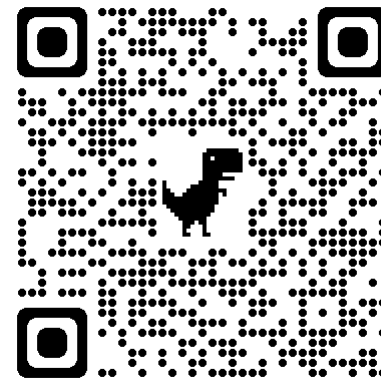




Transforming Communities through Design Thinking and Doing



Good Place Innovators Team
Radka Newton
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Agenda



From Design Thinking to Design Doing:

The Good Place Innovators.



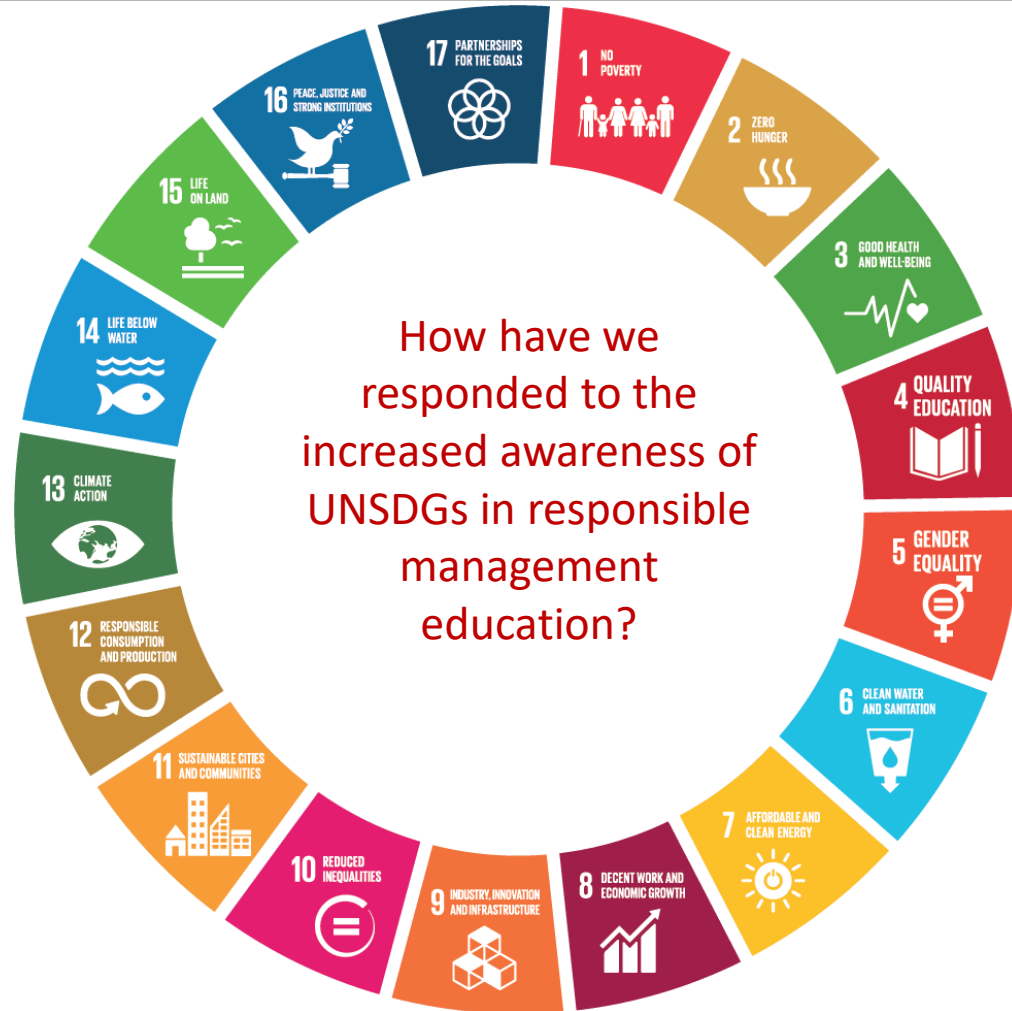
Transforming Communities: Engaged teaching, engaged learning, engaged community.



Regenerative Curriculum Design: Innovative approach to responsible management education.

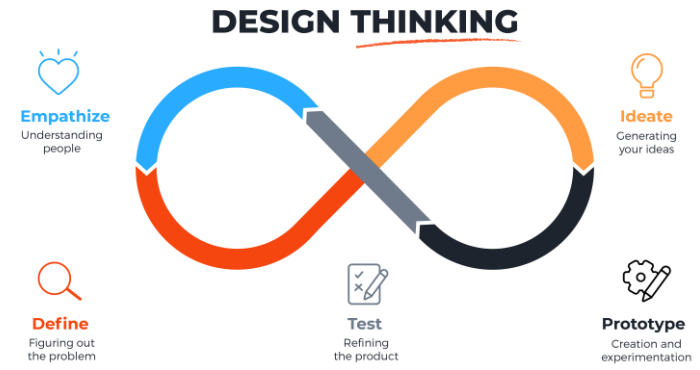


Translating Global Challenges into Local Contexts:



From Design Thinking to Design Doing

- **Design Thinking (DT)** gained recognition as a transformative, cross-disciplinary philosophy and practice to advance **responsible management** education.
- Design Thinking “cannot be taught through traditional lecturing pedagogy” (Çeviker-Çınar et al, 2017, p. 985) and business people “don’t just need to understand designers, they need to become designers” (Martin, 2017)
- Design Thinking suffers a **reduction to a model** simplifying its application and the complexity of real-world challenges.
- **This gap** in developing adequate DT teaching and learning practices to inform responsible management education is the focus of our **“Good Place Innovators”** case.



The Good Place Innovators Pledge:



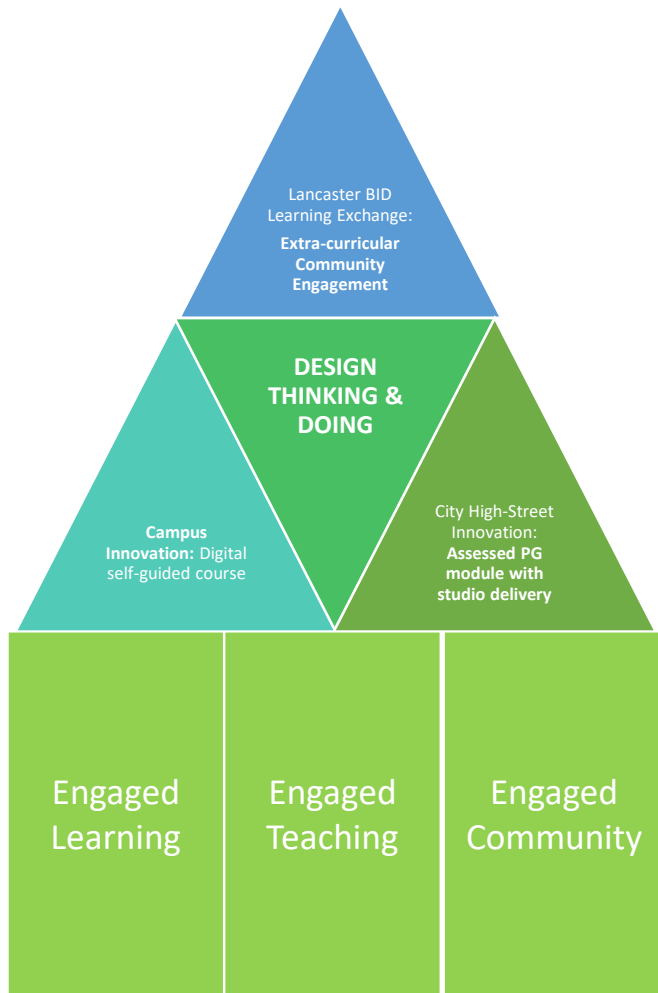
We will...

1. **Collaborate with societal stakeholders to co-create our curriculum** centred around relevant **place-based challenges**.
2. **Support students as responsible change agents** and co-designers of their learning experience.
3. **Advocate the changing role of the educator**, moving from classroom authority to a facilitator with a design mindset.



4 student fellows, 2 academics, 1 digital education facilitator, 1 digital media engineer, 1 permanent external member (Lancaster BID, representing 380 businesses). EEUK funded.

Good Place Innovators:



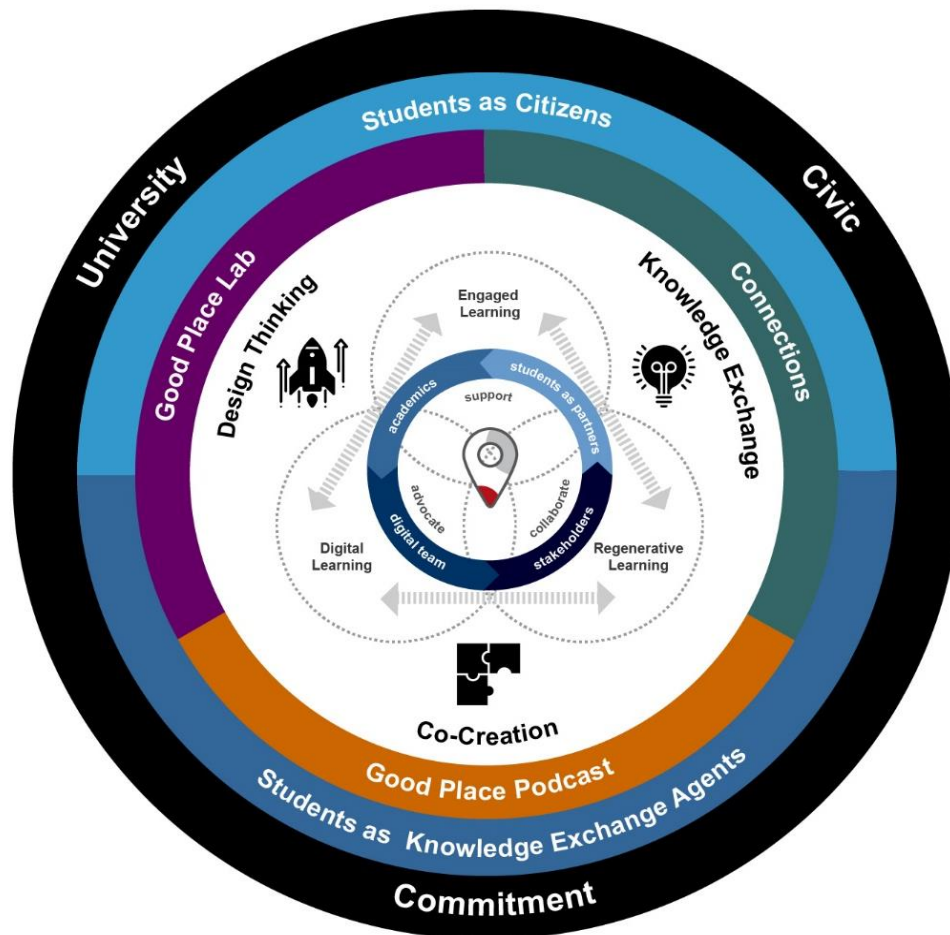
Community Engagement Event, 2022

The unifying thread of our work is to advance responsible management education through a **design-led, practice and place-based pedagogy**.

We pioneered a novel approach for **students and local communities to learn together** using **Design Thinking principles** to address **global challenges that manifest locally**.

3-dimensional curriculum design with 3 engagement pillars (Newton and Rindt, 2022)

Good Place Innovators: Transforming Communities



"It is clear that the team not only want to design learning experiences that will have transformative effects for their students, but also that they are aiming to build long-term connections and benefits for our local community, to make sure that such collaboration is sustainable for the long-term."

Jane Dalton, Groundwell Innovation, local entrepreneur and EIR, Lancaster.

Engaged Learning: Digital Self-Guided Course: DT for Inclusive Campus Innovation



- **Digital pre-arrival course:** Good Place Innovators Lab
- **Co-created** with student fellows
- Tutor-supported journey addressing an innovation challenge that relates to improving campus **accessibility and inclusivity**
- **Open-source digital provision** of the Lab makes it transferable and adaptable to different geographical contexts

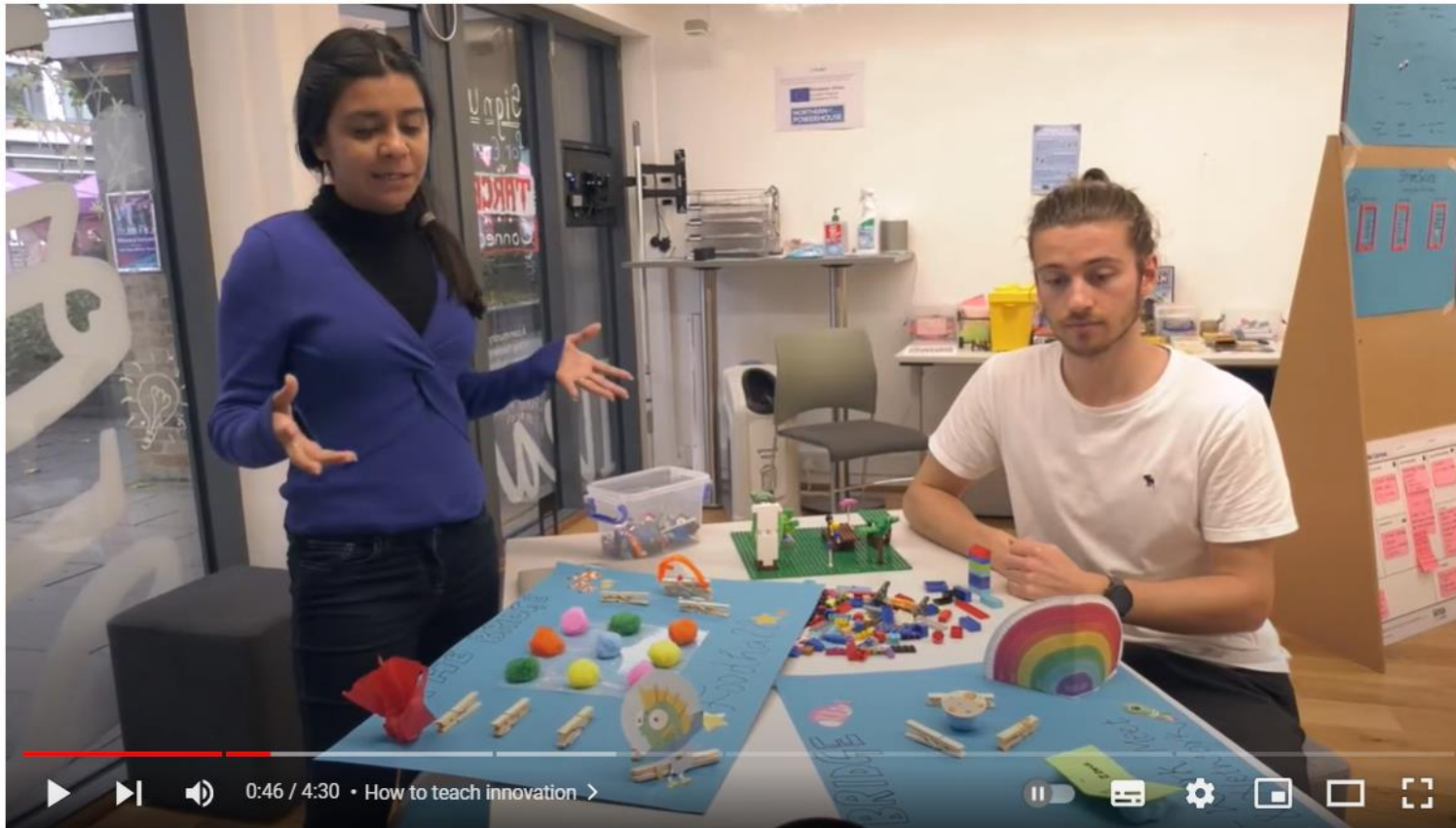


Explore Each Section



*"My experience of this digital development filled me with hope that the students' experience and understanding of entrepreneurship will balance **responsible leadership with being a good citizen** and really develop their understanding of the **importance of interconnectedness and diversity.**"* Jacqui Jackson, Entrepreneur in Residence, Partner at Thomas Jardine & Co

Engaged Teaching: Design-led City High-Street Innovation: PG Module with Studio Delivery



Design Thinking and Innovation: MSc Entrepreneurship and Innovation



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Engaged Community: Lancaster BID Knowledge Exchange



- Students and external stakeholders are **equal co-creators** of place-based solutions.
- Lancaster BID Roundtables: Multi-stakeholder event with 10 businesses and 40 students.
- Students are involved in **participatory research with local citizens** and develop **prototypes**.
- **Businesses gain skills in using DT methods**
- Students report **increased sense of civic belonging and responsibility**.

The poster is for a Lancaster BID Knowledge Exchange event. It features a photograph of a wet street in Lancaster with a blue umbrella in the foreground. The text is in white and yellow on a dark blue background. Logos for Lancaster BID, Lancaster University, and Lancaster Business Improvement District are at the top right. The event title 'LANCASTER BUSINESS DISTRICT NEEDS YOU!!!' is in large yellow letters. Below it, it says 'IF YOU ARE A STUDENT WITH AN INTEREST AND PASSION FOR LANCASTER CITY, THIS EVENT IS FOR YOU!'. A list of companies includes M & S, Primark, Sun Pizza, The Dukes Theatre, and Lancaster FC. The date and time are 'WED 16 MARCH 2022 2 PM - 5 PM'. The location is 'LANCASTER UNIVERSITY MANAGEMENT SCHOOL, LECTURE THEATRE 2'. Registration is at 'eventbrite.co.uk' with a QR code. A list of benefits includes a certificate of attendance, networking, and understanding local challenges. A call to action at the bottom says 'JOIN OUR ROUNDTABLE CONVERSATION AND HELP LANCASTER BUSINESSES TRANSFORM THEIR VALUE PROPOSITION!'.

LANCASTER BUSINESS DISTRICT NEEDS YOU!!!

IF YOU ARE A STUDENT WITH AN INTEREST AND PASSION FOR LANCASTER CITY, THIS EVENT IS FOR YOU!

THE LINEUP OF COMPANIES SO FAR:

- M & S
- PRIMARK
- SUN PIZZA
- THE DUKES THEATRE
- LANCASTER FC

AND MANY MORE...

What is in it for you?

- Certificate of attendance in Good Place Innovators event that will look good on your CV!
- Gain confidence networking with business leaders
- Understand the local business challenges

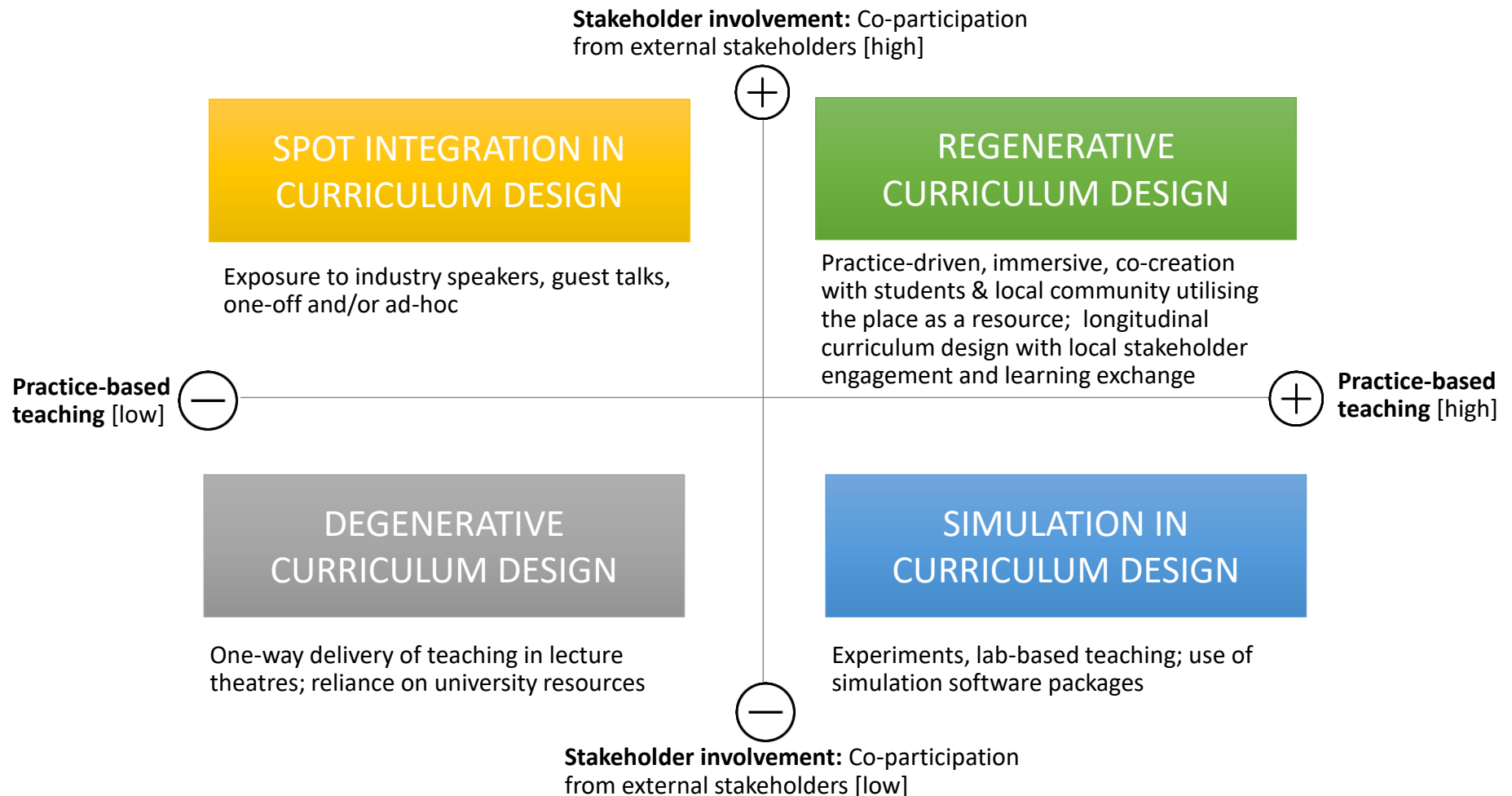
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Regenerative Curriculum Design (Rindt & Newton, 2022)



Regenerative Curriculum Design:

- **‘Regenerative Curriculum Design’**: a systematic approach to curriculum design, characterised by practice-based, immersive, stakeholder and context-driven teaching and learning (Bason & Austin, 2019)
- Anderson’s vision: **to tangibly advance responsible management and the development and well-being of the local community** (Loi & Fayolle, 2022).
- Built around a **real-life challenge**, rather than a simulated case, and is formed on the **pillars of community engagement, engaged learning and teaching**.
- Students become **‘agents of change’** and lecturers facilitate a longitudinal, real-life experiment where students and local communities engage in **co-designing** solutions for pressing local challenges.
- Stakeholders and students are **co-creators of the curriculum**, which evolves and grows through this continuous interaction.
- ‘Regenerative’ curriculum design leads to the **regeneration of the local place and community** that the students and universities are embedded in.

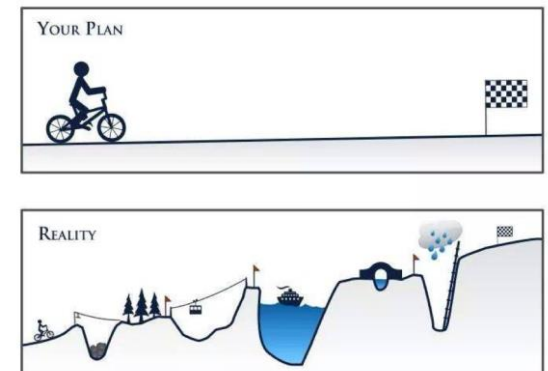


Challenges & Limitations?

Be prepared to manage the unexpected:



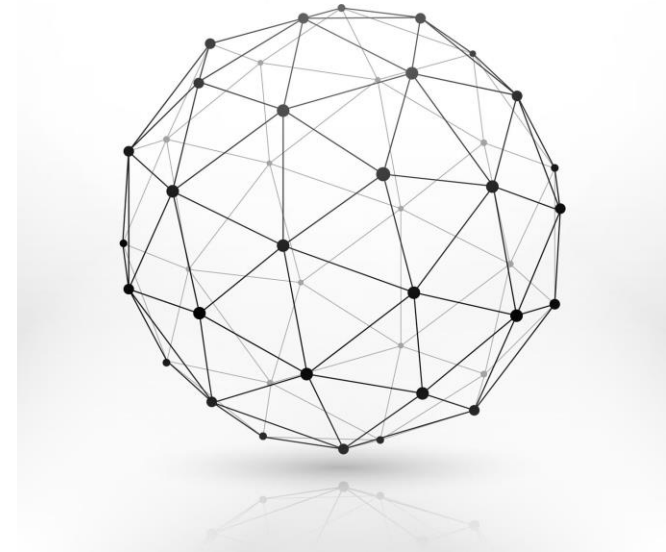
- **Long-term relationship building** and **trust** between stakeholders requires time, opportunities and diplomacy to create and maintain.
- **Changing role of the teaching staff:** From unquestioned expert to vulnerable facilitator?
- **Clashes with different stakeholders'** mindsets, incentives, outcomes and timeframes.
- **Managing transformation:** addressing faculty resistance, cross-disciplinary collaboration and student reluctance (Anderson et al, 2014)
- **Our own expectations:** This project took **years** of incubation time, piloting and polishing 😊



Impact, value & transferability: National & global reach



- Recognised as **best practice for providing a blueprint for translating the LU Civic mission** into engaged T&L practice **advancing responsible management education**.
- Our practice is now **embedded into the postgraduate curriculum** where it features as the highest scored module of the programme
- The place-based challenge is **transferred to the LUMS partner institution** Cattolica Porto Business School
- **EEUK** selected our project as an example of **best collaborative practice** with **outstanding contribution in embedding digital capability** into entrepreneurial learning.
- Through EEUK, the **Good Place Lab** is accessible to over 150 member institutions.



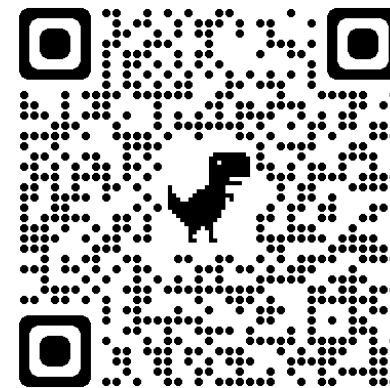


Thank you!
Q&A



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...why not give a listen to our
Podcasts 😊



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