

4 LENSES OF FROM ROWAN GIBSON INNOVATION

Challenging ORTHODOXIES

Think creatively about how to make life easier for your teachers & students. Take widely accepted norms and push them to a ridiculous limit.



Harnessing TRENDS

Recognize patterns of change at the intersections of technological, political, economic, cultural areas. Look at trends in a broader historical context.

Leveraging RESOURCES

What core competencies does our staff have that can be leveraged and transferred to new ways of teaching? Can we build new models around our staff?



Understanding NEEDS

Observe teacher and student behavior, place these behaviors in groups to identify different needs/frustrations.

How to Use the Four Lenses

- (1) Frame a challenge and focus on it as a group.
- (2) Research the topic.
- (3) Immerse yourself in the problem.
- (4) Feel the creative frustration of the roadblock.
- (5) Detach and let the problem incubate in your unconscious mind.
- (6) Arrive at an illuminating insight.
- (7) Build the insight into a big idea.
- (8) Validate and execute on the idea.