



**FRIDAY, JUNE 7, 2019 – PLENARY WORKSHOP**

**DESIGNING OUR LIVES:**

**BUILDING ON THE EXPERIENCE OF LEADING**

**FACILITATED BY**

**BARBARA WAUGH, VIRGINIA RATH & A.E. DREYFUSS**

We all struggle with questions about life, work and our purpose in the world. This workshop gives participants time to reflect on where they are, where they would like to be and ways to create a pathway between the two. Building on the experience of leading – as a Peer Leader, faculty, staff or in some other role – participants will design their lives, cycling through the stages, tools, and mindsets of Design Thinking. How can our past leadership experience guide us in our lives, and increase our impact in the workplace, graduate school, or in other contexts?

We build on a study by one of us (Dreyfuss) on the experience of leading by Peer Leaders and draw on teaching and consulting by two of us (Rath and Waugh) in life design. The role of Peer Leader (PL) in supporting the dissemination of knowledge also supports the understanding of the processes and dynamics of leading a group. In sharing and reflecting on their experiences, PLs' understanding of their leadership skills can inform their life design. In addition to gaining confidence, assuming responsibility, and motivating their students, PLs engage in a meaning-making process that moves from observation, to insights, to new models of teaching, to ideas and then solutions that are prototyped in the Peer-Led Team Learning environment. This meaning-making process can be thought of as a mini-cycle of Design Thinking.

Designers have long practiced immersion in ambiguous situations, imagining and conceptualizing alternative futures, and learning through experimentation and failure. Human Centered Design brings the value of a deep understanding of the human experience to the development of new products, services and experiences. Design Thinking mindsets, skillsets and toolsets offer a means by which we can approach designing our own lives for a world in which we all want to live and work.



**Barbara Waugh** is an Executive-in-Residence at the University of California-Berkeley Haas School of Business, and a co-developer of and team coach for 'Teaming with Diversity,' in the College of Engineering.

Lessons learned and taught in her 25 years at Hewlett Packard inform her coaching, talks/listenings and book, *Soul in the Computer*, enthusiastically reviewed by *Dow-Jones*, *Fast Company* and *Business 2.0*. She has appeared in numerous books and publications including *The Dance of Change*, *The Rebel Rules*, *The 12 Secrets of Highly Creative Women*, *Speak the Truth and Point to Hope*, *Faith and Fortune*, *Fast Company*, *Strategy & Business*, *Fortune*, and the *Stanford Innovation Review*.

Barb has a doctorate in psychology and a Masters in Theology and Comparative Literature. She has served or serves on many (advisory) boards including the State of the World Forum, the Global Fund for Women, Engineers for a Sustainable World, the Global Women's Leadership Network, the Khadafy Foundation for Non-violence, Oxfam America, the Positive Deviance Initiative, the Silicon Valley African Film Festival, and the PTA at Grass Valley Elementary School, a high-poverty, high-hopes K-5 in Oakland, CA. She is a mother and grandmother.



**Virginia L. Rath** is an accomplished scientist, design research consultant and serial entrepreneur with broad expertise in health care, pharma and biotech. She combines hands-on business experience with a strong science background to evaluate technology businesses and marketing strategies. She was a co-founder of Quotient Design Research and has extensive experience in both quantitative and ethnographic research.

Virginia's experience ranges from startups to large multinationals, for- and non-profit organizations and includes medical device manufacturers, health care delivery institutions, biotech and pharmaceutical companies and other consumer product and service companies.

She is a Lecturer in the Haas School of Business at UC Berkeley and in the d.school at Stanford University. Virginia received B.S. and M.S. degrees in Biological Sciences from Stanford University and a Ph.D. in Biochemistry and Biophysics from the University of California at San Francisco. She has dual MBA degrees from the Haas School of Business at the University of California at Berkeley and Columbia University in New York.



**A.E. Dreyfuss** is a Learning Specialist in the field of Adult Learning and Leadership. She has helped develop and promote the Peer-Led Team Learning model (PLTL) which has been used at over 200 colleges and universities. She trained Peer Leaders who facilitate learning for groups of students at City University of New York (CUNY) campuses for 15 years. She co-founded the Peer-Led Team Learning International Society ([www.pltlis.org](http://www.pltlis.org)) and was elected as the first President. She led *Team SusSTEM*, through the Innovation Corps for Learning (I-Corps L) program sponsored by the National Science Foundation, developing sustainability mechanisms for PLTL campus programs.

A.E. has extensive experience designing materials, conducting training sessions for faculty, administrators and staff, and evaluating programs. She authored *The Work Matters: A Guide for New Faculty Teaching at City Tech*, co-authored *The Companion for the First Year at City Tech*, an introduction to the culture of higher education, and has been published in peer-reviewed journals and conference proceedings. She received her Bachelor's degree from the University of Michigan, and her Master's and Doctorate degrees from Teachers College, Columbia University.