



WHAT IS THIS WORKSHOP ABOUT?

This workshop provides an introduction to the application of the principles of design thinking to the challenge of designing your life and career. Regardless of age, income, or stage in life, this unique approach will give students the actionable tools necessary for becoming unstuck and creating a more meaningful and joyful career and personal life.

WHAT IS “DESIGN THINKING” AND HOW CAN IT BE APPLIED TO MY LIFE AND CAREER?

Design thinking is a process and a way of thinking about tough problems, or problems that are not well-defined. Typically, design thinking is used as a method of innovation and is responsible for cutting edge technology and products by leading companies such as Apple, IBM, and IDEO. Since life is a large and vaguely defined task, the principles of design thinking lend themselves especially well to the challenge of designing our life and career.

Design thinking takes a hands-on and action-oriented approach. It teaches us to learn by doing and through iteration, or receiving feedback from the real world, and then acting on it. It is also very encouraging as it invites us to try stuff, make mistakes, and learn from



them. The Design Thinking process is helpful in making sure we do not overinvest ourselves in less desirable pathways.

The approach is based on Stanford's Design School and IDEO Design Method developed by Dave Evans and Bill Burnett and taught in the Product Design Program at the Engineering School, and at the d.school at Stanford. "Designing Your Life" is one of the most popular course electives at Stanford University and the book "*Designing Your Life: How to Build a Well-Lived, Joyful Life*" by Burnett and Evans became #1 New York Times bestseller.

WHAT ARE THE OBJECTIVES?

In this workshop, you will:

- Be introduced to Stanford's design thinking approach applied to career and life.
- Learn a framework that supports vocation development, now and in the future.
- Learn an exercise on how to develop life plans for life after graduation, called "Odyssey Plans".

Resources: Burnett, W., & Evans, D. J. (2017). *Designing your life: how to build a well-lived, joyful life*. New York: Alfred A. Knopf. <http://designingyour.life/>

Format: 45 min, presentation-style with an in-class exercise.

Facilitator: Caroline L. Bucher, M.A., Career Counselor & Life Design Coach, www.belearnbecome.com

Workshop Facilitator



Caroline Linda Bucher, M.A.

Caroline draws on more than 15 years of experience in teaching and career counseling in education, non-profits and governmental career centers in the US and in Switzerland. She recently moved back from Silicon Valley where she worked as a career counselor. Affiliated with Stanford, she is passionate about bringing Stanford's Life Design approach to Switzerland. As a workshop facilitator and presenter she creates programs, including Designing Your Life, that foster exploration, reflection and inspiration regarding participants' work and personal life. Caroline received a BA in Religious Studies, Philosophy and Theology from the University of Bern, a MA in Counseling from Santa Clara University and Masters in Vocational, Career and Academic Counseling (ABT) from the Institute of Applied Psychology at the ZHAW.

