



# Schools That Thrive: How Great Strategic Design Focuses on Learners!

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GLP

# Who is in the room?

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**First time for Strategic Planning?**

**About to Launch?**

**Planning Underway?**

**In Execution?**



# Who is in the room?

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**Heads of School?  
Senior Leadership? Communications?  
Advancement? Faculty?  
Trustees?**



# Framing Questions: Process

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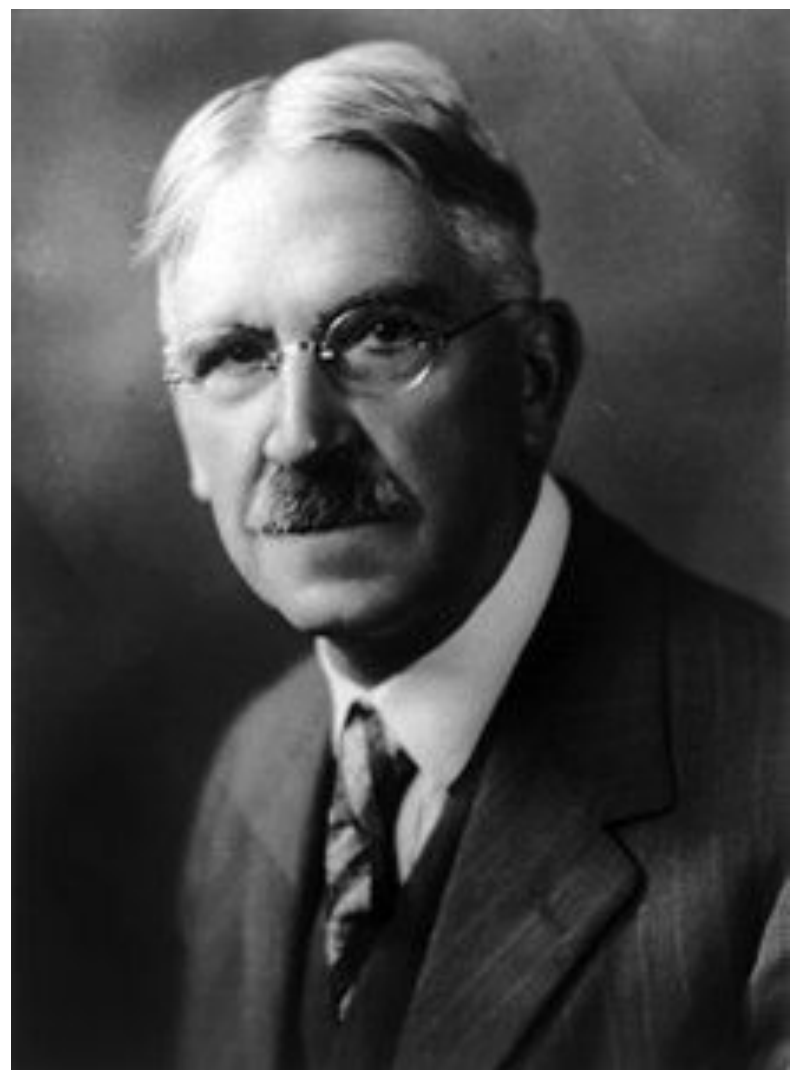
1. What institutional challenges were we attempting to “solve” with strategic planning?
2. Why did our method work (relative to those challenges)?
3. How did we keep people informed of our progress and process? Why was this important?

# Framing Questions: Execution/ Outcomes

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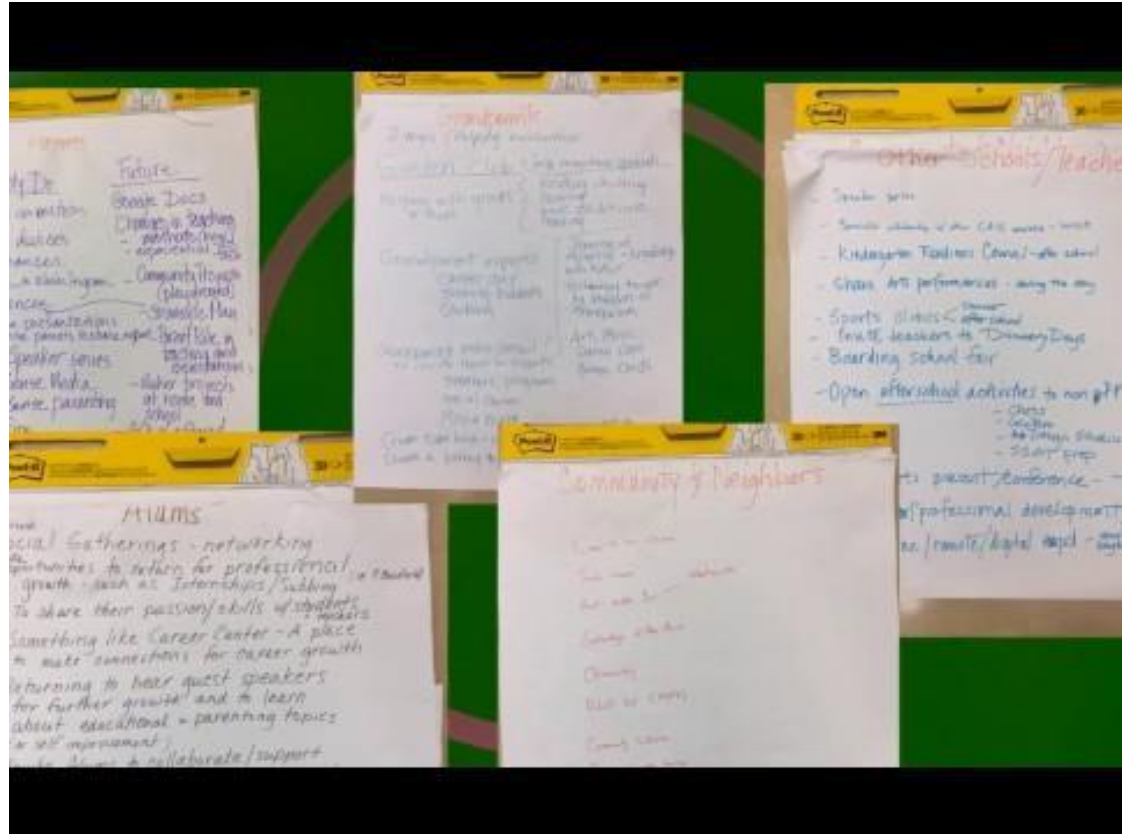
1. How has the strategic plan continued to be helpful?
2. How have we kept up with/tracked our progress and kept it present and relevant?
3. How has the plan impacted the student experience and learning outcomes?
4. How has the plan impacted the adults -the board, leadership, faculty, staff, the community?

We do not  
learn from  
experience...  
we learn from  
**reflecting** on  
experience.



# Focus on Learners

From “School” to  
a “Community  
of Learners”





# Focus on Learners

From “Pre - preparatory” to the “Courage to Climb”



The Plan

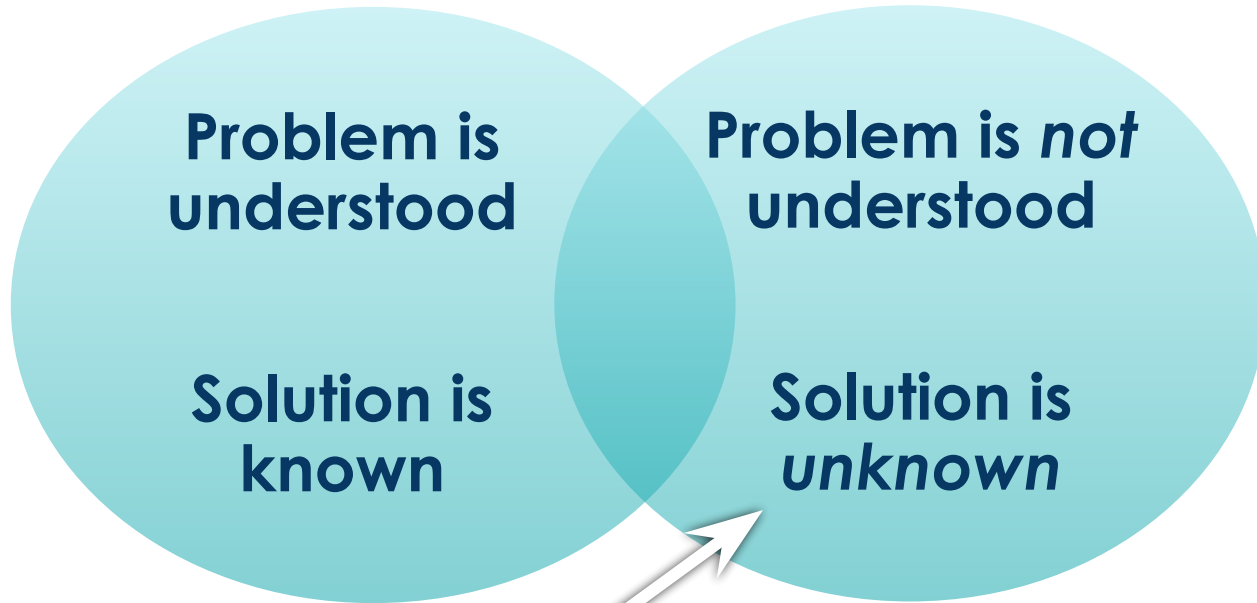




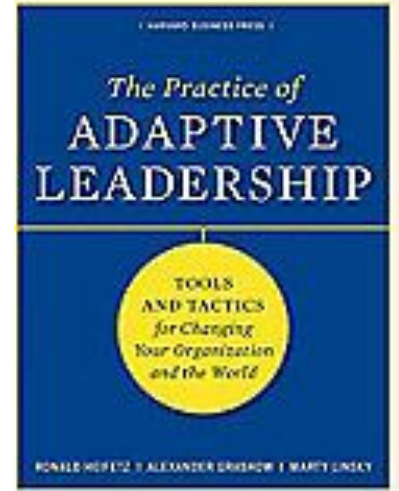
# Leaders identify the *adaptive work*

Technical Problem

Adaptive Challenge

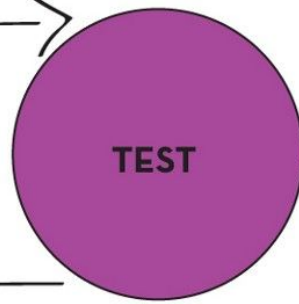
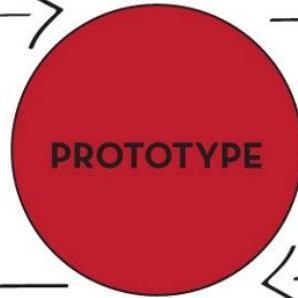
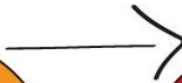
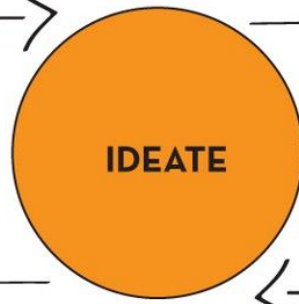
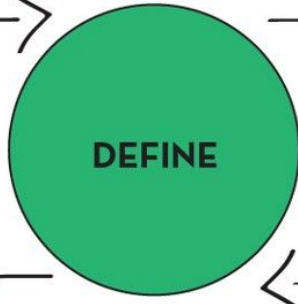
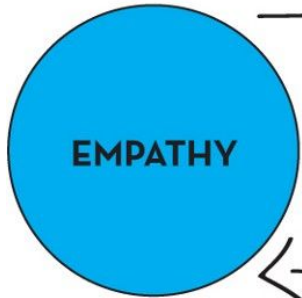


*Requires new learning!*



GLP

**Learning about the audience for whom you are designing**



**brainstorming and coming up with creative solutions.**

**Returning to your original user group and testing your ideas for feedback.**

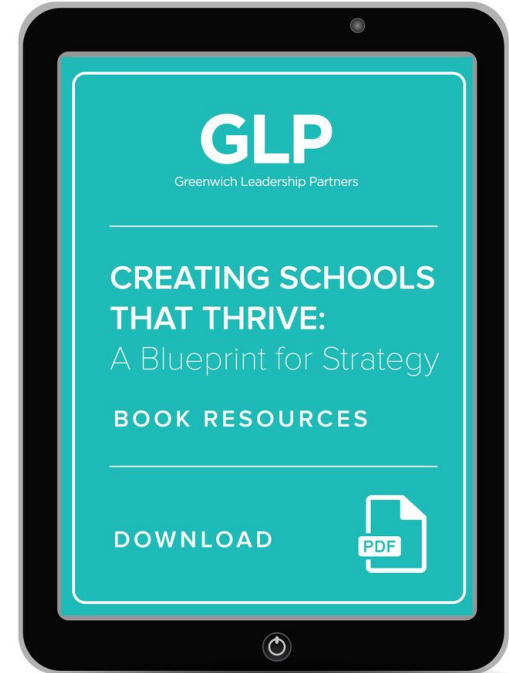
**Redefining and focusing your question based on your insights from the empathy stage.**

**Building a representation of one or more of your ideas to show to others**

# Tools that Work:

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1. “What if” following MLTS screening
2. Magazine Cover Exercise
3. Drawing Exercises
4. Empathy Interviews
5. Exit Tickets with Parents at Parent night
6. Tuning Protocols



# Tools, Reading Lists, Book, Podcast HERE

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[www.ideo.com](http://www.ideo.com)

**Design Kit: The  
Human-Centered  
Design Toolkit |  
ideo.com**



# Please reach out!

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