

OPEN CAMPUS



More than a course. A new kind of network.

CREATIVE TOOLS
FOR THE SAVVY
PROFESSIONAL

REINTRODUCING: NETWORKING, CREATIVE APPROACHES TO BUSINESS BASICS

Everyone has a creative spark. Some are just less attuned to their left brain than others. Luckily, the best thing about creativity—aside from the fact that having fun is mandatory—is that originality is key and there's no such thing as making a mistake. Even the most juvenile doodles are art. In fact, sometimes they're the best art.

Even better, it turns out that creativity in the workplace—whether that means your corporate job on Madison Avenue or couch surfing in your mom's basement—is quickly becoming one of the central ingredients for success in the new economy. In fact, getting in touch with your creative side will have a profound impact on other aspects of your life, including how you solve problems and engage with others.

What kind of designer will you be? What distinguishes your brand from all the rest? This guide was designed to help you answer some of those questions while connecting with new people in a new way.

To help you get started, we've mapped your step-by-step entrée to our "start anywhere" approach to design-centered professional development, a method that applies the five-step design thinking methodology to innovating your career path.

This book was designed to awaken your creativity, inspire you, and bring you closer to the people around you as you grow personally and professionally.

START DESIGNING YOUR NETWORK

MEET AND MINGLE

At the heart of design thinking is **empathy** for your end user. Audience interviews are a great way to get to know what your people really want, but unless you're blessed with the gift of gab, getting conversations started has always been tricky, especially at professional networking events—until now. This handy arsenal of icebreakers was designed

to set you up for success when you're walking up to new professional contacts or just chatting with co-workers. Try these conversation starters when approaching strangers to gain their attention, win their respect, and think about how you can position your talents as the solution to their needs. Keep the conversation going **#OpenCampusNetwork**

What are you juggling on top of your career? Do you have a family or a hobby that occupies your non-work time?

Did you have a mentor in your career, and are you a mentor to anyone in his or her career?

If you could re-brand one company, what would it be, and why?

What's one technology or emerging technology you're intimidated by? What's one that you love?

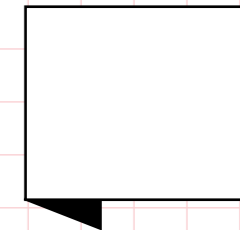
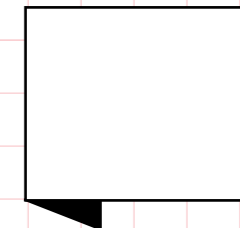
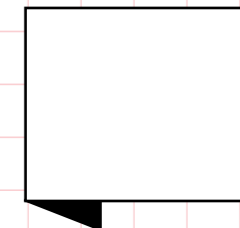
Do you have a particular brand crush right now? A favorite app?

What did you aspire to be when you were growing up?

Are you living out your career fantasy? If you could go back in time and do it all over again, what would you become, and why?

Of all of the social media platforms, which is your go-to?

What questions would you ask yourself?



#1: EMPATHY

opencampus.newschool.edu

PEN YOUR OWN MANIFESTO

Lending **definition** to your insights and identifying the challenge that your audiences needs solved is the next step in the design thinker's process.

We're challenging you to write your very own manifesto—using insights that you uncovered today as a launchpad. You'll know you've been successful with your words if they have the ability to inspire not only yourself but others as well. Therefore, the second part of this challenge includes sharing this poem, which you write with your team to demonstrate how today's events have motivated and inspired you.

Have a look at these great manifestos for inspiration

- An Incomplete Manifesto For Growth/Bruce Mau
- First Things First Manifesto/Ken Garland
- Riot Grrrl Manifesto/Kathleen Hanna
- Draft Craft Manifesto/Ulla-Maaria Mutanen
- The Holstee Manifesto/The Holstee Family
- The Zen Manifesto/Zenhabsits
- The Linchpin Manifesto/Seth Godin

#2: DEFININE

From all that I gleaned today, I would describe my audiences as in need of ...

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FEEL FREE TO DRAW WITH ME

Now, how are you going to combine your talents with your audience's need to open doors to new business **ideas**?

Here's an exciting chance to awaken your inner designer and inspire others with your newfound inspiration. We'll get you teed up for success—you take it from there. Remember to use pen instead of pencil, because when it comes to creating this work of art, there's no such thing as a mistake. Feel free to share your one-of-a-kind creation with co-workers and family members. And don't forget to share with us, too: **#OpenCampusNetwork**

#3: IDEATE

YOU'LL NEVER RUN OUT OF IDEAS.

You may have run out of Post-its, but you'll never run out of creativity. The more you use, the more you have. Want to draw more? Keep the game going by visiting us at XXXXXXXX.

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CREATOR

You will channel your inner Banksy and leave your mark on the Brooklyn Bridge.

Street Artist

You will illustrate award-winning children's books inspired by your family.

Illustrator

OUTLIER

OPEN CAMPUS at THE NEW SCHOOL

+ Intrepid Innovators + Passionate Creators + Serial Collaborators + You

Calling all outliers, activists, entrepreneurs, and creators—come find your new network by learning alongside like-minded professionals at The New School's Open Campus. Join a uniquely diverse student body, united by the same drive, vision, and values. Develop your skills in a hive of cross-disciplinary collaboration, making social and personal connections that enhance your knowledge, skills, and progress in unexpected ways. More than a course—it's a new kind of network.

Sample Offerings for Professionals and Organizations

- MS Strategic Design and Management (Global Executive)
- Design Leadership for Business Certificate
- Digital Marketing Certificate
- Graphic and Digital Design Certificate
- Short online courses in design thinking

Discover our full network and learn about bespoke corporate partnerships at opencampus.newschool.edu or by emailing opencampus@newschool.edu.



You will use your WebDev skills to launch an e-commerce fashion start-up.

Web Developer

WHERE CAN OPEN CAMPUS TAKE YOUR CAREER? FIND OUT WITH OUR FORTUNE-TELLER.

Build Your Fortune-Teller: 1 Make a square by cutting the back cover out where shown. 2 Fold each corner-point into the center. 3 Flip the paper over and fold all four corner's points into the center again. 4 Crease the paper along the flap lines. Flip it back over and stick your two thumbs and two forefingers into each of the four flap pockets. Slip your fingers all the way up to the corners and then bring your fingers together. Your fingers should press the center creases so that all four flaps meet at a point in the center.

Expand your network: 1 Have a new contact or favorite colleague choose one of the top four squares. 2 Spell out the word while you open and close the fortune teller in an alternating horizontal and vertical motion. 3 Invite your contact to select his or her favorite job title. Spell out the job title, opening and closing with the same rhythm. 4 Invite him or her to choose their next favorite job title and open/close following the same process. 5 Finally, ask them to choose one final time and open the panel to reveal their fortune.

You will turn your love of content into a profitable career as a freelance digital strategist for good causes.

Marketing Magician

You will create a renowned travel blog documenting your global adventures.

Travel Writer

UX Design

You'll restart your career by creating apps as a freelance UX designer.



ACTIVIST

You will become a legend among VCs and appear as a judge on Shark Tank.

Entrepreneur

Creative Director

You will inspire a global team to award-winning creative success.

INNOVATOR