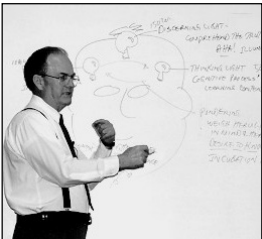




Business training session at Franklin



Grade school students studying with the design process



Professor using the design process in American History class

Using The Interpretive Process in Teaching and Training

I experimented with my design process as a teacher at Brigham Young University, first in art classes, then teaching American History to multi-cultural students. The process helps students understand relationships, not only between physical objects, but between principles and situations. It develops a language to explain in metaphorical terms how everything is interconnected.

The college instruction was so successful, I decided to try it out in business training. While at the Franklin Institute, which later became Franklin Covey, I created and tested seminars and developed training models.

The Charrette

A charrette is a team-based, idea-formulating technique for developing and planning a project. It involves bringing together a group of experienced professionals from different disciplines into a session to jointly formulate workable ideas and develop the guiding criteria for a project's development. A charrette is a group management tool and the first step in a process that is designed to quickly establish a project's concept, vision, and governing criteria. A workshop of this type is not just a brainstorming session. It is a carefully orchestrated event where the participants, the schedule and the location are chosen to encourage focused creativity within a structured framework.

I have used my design and communication process to facilitate many charrettes. The final result of each workshop is a concrete plan that allows key decision-makers to visualize and understand the practical implications of a project's foundational concepts. It helps the developers catch an over-arching vision of the project's outcome and the critical steps needed to achieve that vision. It identifies fatal flaws, improving the effectiveness of key decisions about the proposed venture's viability before major investments are made in its development.