



**An immersive workshop
for leaders committed to
creating change**

Led by
Lauralee Alben, Alben Design LLC
Marc Rettig, Fit Associates, LLC

Dates
September 18 - 20, 2009
9:00am - 5:00pm

Fee
\$1,195.00
Early registration fee before
August 21: \$995.00

To register by phone
Call: 831.426.8026
To register online
www.albendesign.com

Space is limited
To 20 participants to ensure an
intimate learning environment
and maximum interaction.

Workshop includes
A *Designing Work Worth
Doing* workbook and a DVD
of *Designing a Life Worth Living:
Stories of Integrity, Innovation,
and Sustainability*.

Location
School of Visual Arts
132 West 21st Street
6th Floor
New York, NY 10011

Sponsor
SVA, School of Visual Arts
Interaction Design Program



Designing Work Worth Doing

Does your work connect to what really matters to you?

How do your deepest passions meet the world's urgent needs? Are the projects, initiatives, and business efforts you go about every day designed to achieve the greatest impact?

This workshop is for people who want to create transformation in their own lives, in their organizations, and in the world through their work. In this workshop, you will experience the Sea Change Design ProcessSM, which has been used to ignite creativity at Intel, Procter & Gamble, Sun, startups, and small and medium-sized companies. You will use design thinking and techniques to clarify what "meaningful work" means to you. Work worth doing expresses your calling and produces sea changes: positive, profound, and lasting transformations. Greater productivity, prosperity, and peace follow naturally.

Who attends this workshop?

Emerging and active leaders. Those who want to enhance their own personal creativity. Business executives who know creativity is the lifeblood of all organizations. Consultants and entrepreneurs. Groups of colleagues and partners who want to explore their work together.

In this workshop, you will gain:

- . Access to or a deepening of your own creative flow;
- . Insights into what is profound and meaningful in your work and the world;
- . Answers to what sources your creative inspiration, acts, and commitments;
- . The ability to design a Creative Continuum in your work or organization;
- . Experience with powerful design tools from the Sea Change Design Process;
- . A network of leaders with shared interests;
- . A plan for your first steps in carrying out your calling.

What to expect

Spend three days discovering, remembering, or amplifying the work that expresses your passions and authentic self. You will design your calling; explore the ripple effect of your work on individuals, society, and the planet; and design a plan to begin manifesting it. The workshop is a combination of lectures, visualizations, writing, and storytelling. It will mix personal reflection and creative activities in an interactive, design studio format, so come prepared to create and communicate!

Lauralee Alben consults with organizations to design strategic transformations that foster integrity, innovation and sustainability. She has led workshops or given keynotes at the Women's Forum for the Economy and Society, TED, Intel, SUN, DMI, Stanford, CMU and RISD.

Marc Rettig is committed to change for the common good. An influential figure in design research and interaction design, Marc now guides Fit Associates to apply these disciplines with corporate clients such as Philips and Nissan, and in support of society's shift to sustainable quality of life.

Experiencing the Sea Change Design Process has shifted not only how I approach my work, but how I approach my life. It forces people to challenge underlying assumptions; to examine the inter-relatedness of products, services, relationships, and actions; and to consider outcomes from a world view rather than only a corporate or personal view. This is the most powerful planning process I've ever experienced. Patsy S. Tinsley, Ph.D.