

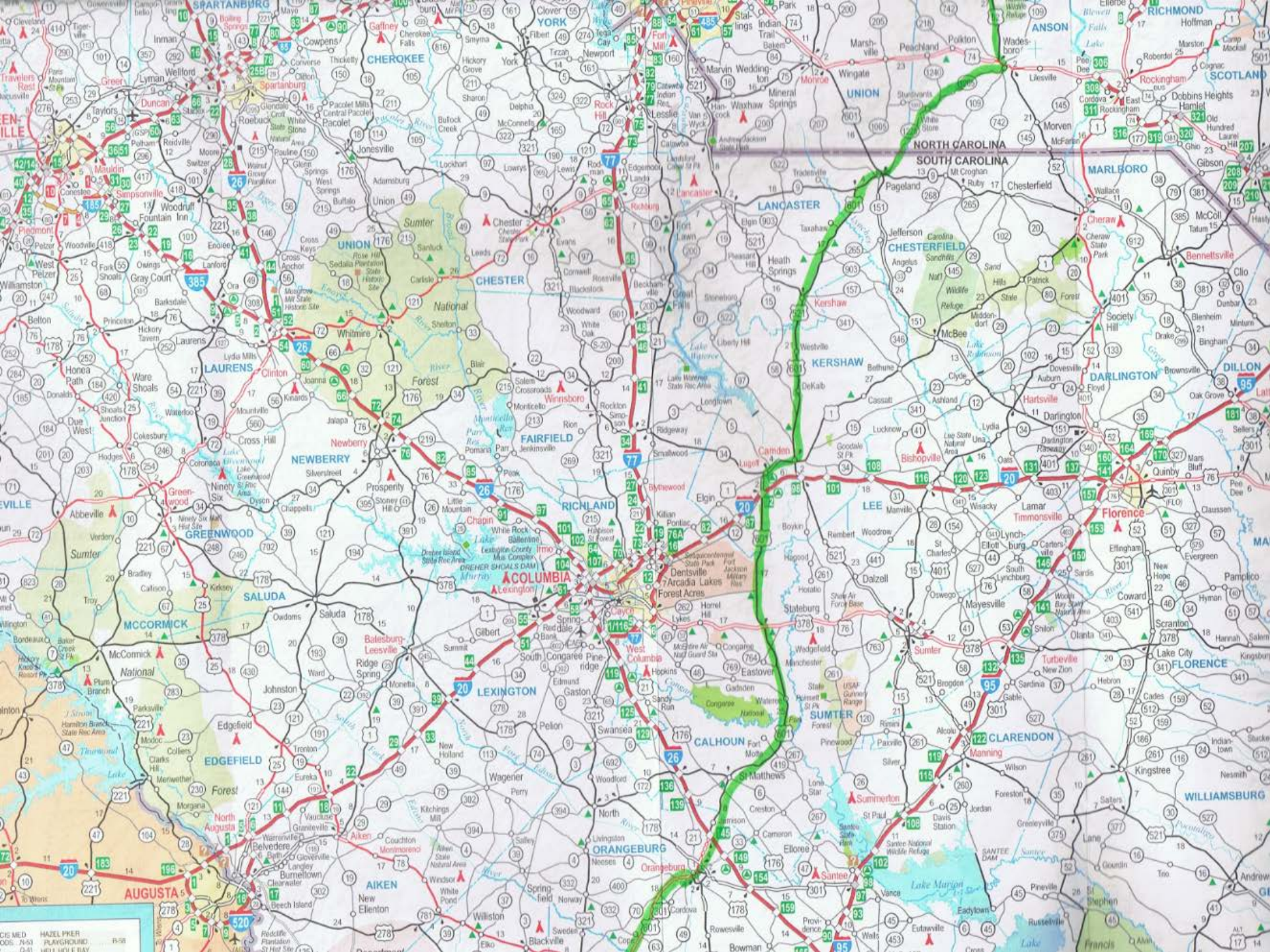


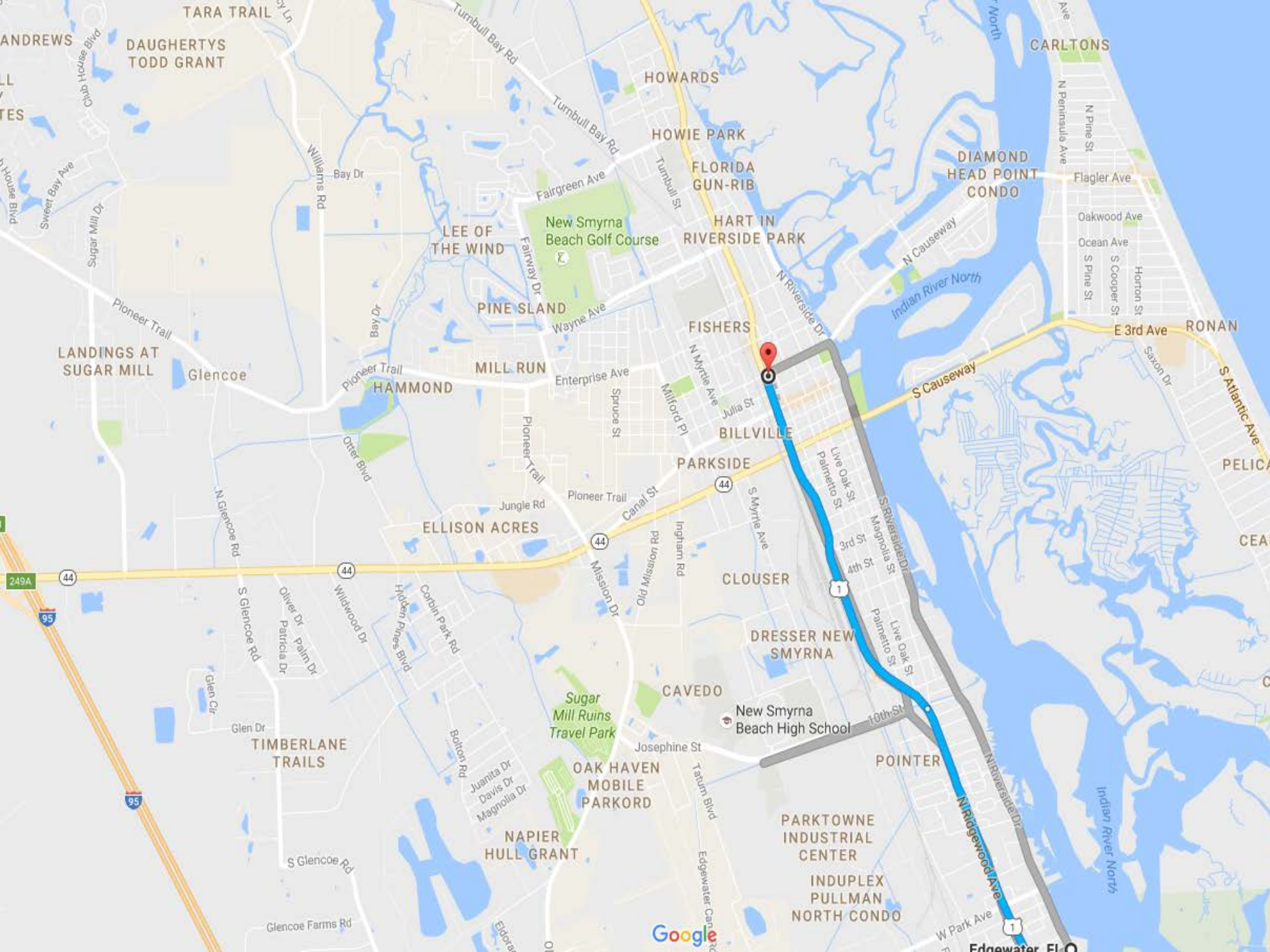
Design Thinking Your Life

Using the trusted tool of Journey mapping for mapping our own Life Journey

Wendy Angst

Associate Teaching Professor, Mendoza College of Business











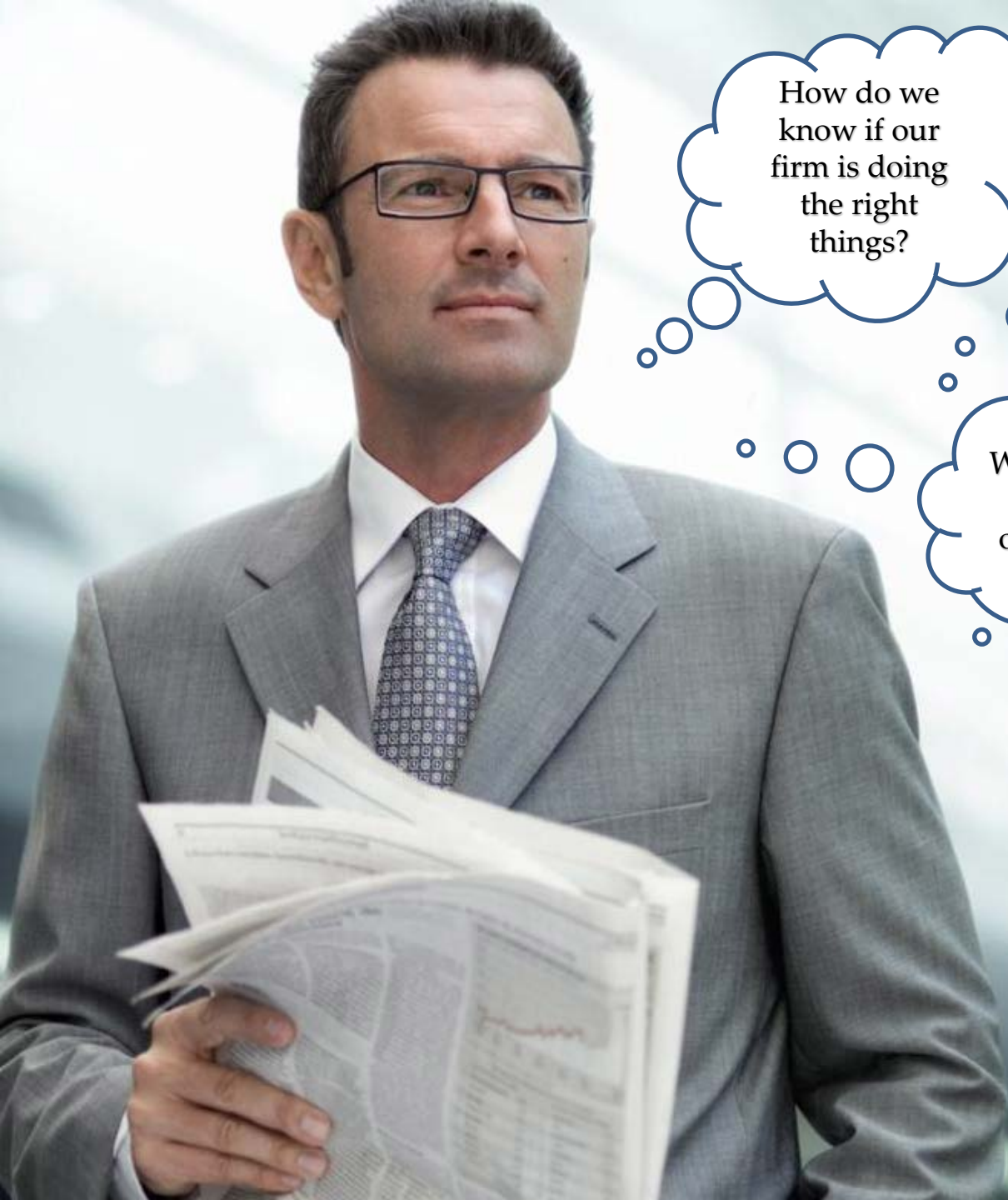




“Any road will get you there,
if you don’t know where you
are going.” -- Lewis Carroll

Where are we going?





How do we know if our firm is doing the right things?

How do we continue to grow?

Where do we focus our precious resources?

Where are there problems & opportunities?

How do we know what is a good risk to take?



Our vision and business idea

At IKEA our vision is to create a better everyday life for the many people. Our business idea supports this vision by offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.

“The very essence of leadership is that you have to have a vision. You can’t blow an uncertain trumpet” – Theodore Hesburgh

How do I
continue to
grow?

How do I know
if I'm doing the
right things?

Where do I focus
my precious
resources?

Where are there
problems &
opportunities?

How do I know
what is a good
risk to take?





1. DENISE MORRISON, CEO OF CAMPBELL SOUP COMPANY

"To serve as a leader, live a balanced life, and apply ethical principles to make a significant difference."



2. JOEL MANBY, CEO OF HERSCHEM FAMILY ENTERTAINMENT

"I define personal success as being consistent to my own personal mission statement: to love God and love others."



3. OPRAH WINFREY, FOUNDER OF OWN, THE OPRAH WINFREY NETWORK

"To be a teacher. And to be known for inspiring my students to be more than they thought they could be."



4. SIR RICHARD BRANSON, FOUNDER OF THE VIRGIN GROUP

"To have fun in [my] journey through life and learn from [my] mistakes."

Spend a few minutes to record
your mission...

1

Who do you admire?

- Write down the name of person that you know and admire.
 - Write down what view to be their admirable qualities
- Write down the name of a public person that you admire.
 - Write down what view to be their admirable qualities.
- Consider: character, values, achievements, or personality
- *Example: My grandma always made time for others and made them feel special.*

2

What legacy will you leave?

- How would you like the important people in your life to remember you and talk about you?
 - Family member
 - Friend
 - Community member
 - Employee / Employer
 - Spirituality
- *Example: She was a life-long learner who always sought to expand her skills and challenge herself.*

3

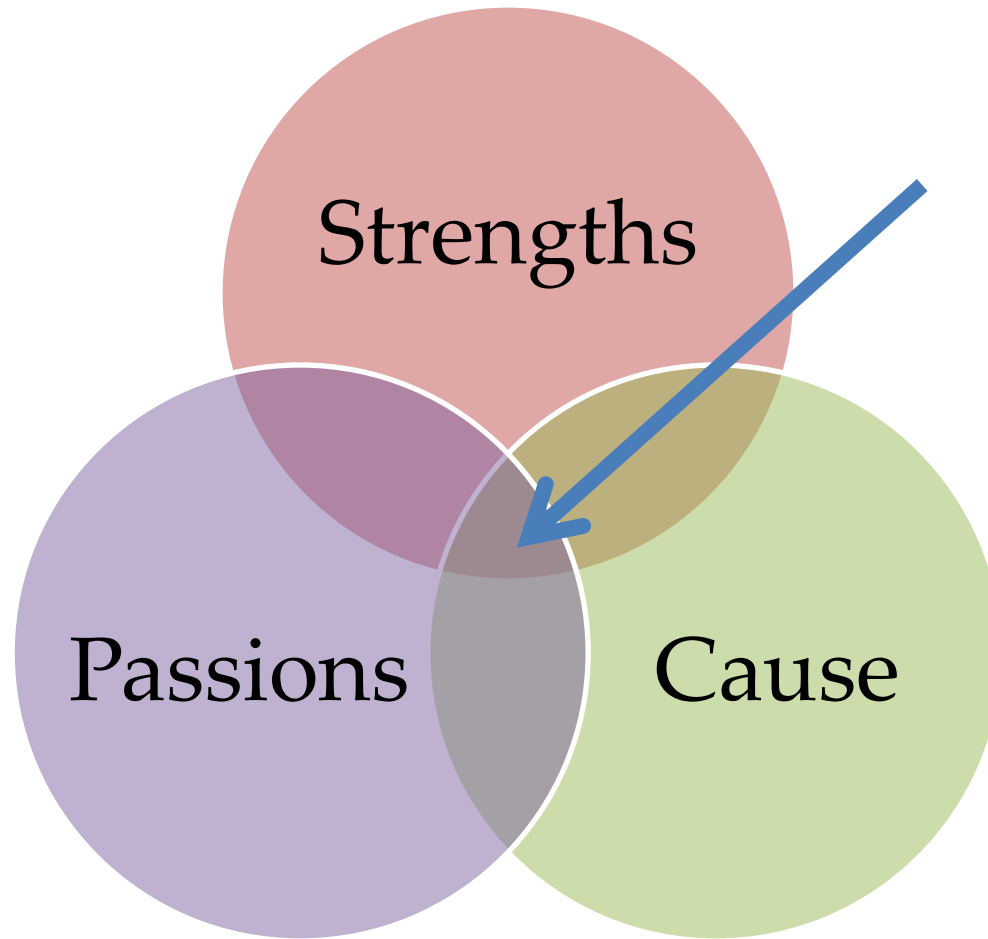
What are your passions?

- What do you love to do?
- What talents and skills do you possess that are most important to you and that you enjoy?
- What are you good at?
- Example: *I love helping students recognize their potential, and I love going on adventures.*

Ask yourself –

- What is my purpose?
- What am I doing to grow toward my potential?
- What am I doing to invest in others?
- Am I leading my own journey or following in someone else's path?

Your Mission



Sample 1:

My mission is to act as an instrument of positive change in my family, my work and my community. I will utilize all of the talents that God has given me and will participate in all aspects of my life with energy, purpose and gratitude. I will utilize my talents in strategy and administration to ensure that my home is loving and calm, my workplace is productive and positive and my community is responsive and growing. Through this focus I will give more than I take and will provide a positive role model for my children.

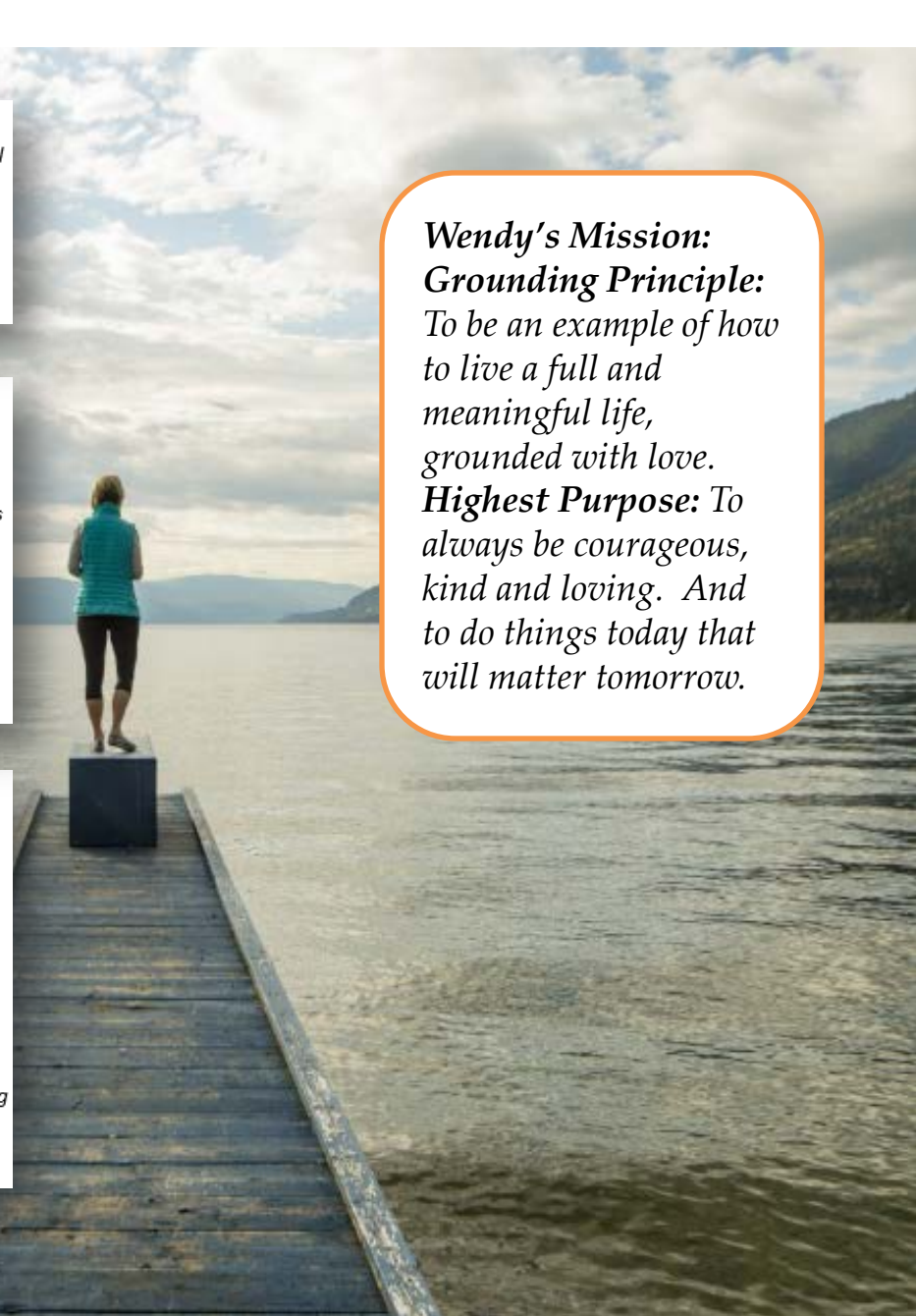
Sample 2:

To remember where I have been and where I will go through maintaining positive relationships with family and friends. To choose the ethical way by making a personal commitment to honesty and integrity. To find peacefulness within myself by looking inward while using my heart to guide my dreams and desires, and my mind to pursue knowledge, creating balance among all of my obligations. To content myself in my surroundings so I will always know where security lies within my life. To build a reputation of being dedicated to every goal I choose to pursue while having successes in both my personal and professional life. To enjoy every moment along this journey finding laughter, love, and happiness with each day that passes

Sample 3:

*To be humble.
To say thanks to God in some way, every day.
To never react to abuse by passing it on.
To find the self within that does and can look at all sides without loss.
I believe in treating all people with kindness and respect.
I believe by knowing what I value, I truly know what I want.
To be driven by values and beliefs.
I want to experience life's passions with the newness of a child's love, the sweetness and joy of young love, and the respect and reverence of mature love.
Finally, to go through life with a smile on my face and a twinkle in my eye.*

Wendy's Mission:
Grounding Principle:
To be an example of how to live a full and meaningful life, grounded with love.
Highest Purpose:
To always be courageous, kind and loving. And to do things today that will matter tomorrow.



"Whatever you value, be committed to it and let nothing distract you from this goal. The uncommitted life, like Plato's unexamined life, is not worth living."

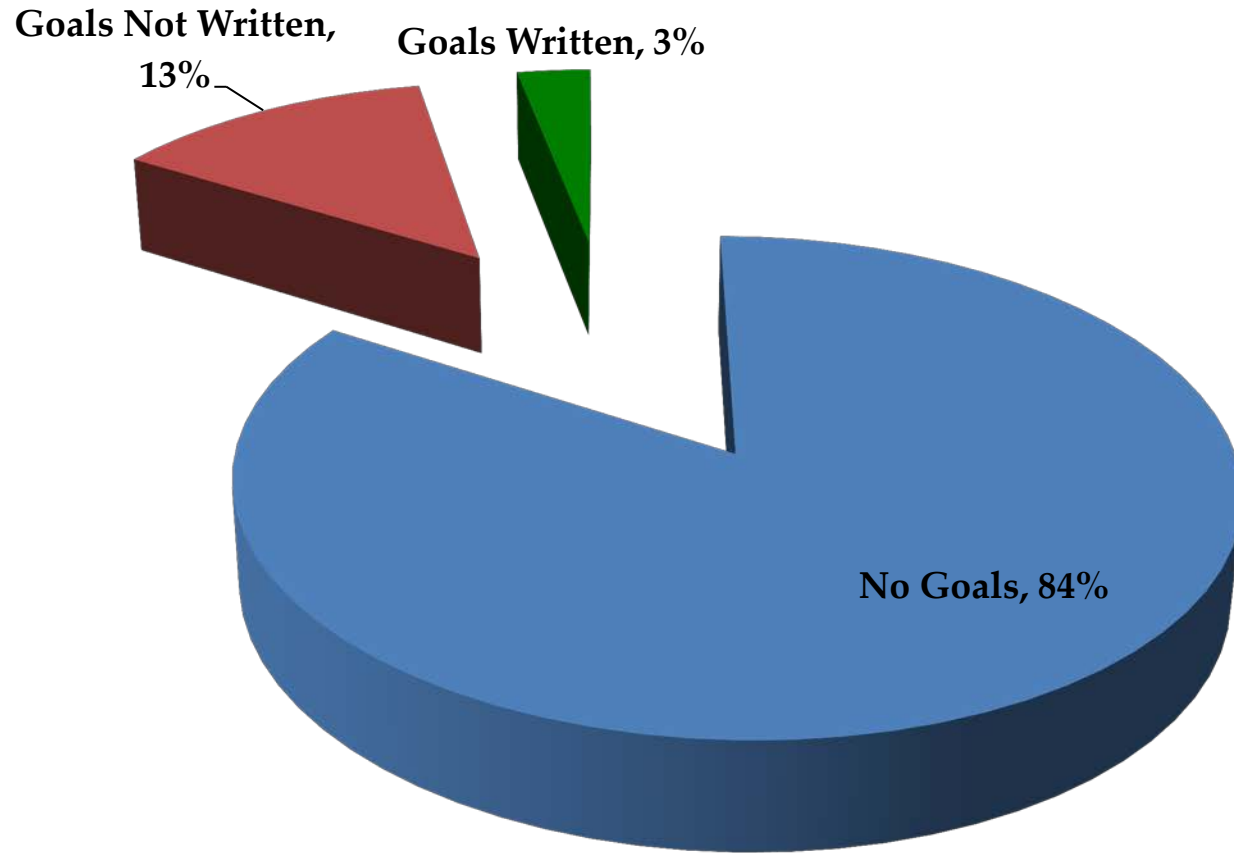
—*The Hesburgh Papers, 1979*

WHAT GETS
MEASURED



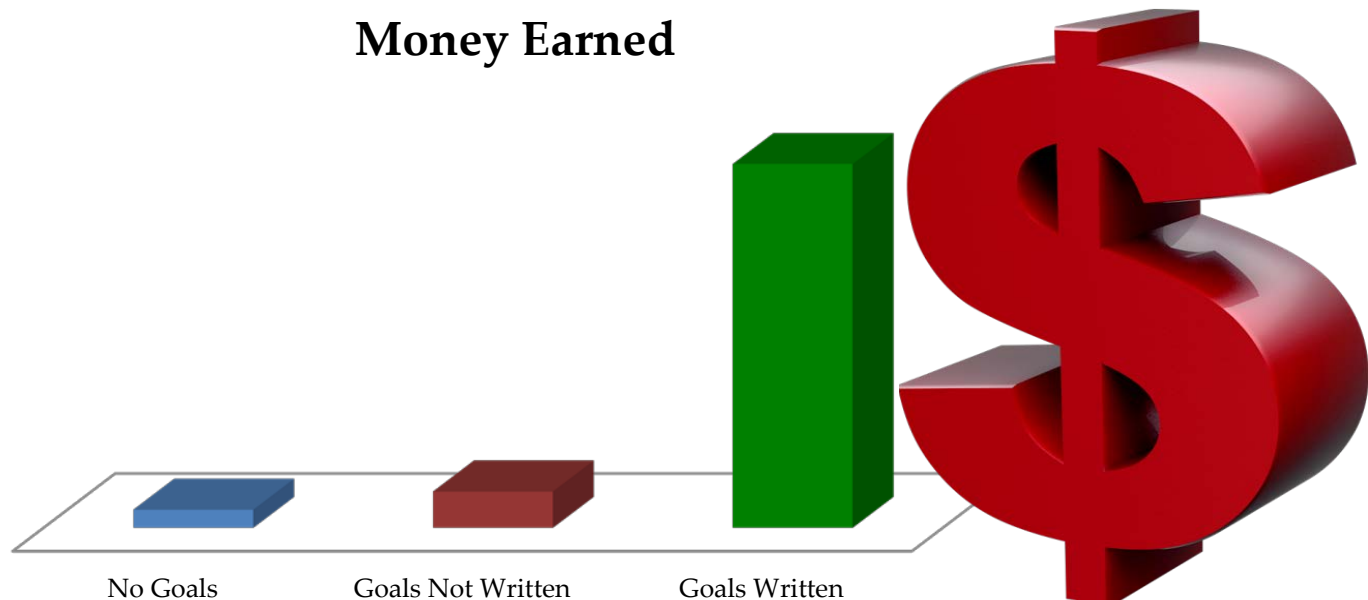
GETS DONE

1979 Harvard MBA program, students were asked, *"Have you set clear, written goals for your future and made plans to accomplish them?"*



Ten years later, the members of the class were interviewed again...

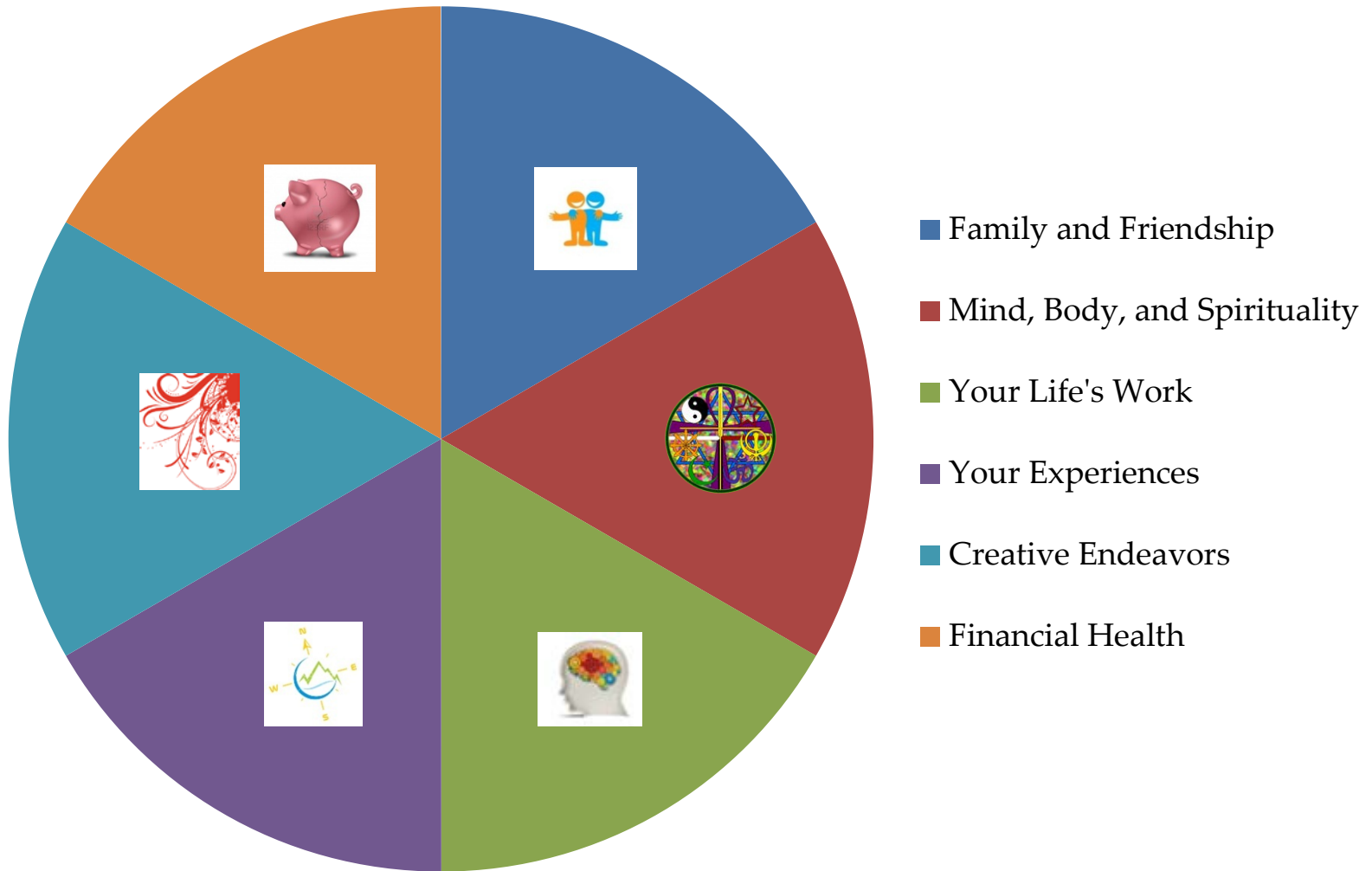
- The 13 percent of the class who had goals were earning, on average, twice as much as the 84 percent who had no goals
- The 3 percent who had clear, written goals were earning, on average, ten times as much as the other 97 percent put together.



“Your dreams determine your goals.
Your goals map out your actions.
Your actions create results. And the
results bring you to success.”

- *C. Maxwell*

What are the fundamentals of your life?



Goals are dreams with a deadline

A person is sitting on a large, dark rock in the foreground, looking out over a vast landscape of white, fluffy clouds. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The person is wearing a dark jacket and shorts. The overall mood is contemplative and aspirational.

- BHAG

- Big-Hairy-Audacious-Goal
- Typically 10 – 30 years out

- SMART

- Specific, Measurable, Action-based, Realistic, Time-Related
- Shorter-term, to help accomplish BHAG

Let's write some goals...

Questions to consider

4

- What is your dream job?
- What would you do if that job didn't exist?
- What would you do if money were no object?
- Where is the one place you have always wanted to travel?
- What new skill would you love to learn if you had time?
- If you could live anywhere and it couldn't be home, where would you live?

2021

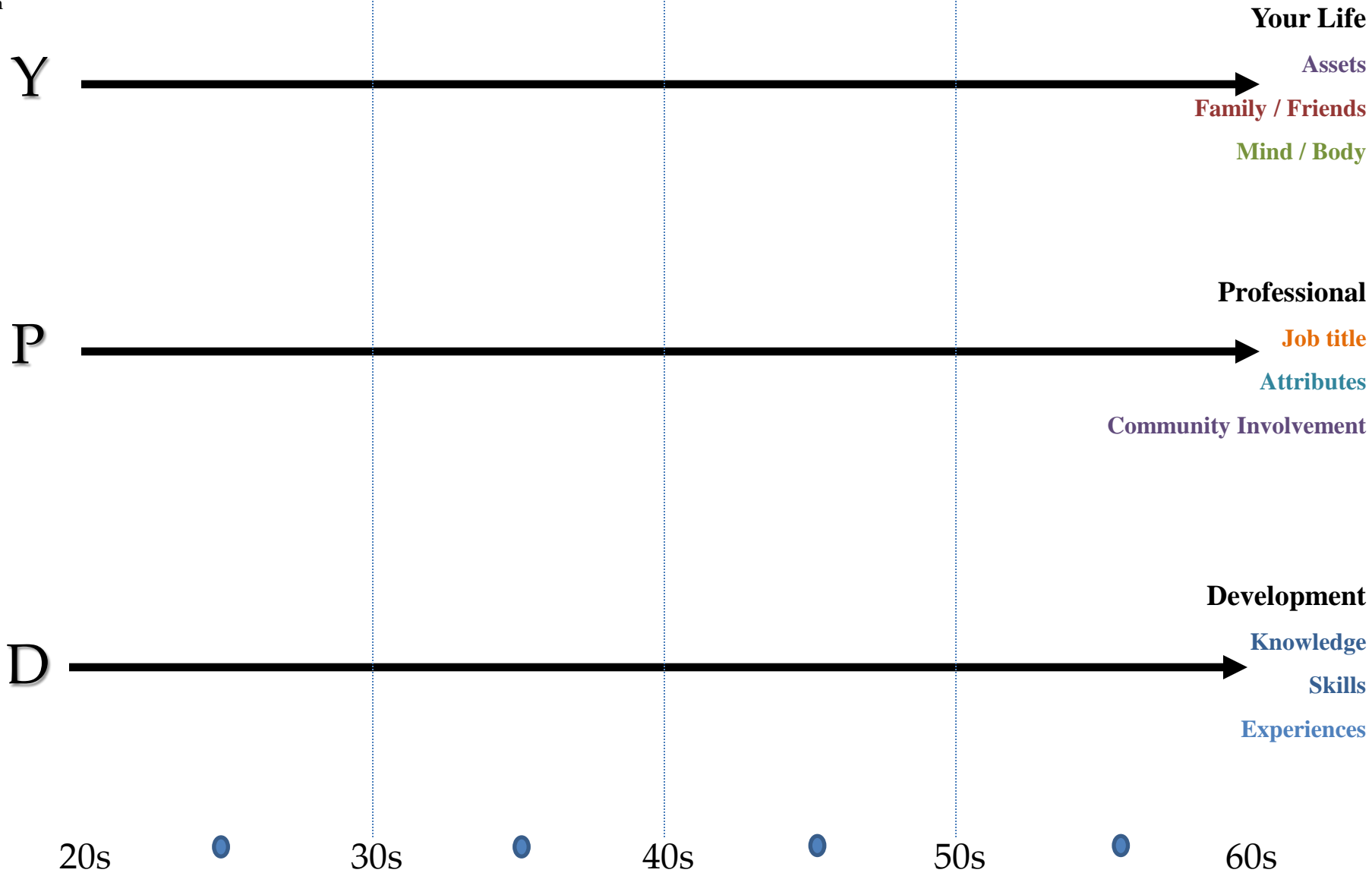
- In just under 5 years, Michelangelo painted the Sistine Chapel.
- In less than 5 years Shakespeare wrote “Hamlet,” “Othello,” “King Lear,” “Macbeth” and five other immortal plays.
- In 1961, Julia Child graduated from cooking school with a quirky idea for a TV show. 4 years later she won an Emmy as America’s favorite TV chef.
- At age 30, Amazon founder Jeff Bezos was living in a 500-square foot apartment. 5 years later his net worth was \$10 billion (today it is \$59.1 billion).
- Tim and Nina Zagat were corporate lawyers when they began printing restaurant guides. At 51, they left the law world to work full-time on their guides. In 2011, Google bought Zagat for \$151 million.
- Grandma Moses is one of the biggest names in American folk art, and she didn't even pick up a brush until she was well into her eighth decade. Grandma Moses was originally a big fan of embroidery, but once her arthritis grew too painful for her to hold a needle, she decided to give painting a try in the mid-1930s. She was 76 when she cranked out her first canvas, and she lived another 25 years as a painter—long enough to see the canvases she had sold for \$3 fetch prices north of \$10,000. (MentalFloss 2016)

A stack of several folded maps is shown against a white background. The maps are layered, with the top one being a topographical map showing terrain in shades of green and brown, and blue lines for water. Below it, other maps with different colors like blue, pink, and yellow are visible. The text "Life's a Journey, Take Your Map!" is printed in a bold, black, sans-serif font across the center of the maps.

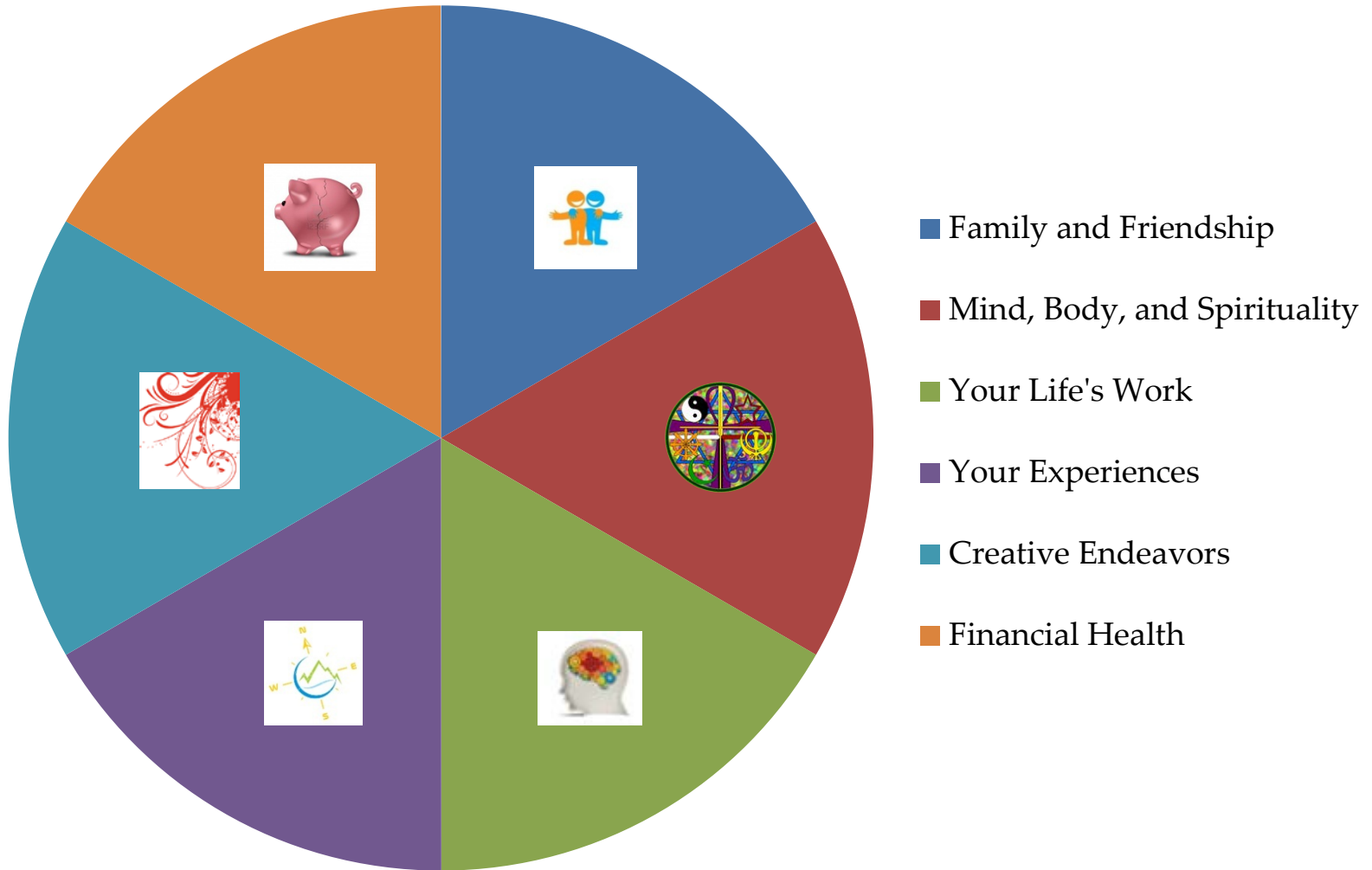
Life's a Journey, Take Your Map!

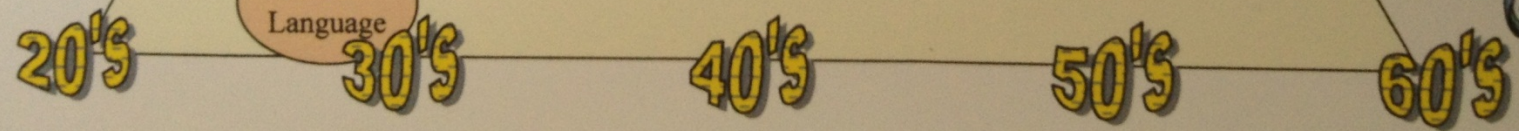
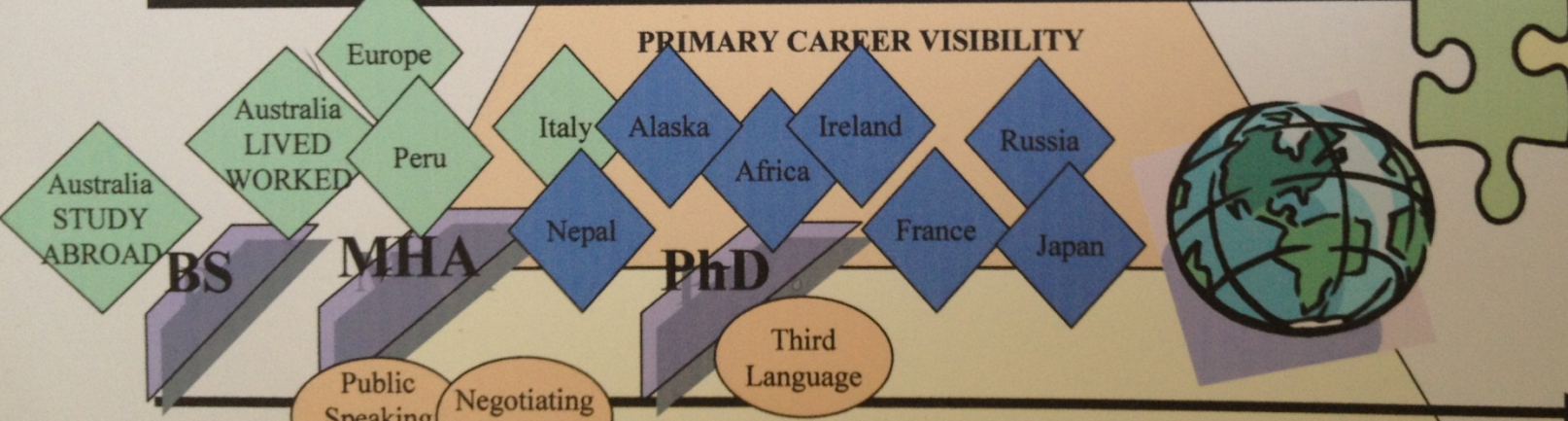
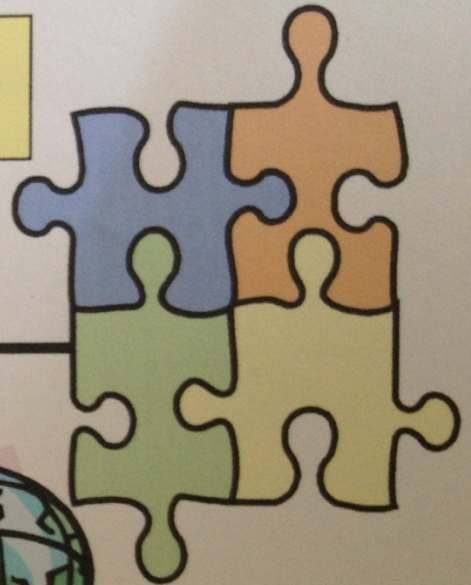
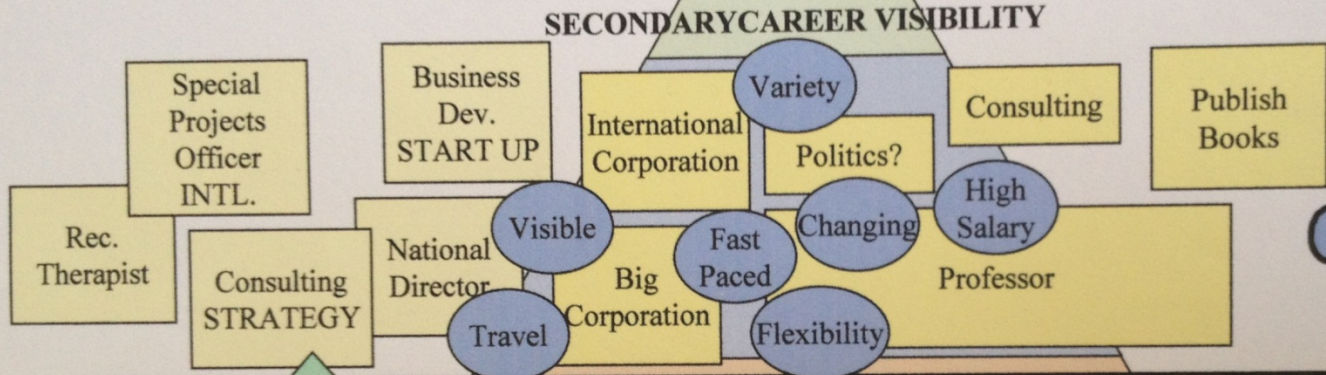
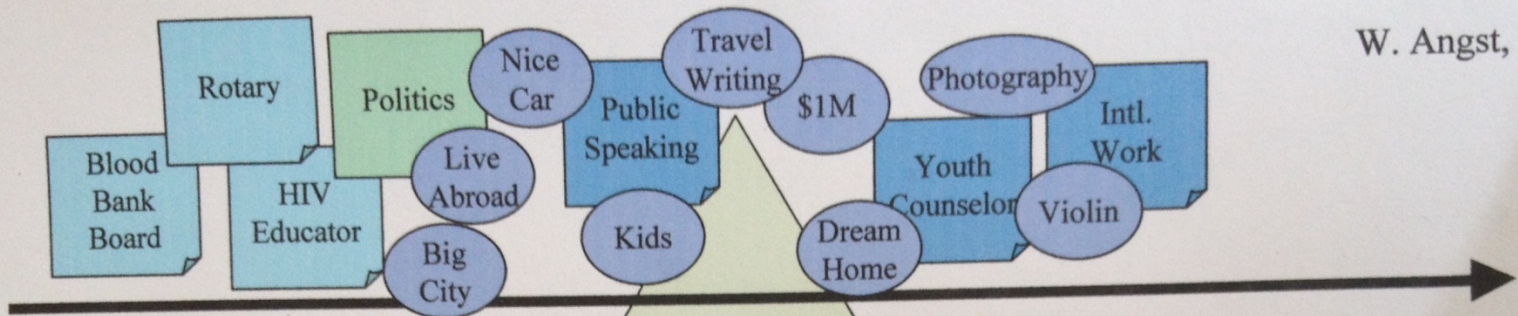
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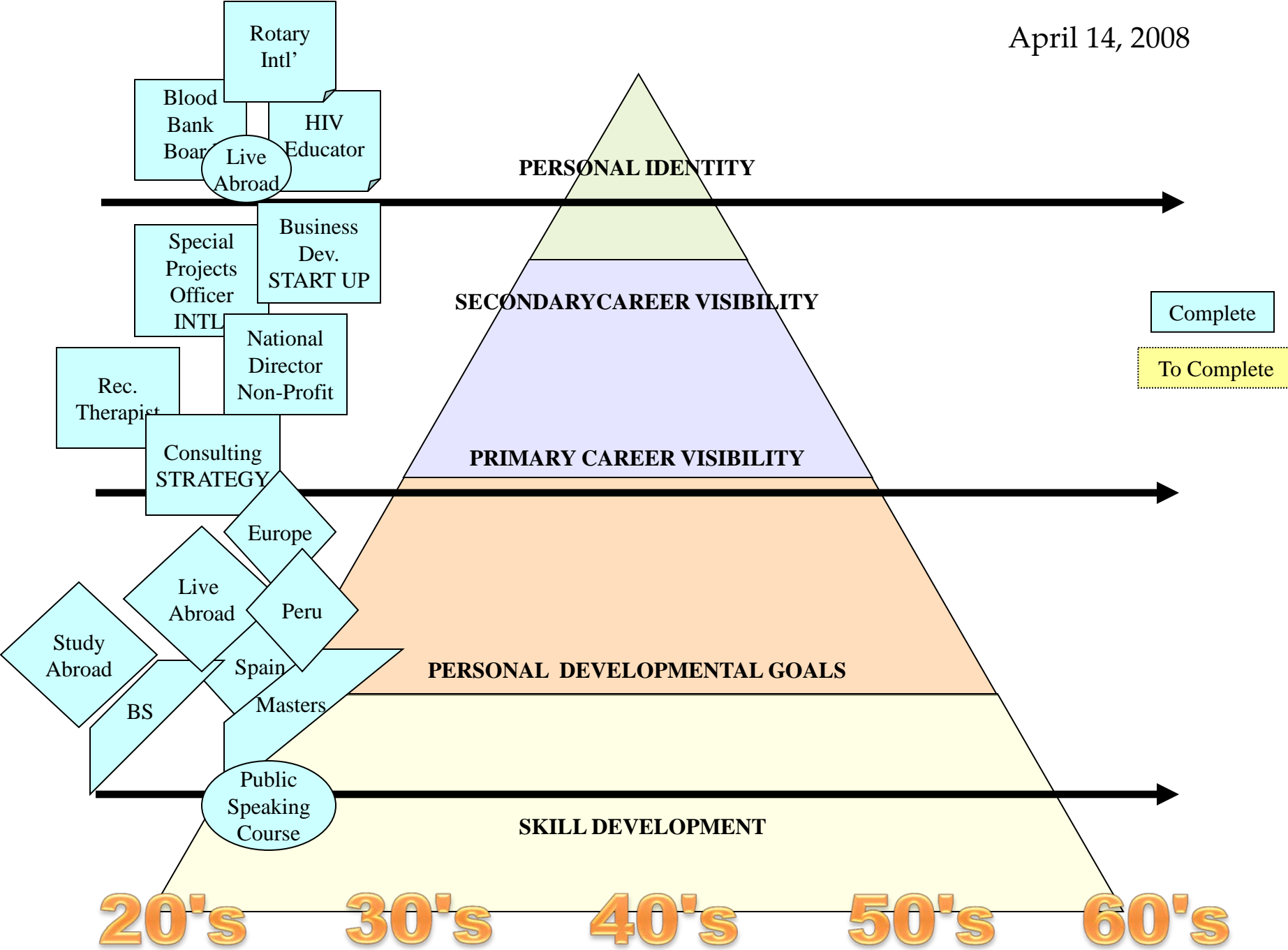
- Family/Friends
- Health
- Greater Good
- Personal Dev.
- Career
- Financial
- Fun

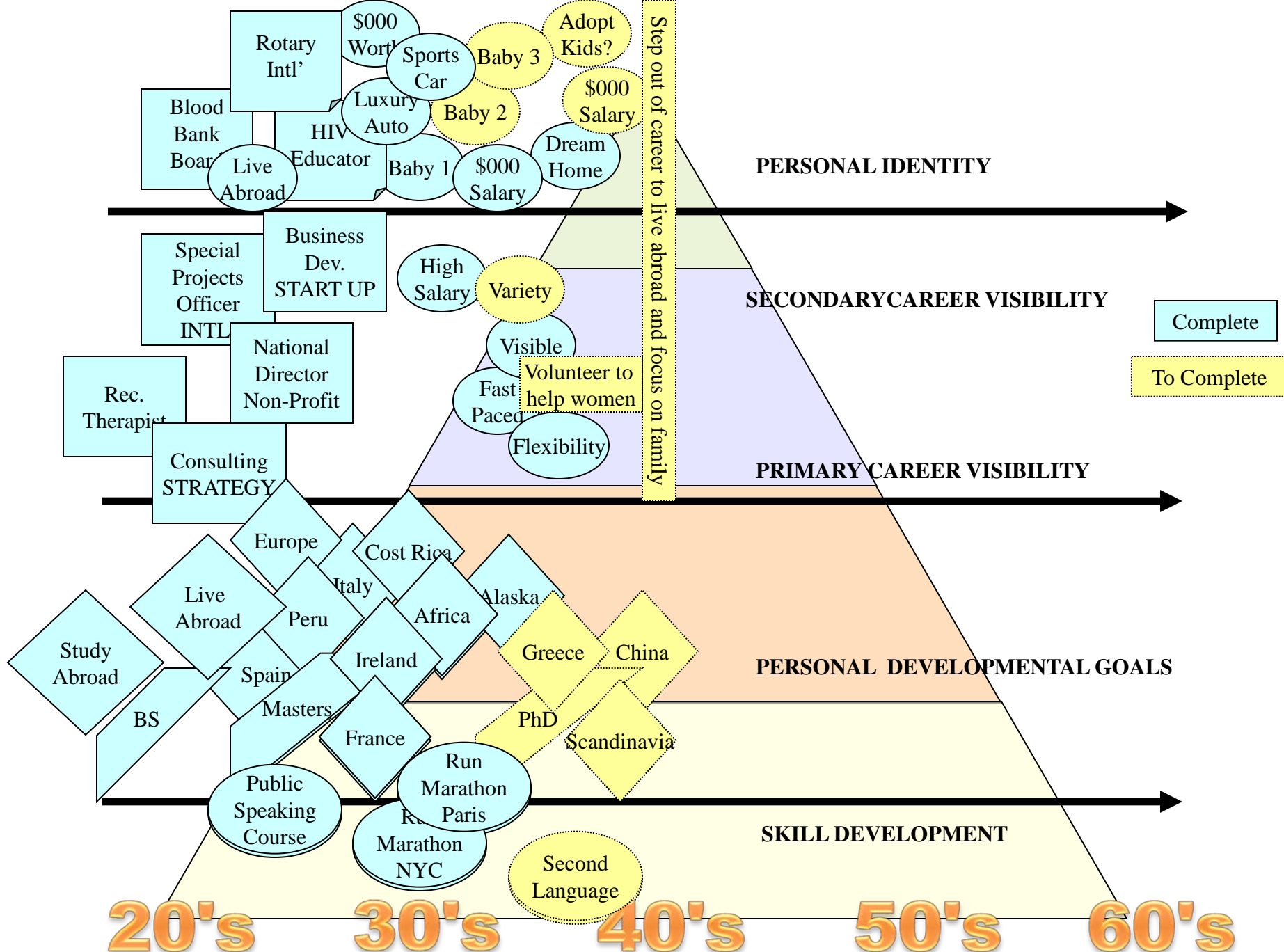


What are the fundamentals of your life?





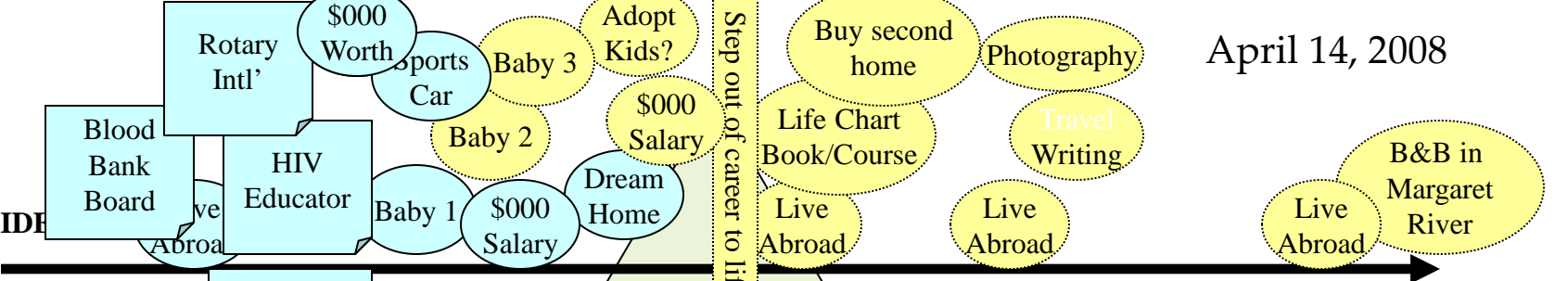




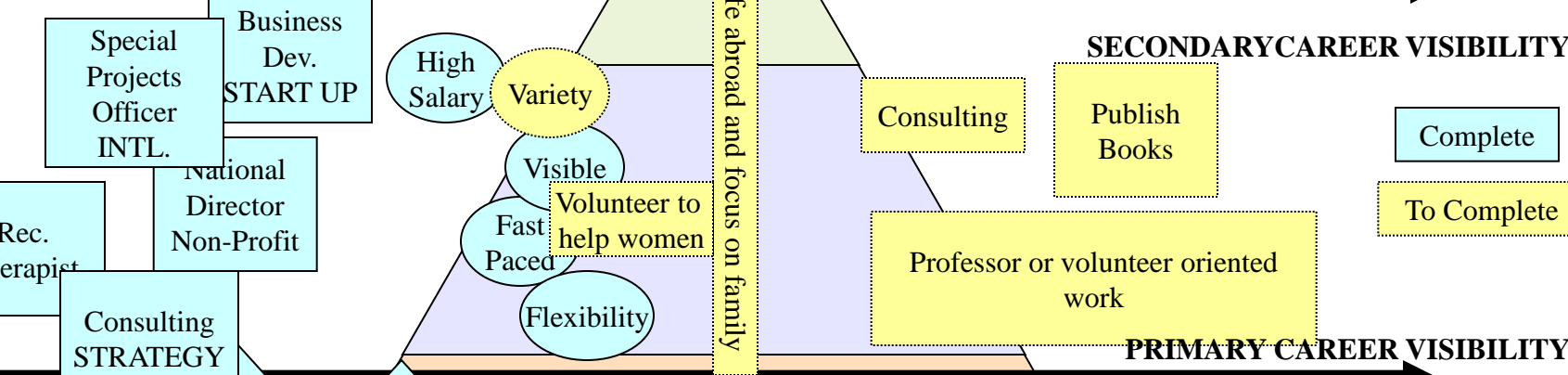
20's 30's 40's 50's 60's

April 14, 2008

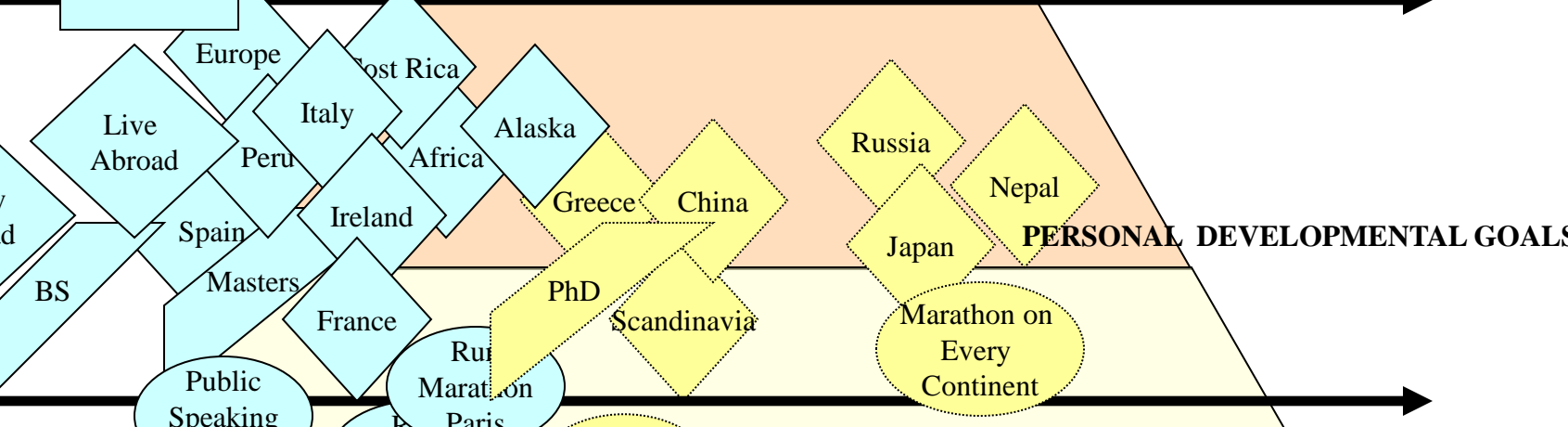
PERSONAL IDEAS



SECONDARY CAREER VISIBILITY



PRIMARY CAREER VISIBILITY



PERSONAL DEVELOPMENTAL GOALS

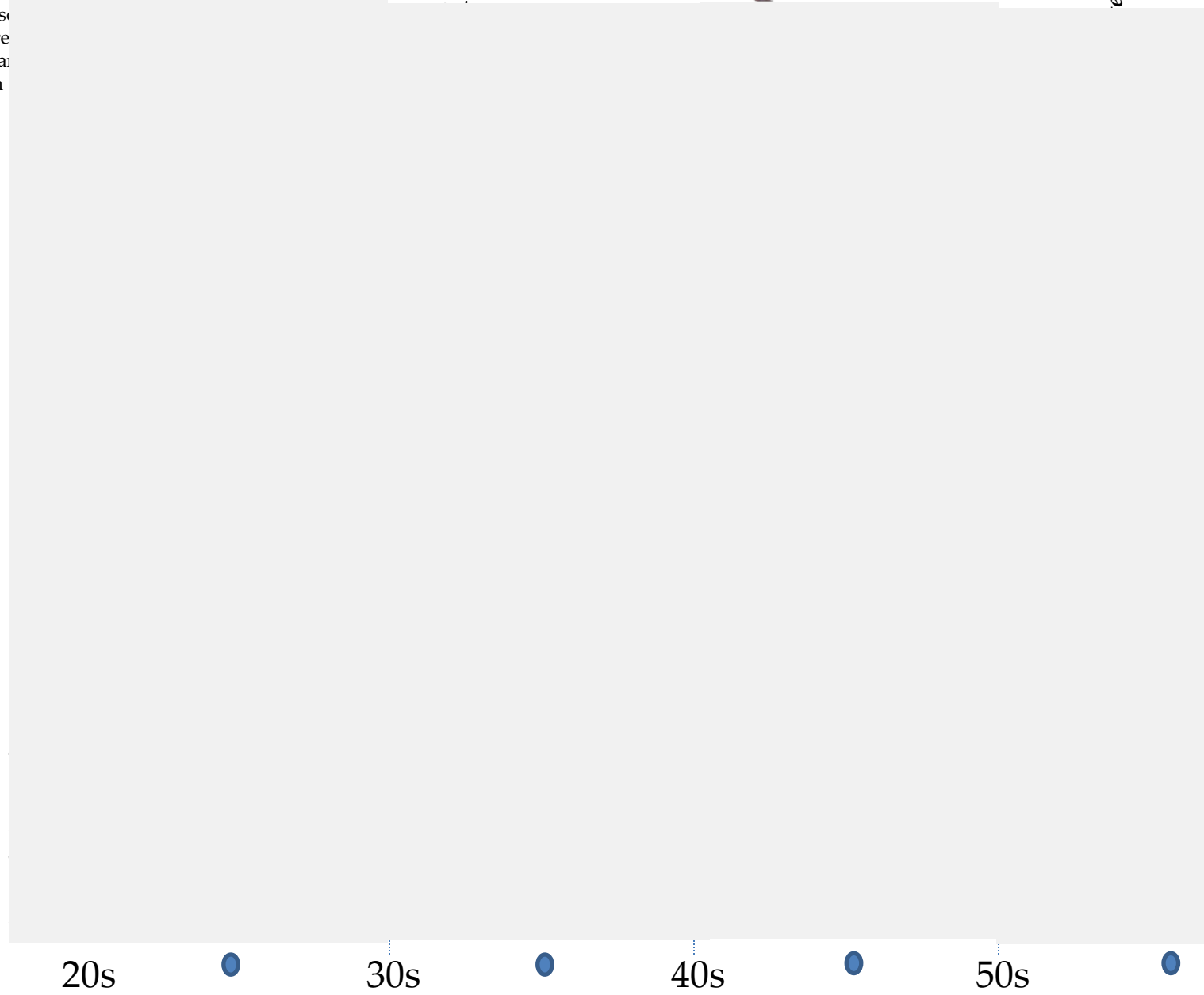
SKILL DEVELOPMENT

20's 30's 40's 50's 60's

- Fam:
- Heal
- Grea
- Pers:
- Care
- Fina:
- Fun

Life Map

Last Updated:



20s



30s



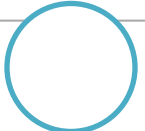
40s



50s



60s



Your Life

Family goals



Financial wealth

Social contributions



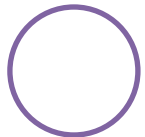
Career goals



Expertise

Job title

Job attributes



Experiences



Educational goals

New skills

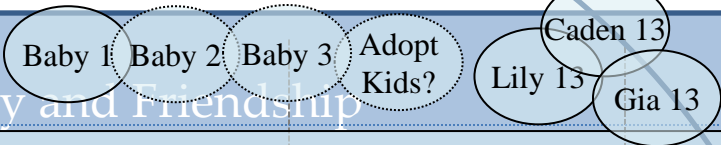
Places to visit



Highest Purpose: To always be courageous, kind and loving. And to do things today that will matter tomorrow.



Family and Friendship



Remember birthdays with a letter, send good thoughts, always be welcoming, set time aside.



Mind, Body and Spirituality

Public Speaking Course

BS

Masters

PhD

Attend church regularly, pray aloud with children daily, pray throughout the day.



Your Life's Career

Non-Profit, International

Rotary
HIV
Educator

Blood Bank
Board

Start-up, CEO, Consulting

Life Book/Course

Professor, Advocate for women and children
Professionally and internationally, Journey app.

Abroad

High Salary, Fast Paced, Variety, Flexibility

Safe environment, travel acceptable, Journey +



Your Life's Experiences

Live Abroad

France

Peru

Cost Rica

Africa

Alaska

Greece

Nepal

China

Scandinavia

Russia

Live Abroad

Live Abroad

B&B in Margaret River

Spain

Italy

Ireland

Run Marathon Paris

Live Abroad

Live Abroad

Live Abroad

Live Abroad

Live Abroad

Live Abroad



Creative Endeavors

Photography of travels – nice camera, purposeful subject matter, message offers value.



Financial Health

\$000 Salary

Dream Home

Debt Free

Beach home

Cover kid's college

\$000 Net Worth

By next year...

By 25 years

By 35 years

By 45 years

By 60 years of age

Grounding Principle: To be an example of how to live a full and meaningful life, grounded with love.

Highest Purpose:



Family and Friendship

Assumptions:



Mind Body and Spirituality

Assumptions:



Your Life's Work

Assumptions:



Your Experiences

Assumptions:



Creative Endeavors

Assumptions:



Financial Health

Assumptions:

By next year...

By 25 years

By 35 years

By 45 years

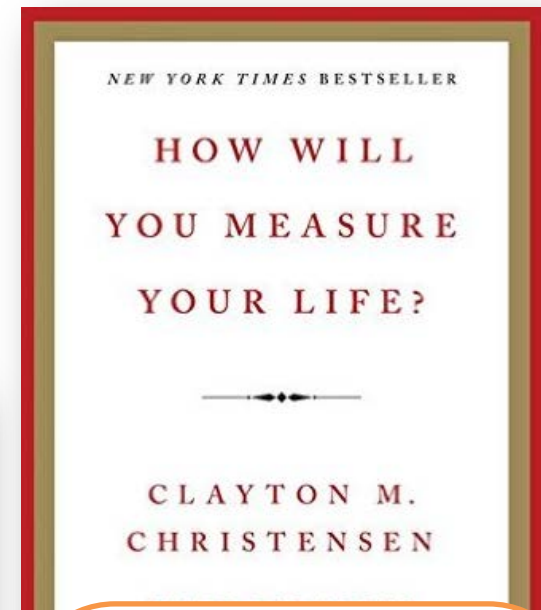
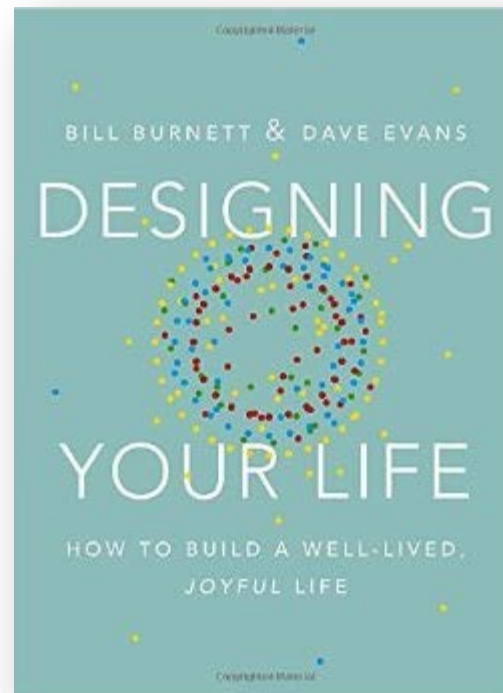
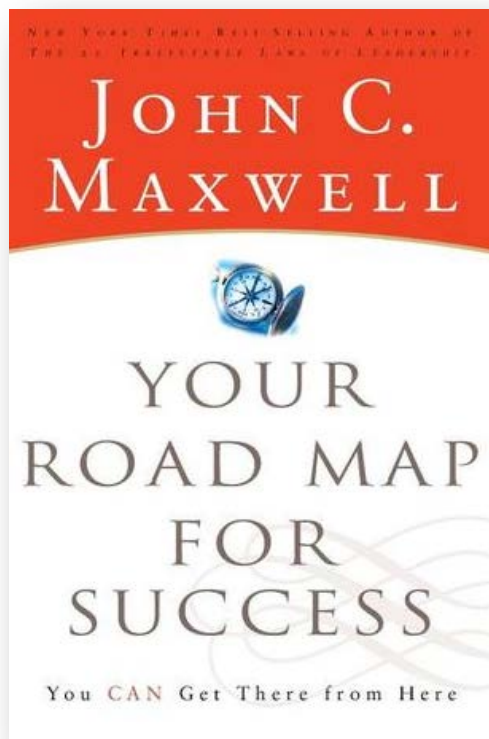
By 60 years of age

Your Grounding Principle:

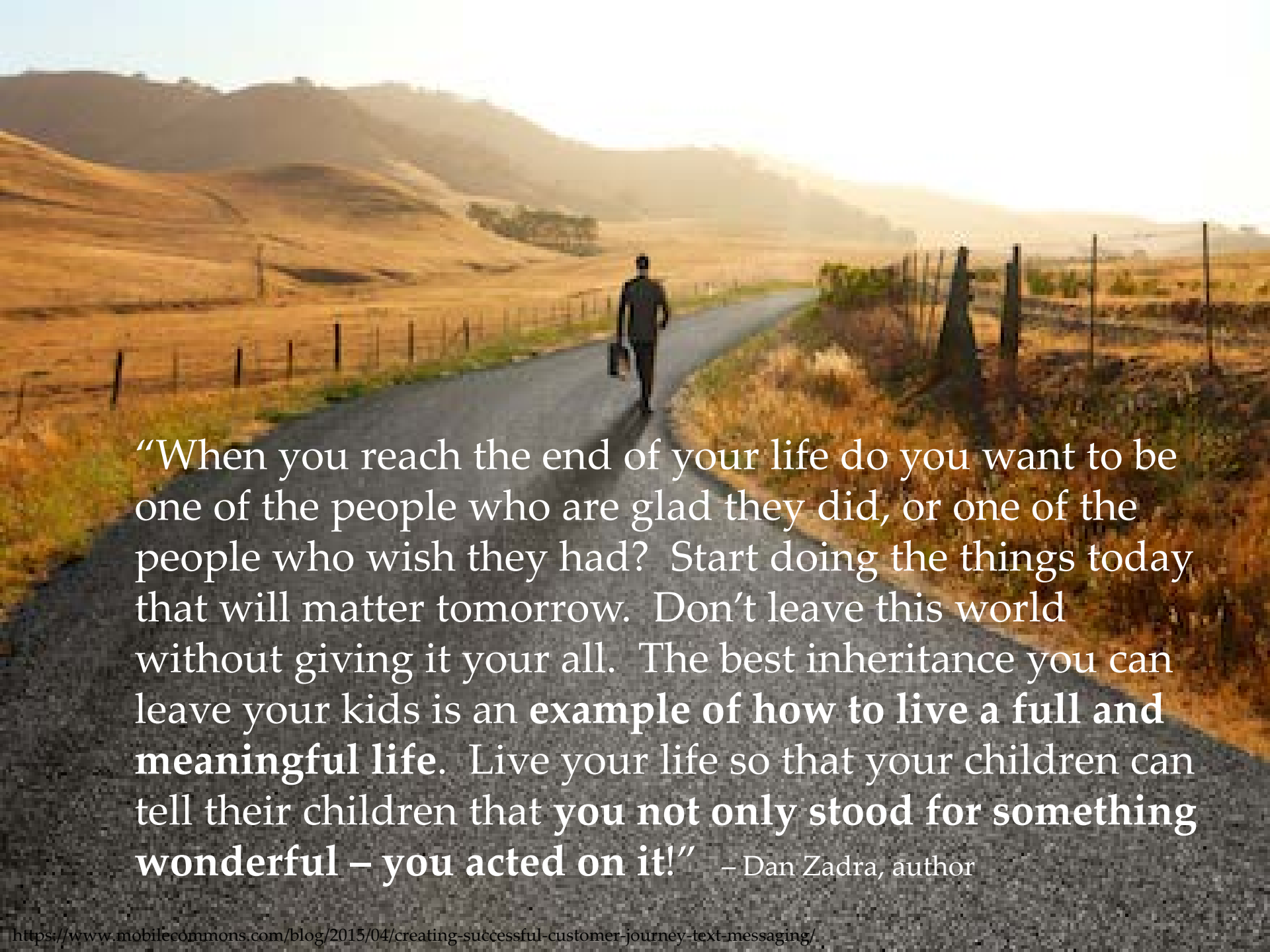
Sustainable Implementation

- Review your journey with your full self in mind
- Be mindful of your other “stakeholders” and empathize with their needs
- Identify a person to share your plan with
- Set a date to review your plan – and keep it!
- Keep your plan accessible for easy review and updating

Resources



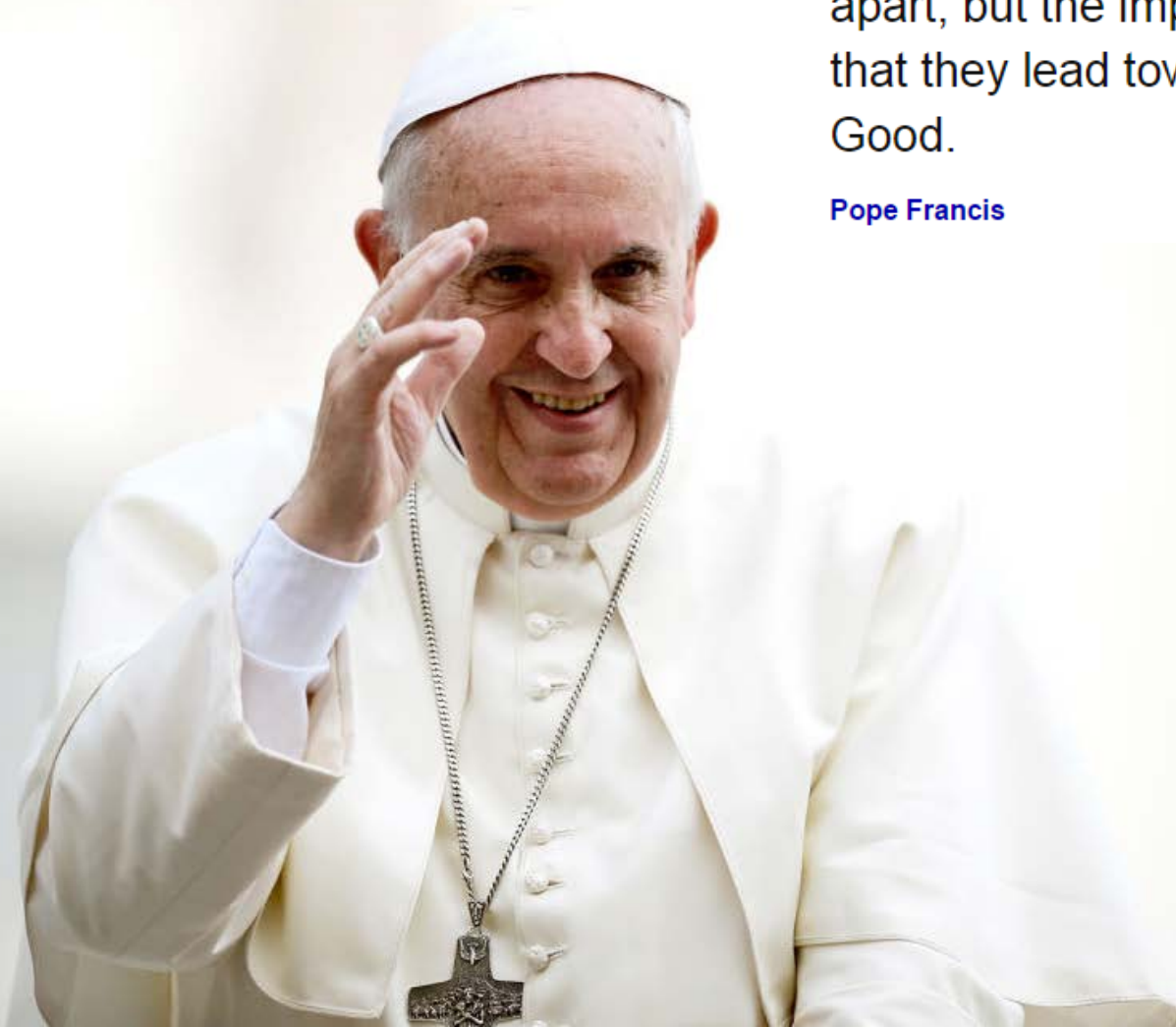
“Over the years I’ve watched the fates of my HBS classmates from 1979 unfold; I’ve seen more and more of them come to reunions unhappy, divorced, and alienated from their children. I can guarantee you that not a single one of them graduated with the deliberate strategy of getting divorced and raising children who would become estranged from them. And yet a shocking number of them implemented that strategy. The reason? They didn’t keep the purpose of their lives front and center as they decided how to spend their time, talents, and energy.”

A person is walking away from the camera on a paved path that curves through a hazy, golden landscape. The person is carrying a bag and is silhouetted against the bright light. The background shows rolling hills and a fence line. The overall mood is contemplative and serene.

“When you reach the end of your life do you want to be one of the people who are glad they did, or one of the people who wish they had? Start doing the things today that will matter tomorrow. Don’t leave this world without giving it your all. The best inheritance you can leave your kids is an **example of how to live a full and meaningful life**. Live your life so that your children can tell their children that **you not only stood for something wonderful – you acted on it!**” – Dan Zadra, author

“This is important: to get to know people, listen, expand the circle of ideas. The world is crisscrossed by roads that come closer together and move apart, but the important thing is that they lead towards the Good.

Pope Francis





Thank You!

Career and Professional Services

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- Wendy Angst • wangst@nd.edu