



# Innovation and Sustainability Management Silicon Valley 2018

## UEAN Academic Program in Presidio Graduate School

*Note to Students: Please fill out pre-work questionnaire described on pp.6-7 prior to your first class on Monday morning, December 3, 2018. This will not be turned in as an assignment. Its contents are for your own use in the class discussion with Prof. Ron Nahser on Monday morning and follow-up on Friday morning.*



# What's my interest in Innovation and Sustainability Management?

**What do I hope to learn this week?  
What impact might it have on my career?**

## Pre-work - Your Career Direction

Please take a few moments prior to the first Presidio Graduate School class to think about and answer the questions below.

While you are focused on your specific "*sustainable digital business plan*", this Pre-work will be useful during the week to give you a larger context or frame to help you reflect on and evaluate your career direction relative to sustainable development.

It is a baseline - a hypothesis. At the end of the week, we will meet and examine these questions again to see what you have learned. Our experience in working with this framework is that you may be surprised and challenged by what you learn and even change your career direction and project ideas.

We start with your thinking about the need you see in society and the market, and the challenges you see in meeting these needs. Then write down what ideas you have for how you might do your part toward meeting those needs. In other words, how would you define your career path as you see it now?

## ***Your Values***

We are also asking you to evaluate your personal and organization values – why you believe Sustainable Development is important.

We will discuss your Pre-work at the first class, so please bring this work with you for discussion. (You will NOT need to submit it.)

I look forward to working with you at the first and final class days!

***(Hint: Write quickly your best thoughts, answers, hunches, dreams, intuitions.)***

### WHAT DOES SOCIETY AND BUSINESS NEED TO BE SUSTAINABLE?

1. As you move forward, what society and market need, problem, issue or opportunity do you see which you might address and solve through your career?

### WHAT MUST BE OVERCOME - YOUR CHALLENGE

2. What challenge, competitors, question, barrier, concern, problem, mindsets, or issue do you face in meeting this need? We call this your Challenge/question. (Be aware of your own constraints as well as competitive social and market pressures.)

### YOUR PRELIMINARY CAREER OR PROJECT IDEA

3. What is your best answer to your Challenge/question now? What are your initial ideas for career paths to meet the needs? Do you have a specific project you plan to or are working on? (This is the heart of Sustainable Development Strategy)

### YOUR VALUES - WHY YOU ARE INTERESTED IN SUSTAINABILITY?

4. WHAT ARE YOUR VALUES: How are your beliefs, goals, purpose, values and vision guiding why you are thinking about your career and project?

### WHAT ARE NEXT STEPS

5. What are the next career steps based on your initial answers, you will take, or are taking now?