FutureLab on Mobility

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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.