

The Frank Rhodes Lecture Series presents:

The Journey from Not Knowing to Knowing

Wednesday, May 26, 2021

2:00 - 3:30pm PDT/MST (Arizona Time)

Delivered by:

Sarah Stein Greenberg

Executive Director and Adjunct Professor, Stanford d.school

The journey from not knowing to knowing is one way to describe the trip that people take while using design methods to tackle ambiguous, open-ended problems. We start in a place of fundamental 'not knowing' – naïve to the possible solutions and even the framing of the problem we will ultimately craft. This can be emotionally and intellectually disorienting, and too few educational environments are created with the main purpose of guiding learners through this. Practicing design is one way to redefine our relationship with uncertainty and ambiguity: they can become enticing--and even joyful--when we know how to navigate. In this lecture, Stein Greenberg will draw on more than a decade of experience leading the Stanford d.school to explore how vital these dispositions are in an age of tremendous complexity and challenge, and what that might imply for higher education.



Sarah Stein Greenberg is the Executive Director of the Stanford d.school. She leads a community of designers, faculty, and other innovative thinkers who help people unlock their creative abilities and apply them to the world. Sarah speaks regularly at universities and global conferences on design, business, and education. She holds an MBA from Stanford's Graduate School of Business and a BA in history from Oberlin College. Sarah also serves as a trustee for Rare, a global conservation organization. Among other creative pursuits, she spends her free time as an underwater and wildlife photographer.

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