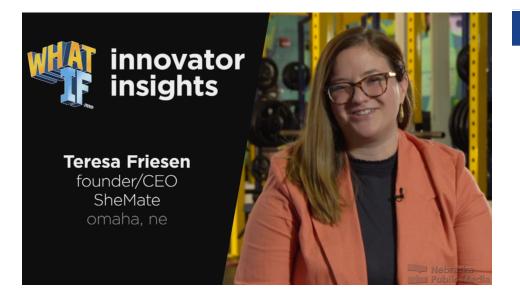


#### Teresa Friesen - SheMate

## Learning Goals

Develop questions and interview a person to gain insight and perspective about a specific part of their lives in an attempt to uncover opportunities for innovation.



## **Design Challenge Resources**

- Innovator Insights Video: Whiteclay Artist
- ☐ Word Wall Graphic Organizer □ Innovator Insights Collectors
- Card ☐ Innovator Insights Notes **Graphic Organizer**
- ☐ Empathy Interview Graphic **Organizers**
- ☐ Day in the Life Graphic **Organizers**

## Steps

- Explore Key Questions for each video. Use those questions to engage before, during and after the videos.
- 2. Watch each video as a class, in small groups as a station, or individually.
- Complete the innovator insights documentation log with key information about the innovator featured in the video.
- 4. Discuss in small groups or as a class:
  - a. The Type of Innovation
  - b. The Problem Being Solved
  - c. Who innovation helps
- 5. Write or record any additional questions you would like to ask the
- 6. Record the Insight Unlocked vocabulary words to the word wall document.
- As an extension to the video, complete the **Ideation Design Challenge**: Conduct an Interview from the innovator insights toolkit.

## Vocabulary

Chapter: Special group of people who are part of a bigger organization. They work together, share ideas, and do activities related to the organization's goals.

Network: A group or system of interconnected things.

Viral: Something goes viral online, it means a lot of people are sharing, liking, and talking about it really quickly.

## **Key Questions**

#### Refore

- In the video what does Katy say equates to success?
- What are some things that make you happy?

### **During**

- When faced with uncertainty, how do you move
  - What is something you learned from by failing?

## After

- How does failure help in the innovative process?
- What is something you made a big improvement in that made you proud of yourself?

# **Insights Unlocked**

Social Media

Designer

**Engagement** 

Guru

**Elated Facilitator** 

**Career Field** 

Nebraska Public Media





**Communication and Information Systems** 



#### Teresa Friesen - SheMate

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#### **Insights Unlocked**

Social Media Designer **Engagement Guru Empowering Facilitator** 

**Career Field: Communication and Information Systems**