compelled to take action  
Audience has a personal stake in finding a solution



### Feeling of the day

Insights and iterations.