

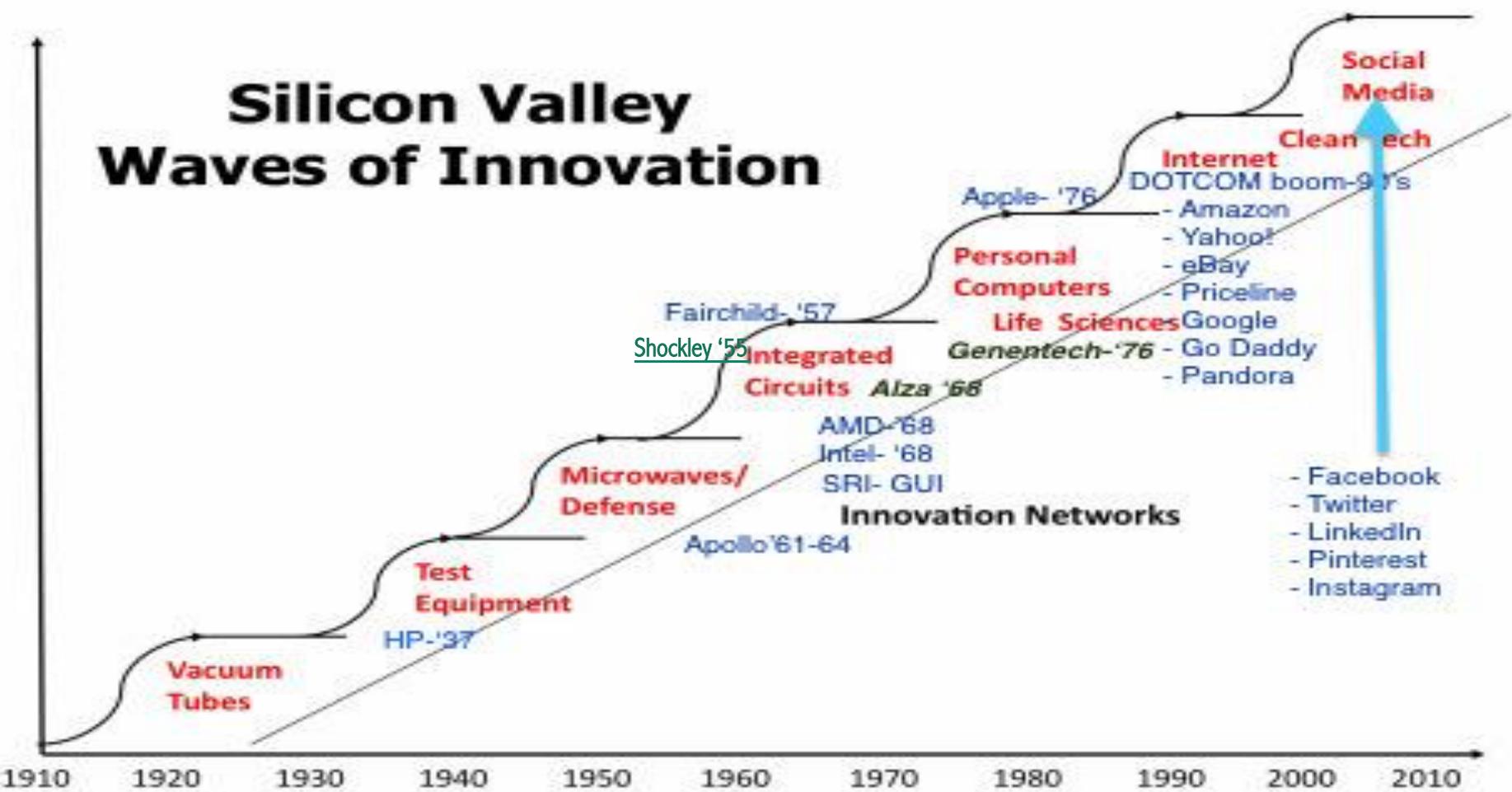


MINDSET

Dr. Francine Gordon

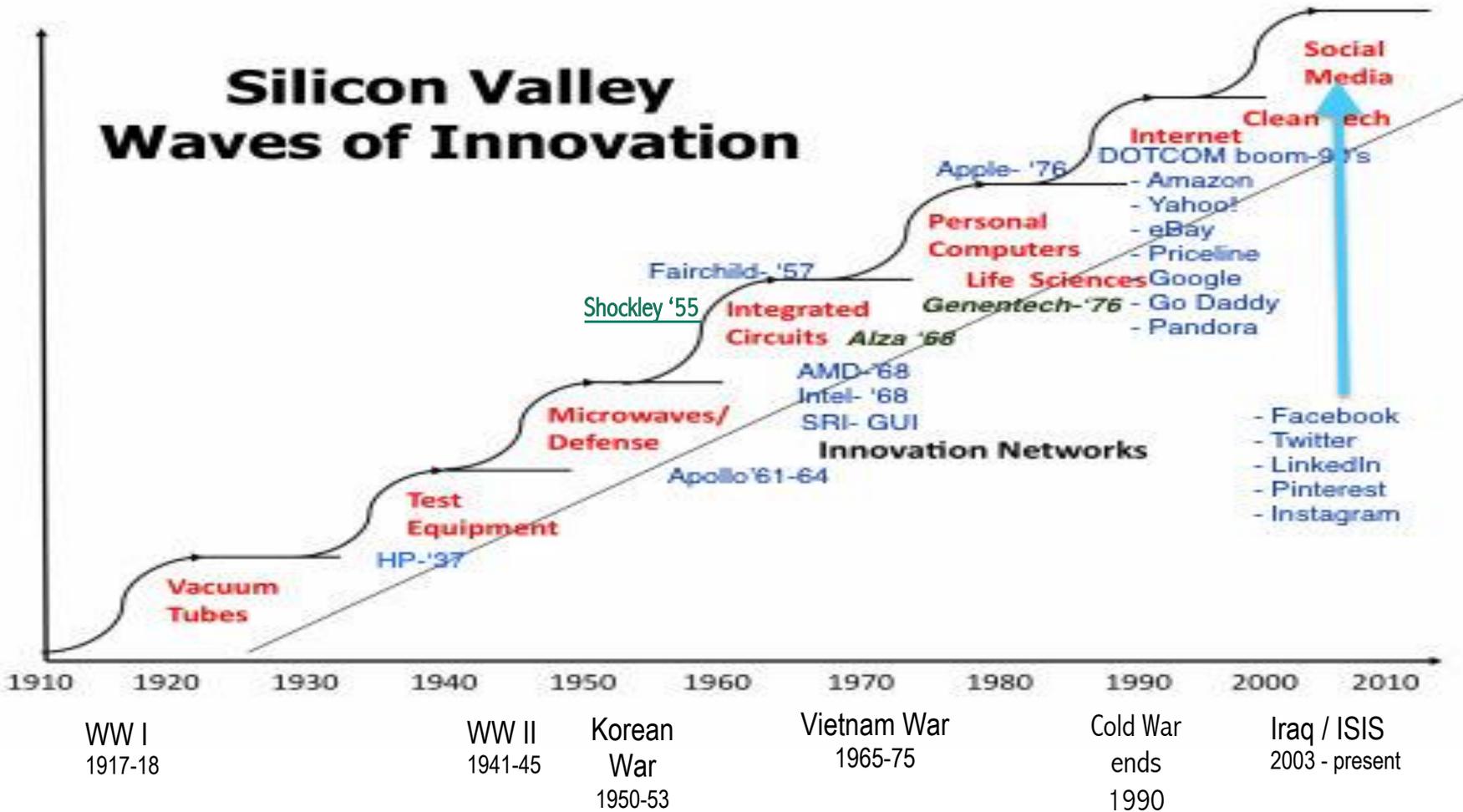


Silicon Valley Waves of Innovation



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

Silicon Valley Waves of Innovation



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What IS the Silicon Valley Mindset?



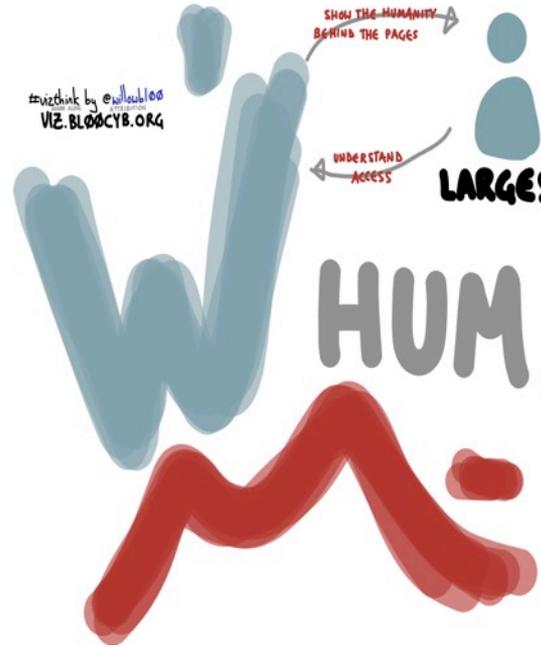
Risk-taking

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



Ray Bradbury

think by @willow108
VIZ.BLOCCYB.ORG



COMMUNITY AS

SHOW THE HUMANITY
BEHIND THE PAGES



UNDERSTAND
ACCESS

LARGEST ASSET!

GRANT GIVING
AROUND THE
DESIGN CHAIN



HEAR

INTERVIEWS



FOCUS GROUPS

CREATE

DELIVER

ANALYSIS

DESIGN

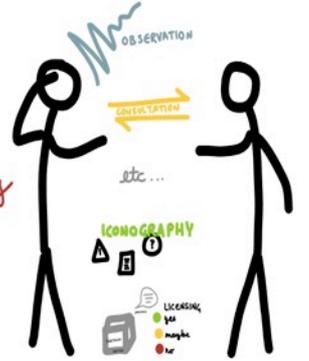
EVALUATION

IMPLEMENTATION

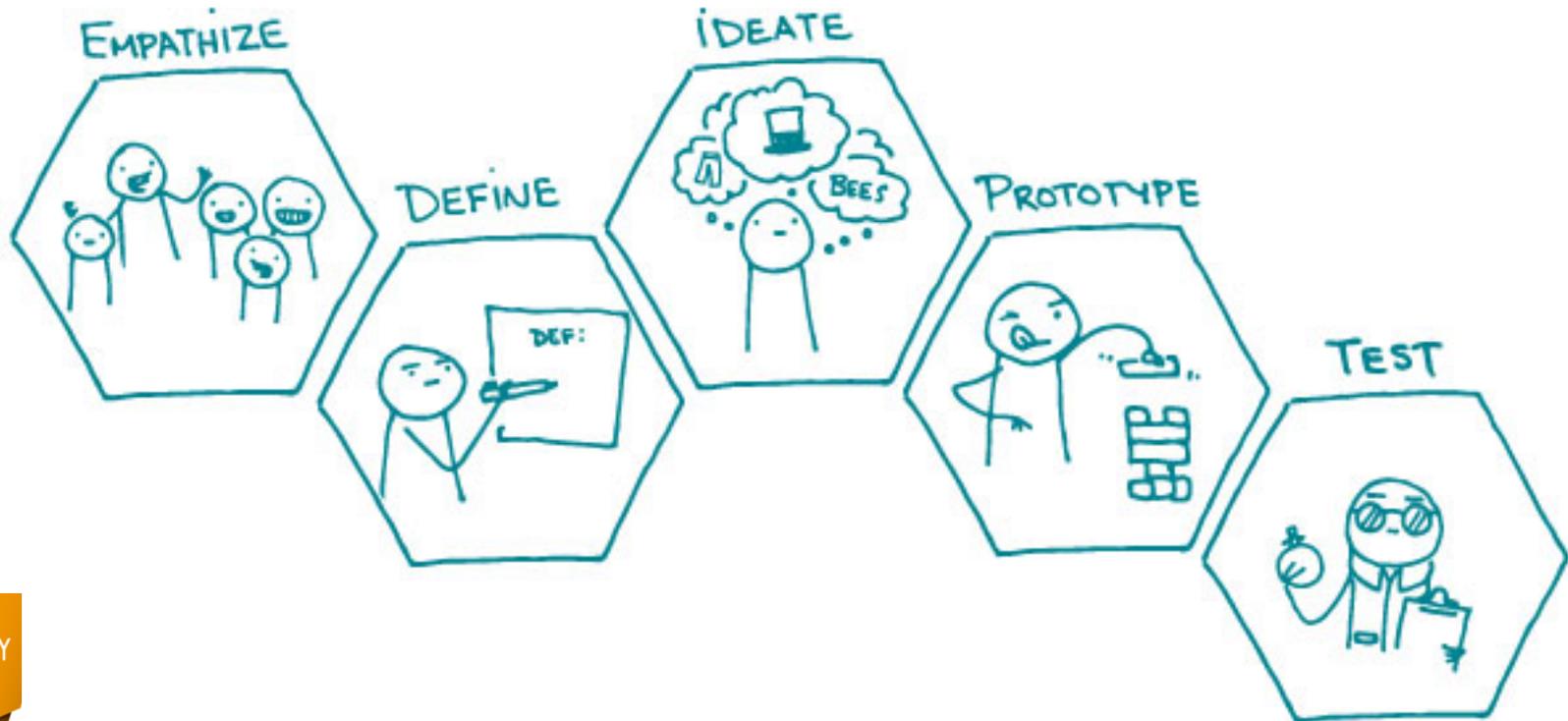


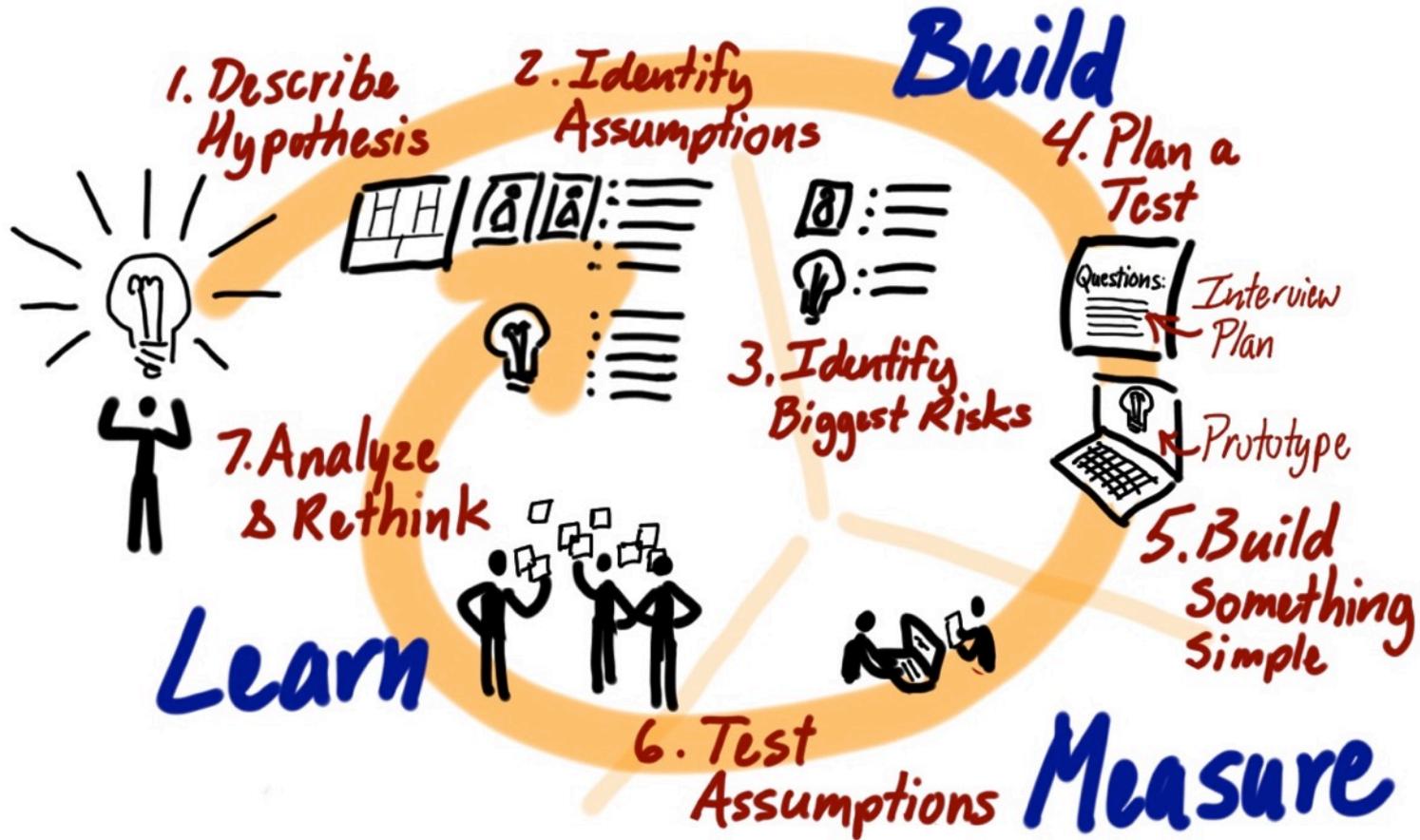
HUMAN-CENTERED DESIGN

legal policy
example



DESIGN THINKING!





“Fail often so you can succeed sooner.”



Tom Kelley
Ideo partner

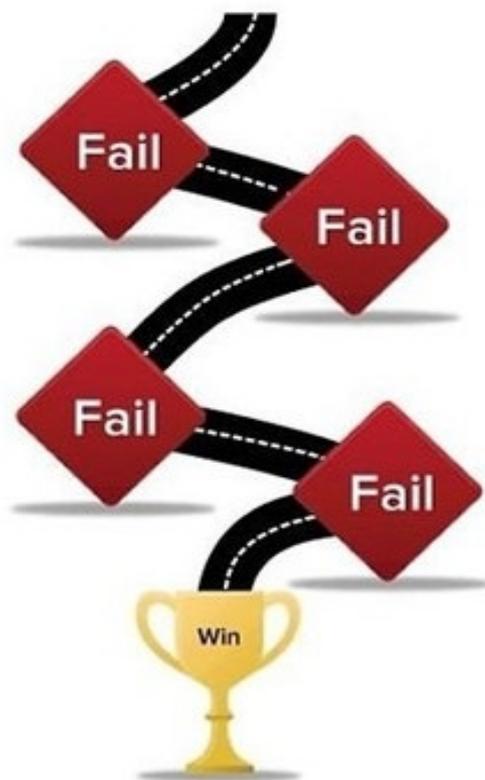
www.AgileCatalyst.com

Embrace failure

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, viewed from the water. The bridge's iconic orange-red towers and suspension cables are prominent against a clear blue sky. The water in the foreground is a deep blue-green. The bridge spans across the water, with hills visible in the distance.

**SILICON VALLEY
IS A**

MINDSET

**NOT A
LOCATION**

Thank you!

Dr. Francine Gordon
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