

—massDOT—
Innovation Series

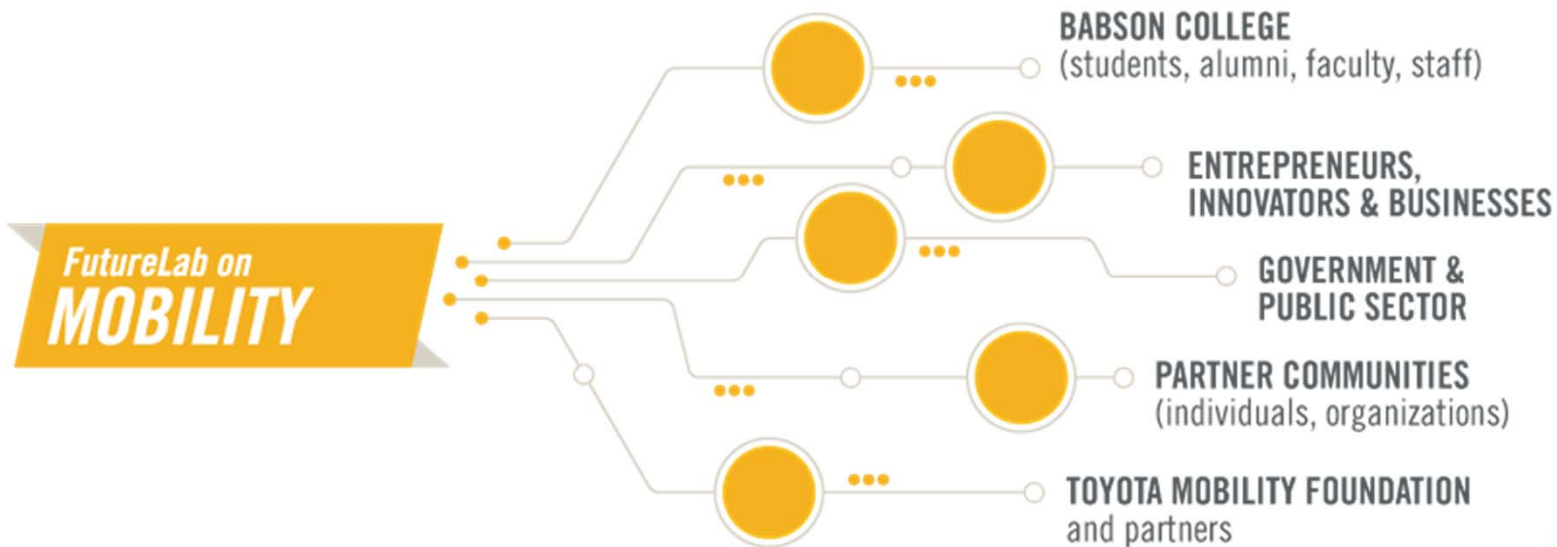
FutureLab on Mobility

Cheryl Kiser

The Lewis Institute for Social Innovation

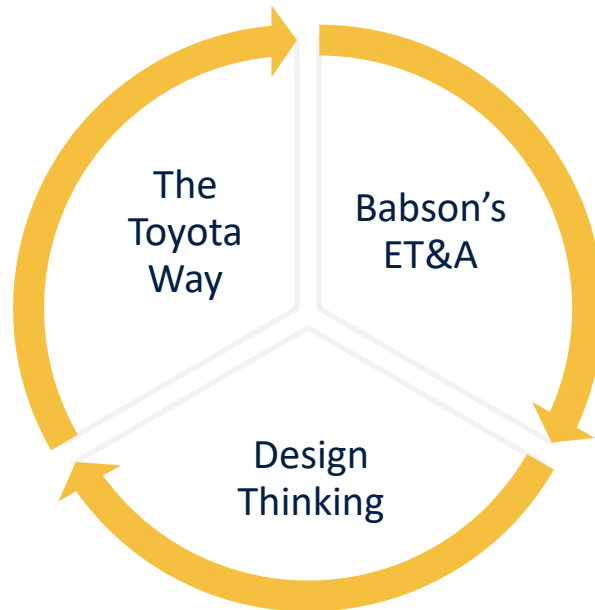
BABSON COLLEGE

A multisector, multi-disciplinary approach



Tools for navigating ambiguity & creating impact

The Toyota Way
to help students systematically explore the potential for improvement



Babson's Entrepreneurial Thought & Action® (ET&A)
to help students mobilize support for the first tests of suggested improvements

Design Thinking to understand the human experience, like being a patient or a caregiver at a hospital

What students learned

Gained humanistic meaning and entrepreneurial **understanding of mobility.**

Built **confidence with ambiguity** through engaging with users, co-creating with partners and experimenting to learn.

Learned **Toyota's way of problem solving** by doing it.

