

SEAN MCDUGALL
STAKEHOLDER DESIGN

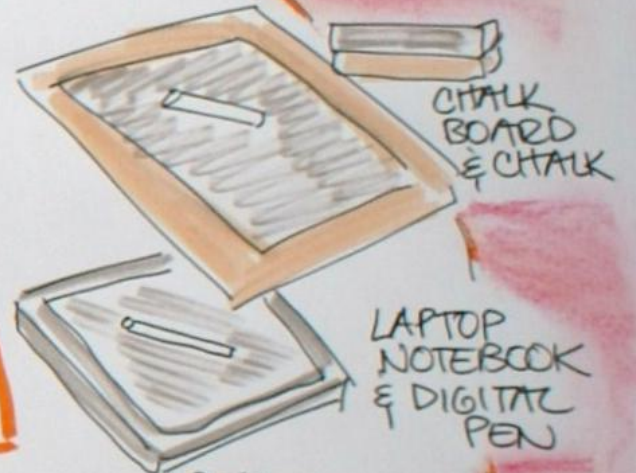
VIA HIGH RESOLUTION VIDEO CONFERENCING FROM SLOUGH UK

SO YOU REALLY WANT TO BUILD A BUSINESS FROM THE BEACH?
FIRST YOU HAVE TO CREATE THE BEACH.

DO WE STILL HAVE TO USE THIS STRUCTURE?

VICTORIAN THINKERS...
LEARNING IN CHURCH (DRESS UP)... LISTEN TO PASTOR/TEACHER FIGURE

TIME TRAVELING



1850 - 2000
WHAT DOES BRITISH EDUCATION LOOK LIKE?



I MUST KNOW THE FUTURE

BIG, ICONIC RELIABILITY
EG: IBM

THE YOUNG LEARN FROM THE OLD

PREDICTION ADDICTION

www.mindesign.co.uk
JANA 11/07

21ST CENTURY
THE KNOWLEDGE ECONOMY

PRESENTLY AVAILABLE

3D GOGGLES HELP PRACTICE SKILLS
HAPTICS
PPA LEARNING DEVICES
CO-CREATED GAMES

FUTURE CULTURE EX:

DRINKBOTS
TRANSIENT NETWORKS

FORGET ME KNOTS

A ROSSARY THAT GIVES YOU THERAPY?

BUILDING SKILLS & IDEAS IN PRIMARY SCHOOLS
EG: THE INTELLIGENT FOUNTAIN



LET'S PUT THIS ON THE WEBS



ROBOT RACE DESIGNED BY KIDS
\$5. PER UNIT TO MAKE

THE INNOVATIVE SOCIETY

ONE LAPTOP PER KID IS NOT ENOUGH

I'M OVER EMAIL

I'M BORED WITH TEXT



TECHNOLOGY CHALLENGING & EXPLOITING DIFFERENCE

WE ARE I AM CREATING OUR FUTURE

TRANSFORMATIONAL CHANGE

SMALL, NIMBLE THINKING

EG: AVIS - DON'T NEED TO HIRE SPACE SMART CARS

A SOCIETY OF PEOPLE WHO RESPOND TO EACH OTHER...

RESPONSIVE COMPANIES

THE OLD LEARN FROM THE YOUNG