Leader as Designer

Erik Burmeister
@MrBPrincipal

Lisa Kay Solomon
@LisaKaySolomon

CERA
California Educational Research Association
Leading...Building...Networking
»Young people will have to imagine and create their jobs multiple times in their lives.«

Arne Duncan | United States Secretary of Education
VUCA World.
Designing better futures.
MBA in Design Strategy.
What do we mean by DESIGN?
As a designer, it’s my job to make choices that trigger the right responses.

Nathan Shedroff | Chair of the DMBA
Wrap rage.
»As a designer, it’s my job to make choices that trigger the right responses.«
Designers of better futures
How can we support leaders to design schools that promote & practice 21c skills?
Overcoming Resistance
(The “Yeah, buts”)
Time & Money
Union Relationships
Contracts
Resistance to Change
What we've always done...
Leadership
Board
Politics
YEAH, BUT...
Yeah, but...

Yes, and...
01 Near Termism

02 Politics

03 Capability Gaps
We are wired for near term responses.
WE NEED TO STAY FOCUSED ON OUR MARKETING PRIORITIES AND NOT GET DISTRACTED BY EVERY SHINY NEW – LOOK, SQUIRREL!
We are all in agreement then.
From Near Termism
From Near Termism To Future Orientation
Future orientation starts with collective discovery.
My idea will save the day!