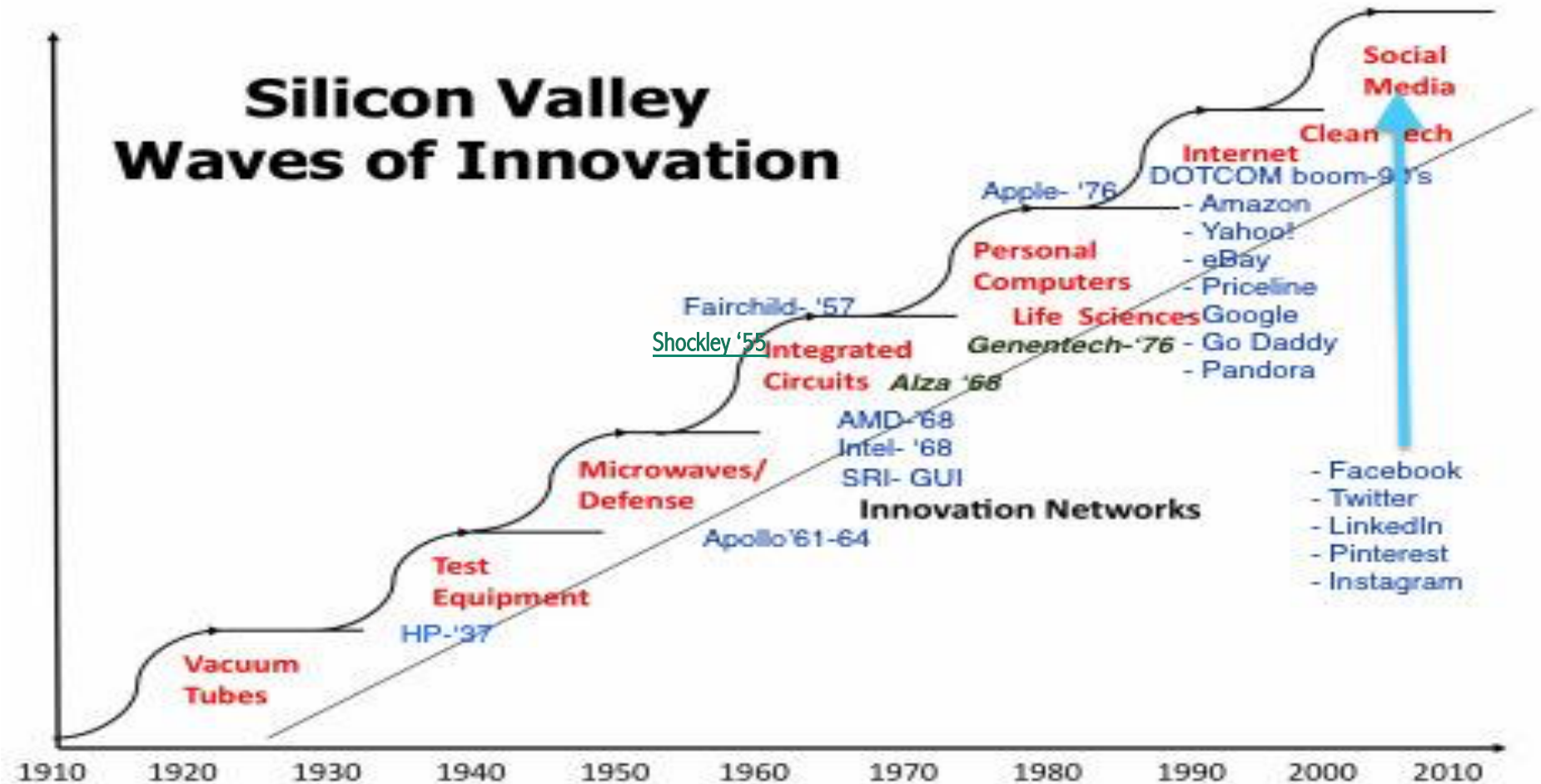




Dr. Francine Gordon

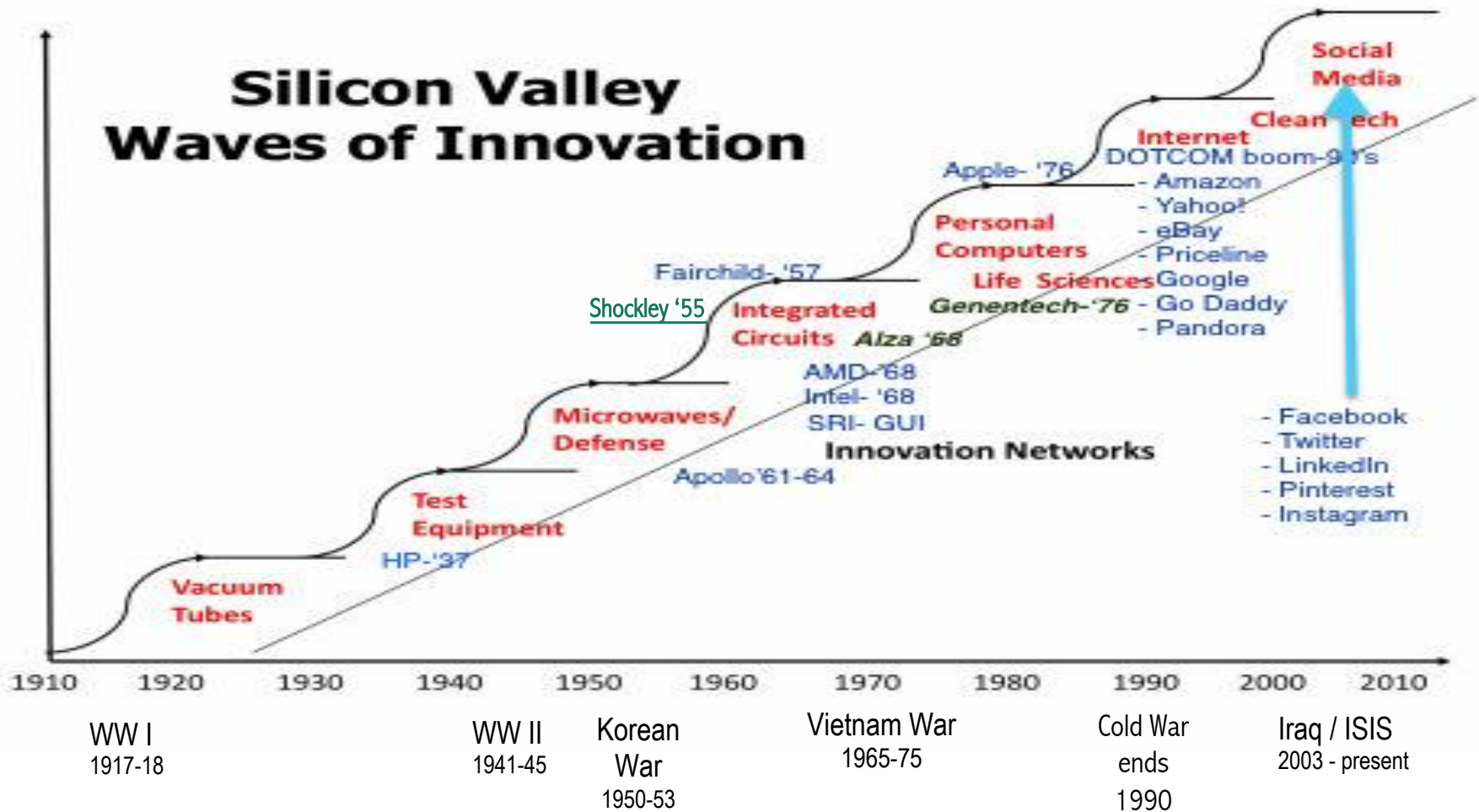


Silicon Valley Waves of Innovation



Adapted from Steve Blank, Why Facebook is Killing Silicon Valley, May 2012

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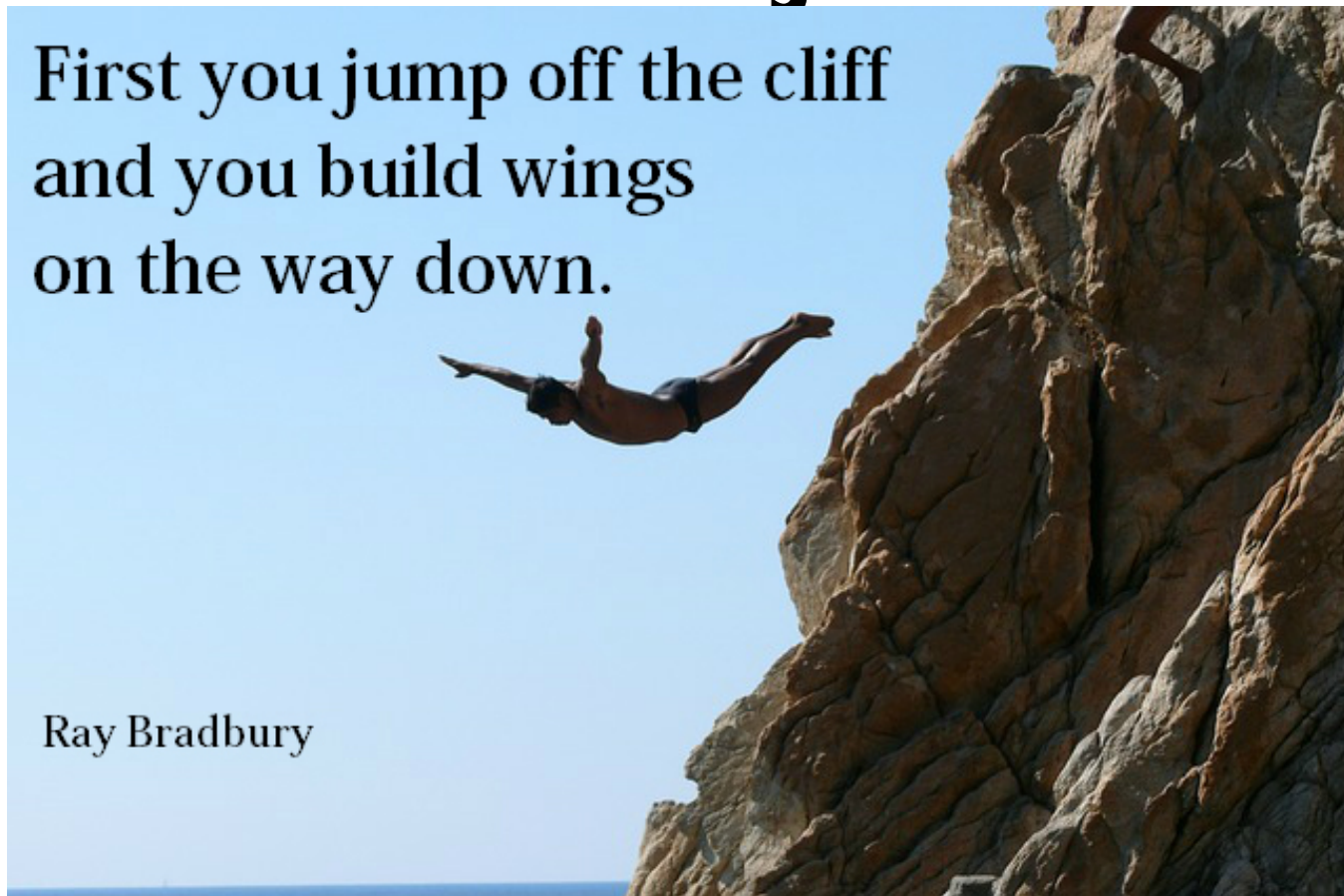
What IS the Silicon Valley Mindset?



Risk-taking

First you jump off the cliff
and you build wings
on the way down.

Ray Bradbury



think by @wallyblos
VIZ.BLOCCYB.ORG

SHOW THE HUMANITY
BEHIND THE PAGES

UNDERSTAND
ACCESS

COMMUNITY AS



LARGEST ASSET!

GRANT GIVING
AROUND THE
DESIGN CHAIN



HEAR

INTERVIEWS



FOCUS GROUPS

CREATE

DELIVER

ANALYSIS

DESIGN

EVALUATION

IMPLEMENTATION

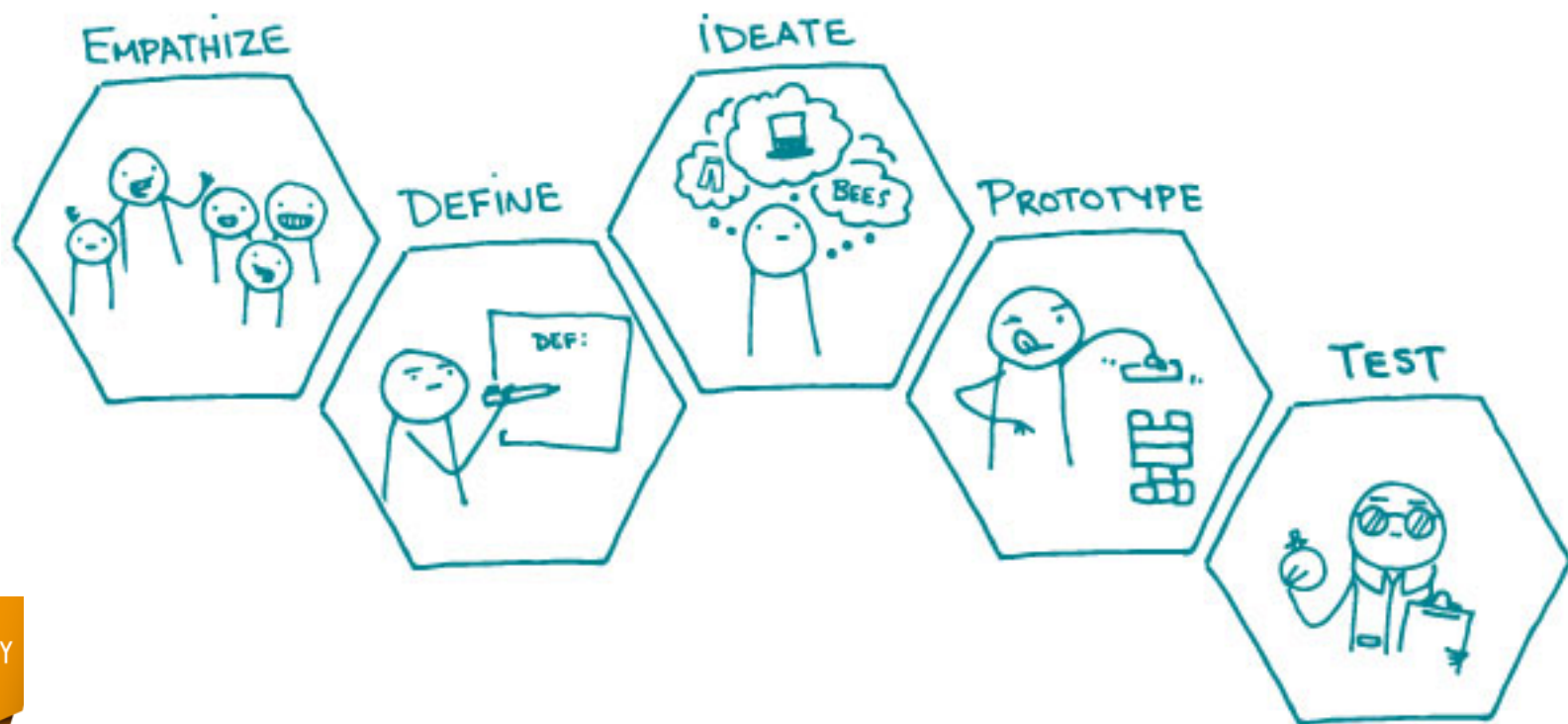


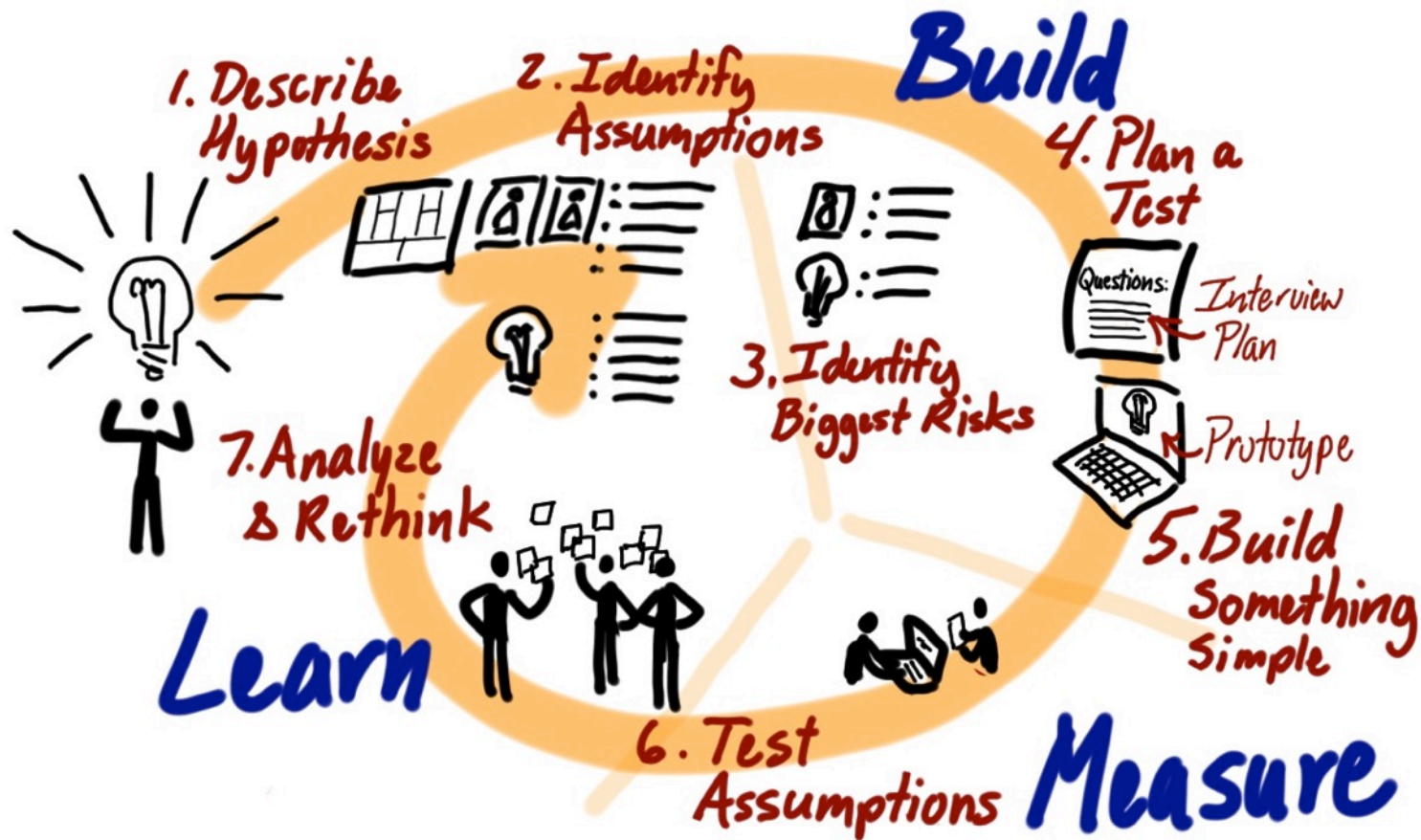
HUMAN-CENTERED DESIGN

legal policy
example



DESIGN THINKING!





“Fail often so you can succeed sooner.”



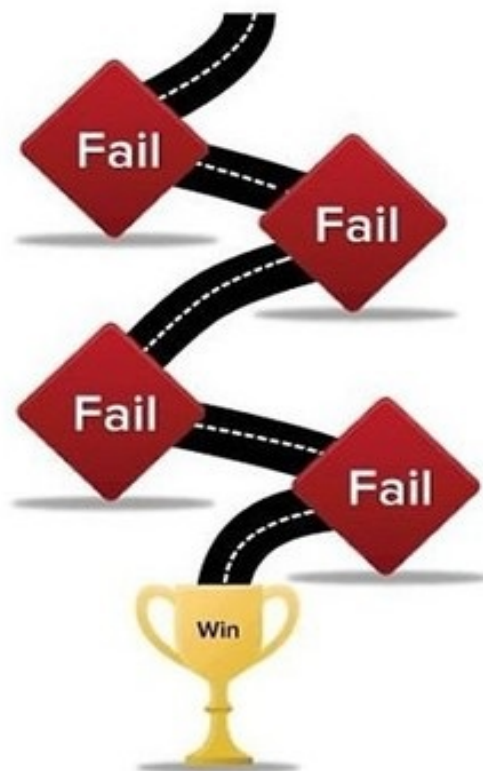
Tom Kelley
Ideo partner

www.AgileCatalyst.com

What Most People Think



What Successful People Know





Play is part of work



Google



ELEMENTUM



**Networking-
Connections are
everywhere**

Collaboration- Inside and Outside



**Creating an innovative place requires:
Talent, Technology, & Tolerance *(Richard Florida)***

Elements of the Silicon Valley Mindset

- Willingness to take risks
- Innovation starts with the user in mind
 - Method to do that: Design Thinking
- Lean Startup approach to deciding whether or not to pursue an idea
 - Build- Measure- Learn
- Failure is viewed as the path to success
 - Get comfortable with failure
- Play is part of work- not the opposite of work
- Networking is also part of work
- Collaboration is valued inside & outside the

A photograph of the Golden Gate Bridge in San Francisco, California, spanning the Golden Gate Strait. The bridge's iconic orange-red color contrasts with the deep blue of the water and the clear sky. The bridge's suspension towers and cables are prominent, and the city of San Francisco is visible in the distance across the water.

**SILICON VALLEY
IS A**

MINDSET

**NOT A
LOCATION**

Thank you!

Dr. Francine Gordon
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