



OPEN  
CAMPUS

THE  
NEW  
SCHOOL

A FUTURIST'S GUIDE TO  
CULTIVATING AN  
ENTREPRENEURIAL  
ENVIRONMENT

Three steps to activating workplace innovation

# CREATIVITY IS DRIVEN BY PURPOSE

## STEP #1: KNOW YOUR NORTH STAR

Without purpose, without meaning, and without an end goal, our effort simply fall flat. When you're in touch with your North Star, it makes possible a range of collaborations — and limitless inspiration. It's OK to color outside of the lines between pressing “go” and finding yourself at the finish line, but holding close to your team's guiding purpose will ultimately help make creative collaboration possible.

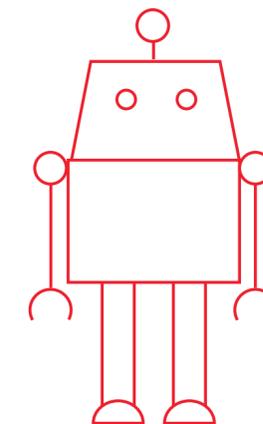
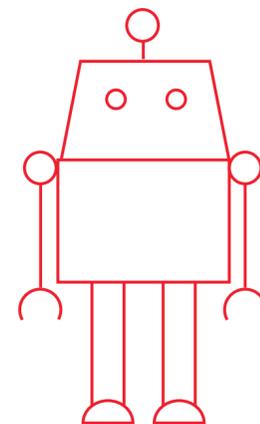
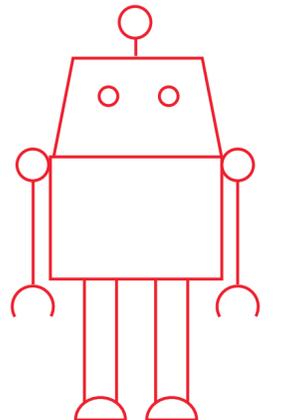
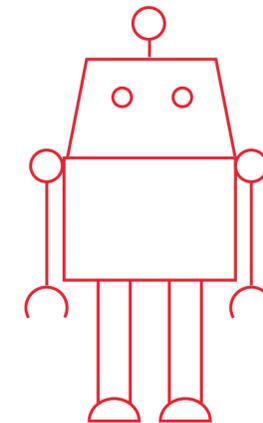
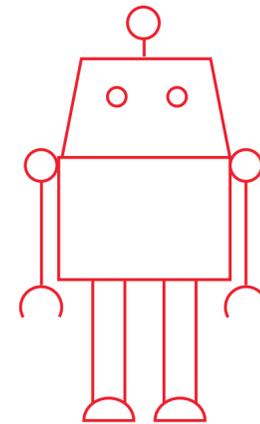


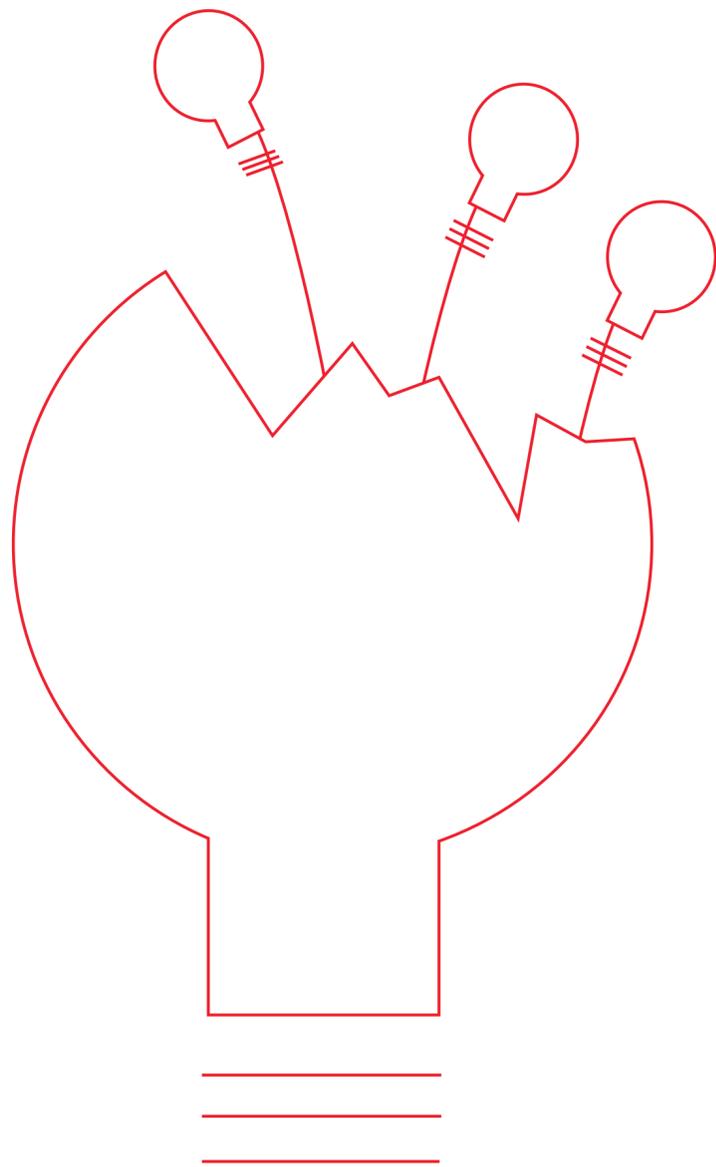
# CREATIVITY CAN'T BE ROBOTICIZED

## STEP #2: BELIEVE IN YOUR UNIQUE POTENTIAL

Good news! Robots are unlikely to develop the creativity and capacity for critical thinking needed to turn inspiration into action anytime soon. In nearly every commercial sector, the threat of impending automation is forcing industries to innovate at astounding rates. Ironically, AI is one of the areas experiencing the most growth — and angst — as a probable consequence. However, creativity can't be approximated by a robot. It pays to see yourself as a bona fide creative, if you don't already, on a lifelong quest to explore, develop, and apply your unique creative abilities.

“I DON'T THINK THERE IS ACTUALLY ANY SUCH THING AS A 'STATUS QUO'. I THINK YOU'RE EITHER ADVANCING OR DYING.”  
CHARLES DAY, FOUNDER  
OF THE LOOKINGGLASS





# INSPIRING AN ENTREPRENEURIAL MINDSET

## STEP #3: BREAK THE RULES

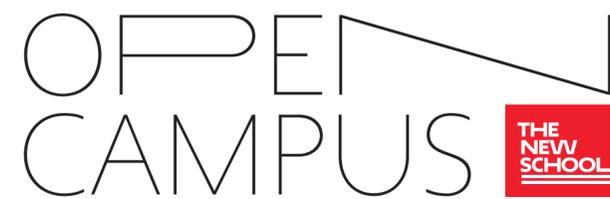
Originality is defined as the ability to think independently and creatively. Disruption is in creativity's DNA. The most successful creative entrepreneurs are the ones who take smart risks, rebel against the status quo, and leave things better than they found them. Creatives must be rule breakers while also seeking out and responding to feedback. An entrepreneurial spirit requires a healthy amount of rebel spirit as well.

# A LABORATORY OF CHALLENGE & SUPPORT



**The New School** dissolves walls between disciplines to create a community in which journalists collaborate with designers, architects with social researchers, and artists with activists. We continually seek new ways to transform and expand our curriculum, methodology, and university experience.

**Open Campus** is The New School's most recent effort to reinvent continuing education. Open Campus offers a plethora of courses, including certificate programs suited to your schedule and needs. Tailoring our courses to your passions and professional goals is what makes Open Campus relevant. We offer you access to the kind of diverse, inspiring network of faculty, scholars, and fellow students you need to add "creativity" to your list of capacities.



# TRANSFORM YOUR OFFICE INTO A CLASSROOM

WE DEVELOP AND DELIVER LEARNING SOLUTIONS FOR TEAMS AND LEADERSHIP IN A VARIETY OF INDUSTRIES.

We work with you to create packages or programs that challenge the status quo, expand and promote new thinking and capabilities, and offer experiences that can empower your organization to develop solutions to your toughest challenges.

We can deliver programs and workplace solutions at our New York and Paris locations, at a location of your choice, or online. We offer customized non-degree short courses for groups from a single organization, group of organizations, or industry sector. Our offerings reflect The New School's unique expertise as the nexus of design, business, and social research.



# TRANSFORM YOUR TEAM INTO CREATIVE INNOVATORS

## Open Campus Experience

- Being part of the innovative New School community
- Access to an interdisciplinary environment that will enhance your knowledge, skills, and progress in unexpected ways
- The rigor of a degree program offered on the flexible, fast-track basis working professionals need
- Measurable growth and development in your area of focus.
- Increased earning potential from adding high-value skills to your résumé



“OUR DESIGN-INSPIRED APPROACH TO LEARNING WILL FOREVER CHANGE THE WAY THAT YOU AND YOUR COMPANY THINK, SOLVE PROBLEMS, AND SEE NEW OPPORTUNITIES.”

*Melissa Rancourt, Academic Director, Global Executive MS in Strategic Design and Management*

WATCH THIS VIDEO  
Design thinking techniques  
to spark ongoing innovation

# OPEN CAMPUS AT THE NEW SCHOOL

If you're ready to act on or learn more about The New School's thought leadership in innovating corporate cultures, products and services, and career paths for the new economy, contact us.

Open Campus offers a variety of programs to choose from:

## **Noncredit Certificate Programs**

- Design Leadership for Business with Parsons
- Graphic and Digital Design with Parsons
- Fashion Design with Parsons
- Fashion Business (Online) with Parsons
- Healthier Materials and Sustainable Buildings with Parsons
- Interior Design and Architecture Studies with Parsons
- Fine Arts and Foundation Certificate with Parsons
- Digital Marketing
- Film Production
- Screenwriting

## **Executive Programs**

- Global Executive MS in Strategic Design and Management
- Custom programs

OPEN CAMPUS

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#OpenCampusNetwork

