



Fuller Global Academy

Online Innovation Lab: Two Week Sprint

Wicked Problems: Global Solutions



Week 1

Monday: Introducing the Topic

Understanding the topic, defining the challenge. When it comes to the United Nations (UN) Sustainable Development Goals (SDG's), there are many aspects to learn about and understand. By reviewing all 17 of the SDG's, students can start to understand what they are individually, as well as collectively building towards. The teacher will have some initial material assembled, and then encourage students to explore further on their own. By the end of day students narrow down their focus area to one of the SDG's. The coming days will focus on the Good Health and Well-Being goal as an example.

Tuesday: Defining the Challenge & Introducing PIE

Today the instructor will help students working in small groups decide what aspect of the challenge they wish to address. That means thinking about who we want to engage with and support - perhaps it's young people who are struggling to maintain a healthy lifestyle in Canada, and more specifically those who are identified as having pre-diabetes under the age of 30.

For the second half of this Tuesday session the instructor would introduce the students to PIE - Project Leadership, Innovation and Entrepreneurship including the PIE Canvases, workbooks and assignment outlines. This will help to guide some of their work in the coming days.

Wednesday: Project Leadership: Think Agile, Build Team and Innovation: Engage

The students start learning about Project Leadership and laying the foundation for the rest of their work. They will be introduced to the Think Agile step where they will learn about the principles of delivering value early and often, as well as the Build Team step, where they will begin thinking about who they need to involve in developing solutions. This may even involve reaching out to experts and advisors in the area. The second half of the session will also include understanding the Innovation: Engage step and beginning to interview their users, to really understand the challenge at hand, by stepping into the users shoes.

Thursday: Innovation: Engage (continued) & Synthesize

By now the students will have started to define their users and who they are helping. Through this, the students are getting a first hand look at the UN SDG challenge "Good Health and Well-being" and beginning to understand what it means not only globally, but in their own local communities. They should also begin to understand what current solutions already exist, or who is doing work in this area. Next, they will work with their team to create a clear and succinct challenge statement including: WHO + NEED + WHY.

Friday: Innovation: Ideate & Create

Now the students are ready to begin Ideating! In this step they will brainstorm ideas in response to their challenge statement and work together to define the top three solutions. These solution ideas are then prototyped in the Create step. During Create students explore different means of prototyping - from sketching to wire-framing to building physical models. These prototypes will need to address both their users' challenges and the UN SDG that they are tackling.



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Week 2

Monday: Innovation: Evaluate & Entrepreneurship: Test Ideas

In the final step of Innovation: Evaluate, students will get feedback from their users on their prototypes. This is a great interactive exercise and an opportunity to understand the challenge further and refine the solutions. At this point the students should have a lo-fidelity prototype and are ready to begin exploring entrepreneurship. The first step in Entrepreneurship is Test Ideas where we will work together to identify assumptions that we have made so far and begin thinking about what our business model might look like.

Tuesday: Entrepreneurship: Create Value, Understand Customers

Students will explore the aspects of branding and marketing. This starts with Create Value where they will learn about the difference between users and customers and how to craft a value proposition. Next, they will consider the customer lifecycle and how they can get, keep and grow, their customers. They can also explore whether this is something that could exist as a corporation or non-profit, B-Corp or other.

Wednesday: Entrepreneurship: Define Limits & Measure & Optimize

In the final two steps of Entrepreneurship, students will work to understand the market type and market potential in Define Limits, along with understanding what metrics matter in Measure and Optimize. Through steps like measure and optimize the students begin to get an appreciation for using quantitative and qualitative data to improve their projects and make decisions.

Thursday: Project Leadership: Define Needs, Know Limits & Reflect and Grow

Once Innovation and Entrepreneurship are complete, the students will return to Project Leadership to complete Define Needs, Know Limits and Reflect and Grow. In these steps they will look at the realities of what needs to be done to bring their solutions to life including considering resources, activities, partners and costs. They will also become familiar with the triple constraint of project management (time, scope, cost and quality) and how that can impact their projects. Lastly, they will learn about single and double loop learning. This is where students will learn to not only solve problems (single loop learning), but also to improve themselves, their teams and their processes (double loop learning).

Friday: Project Pitch Day!

This day will be structured differently than all other days as it is a full day of presentations, peer evaluation and feedback. During this session, the groups will present their projects to their peers, explaining their process and outcomes. Peers will be allowed time to ask questions and provide feedback. Groups will also be allowed time to debrief with the instructor and get immediate feedback.