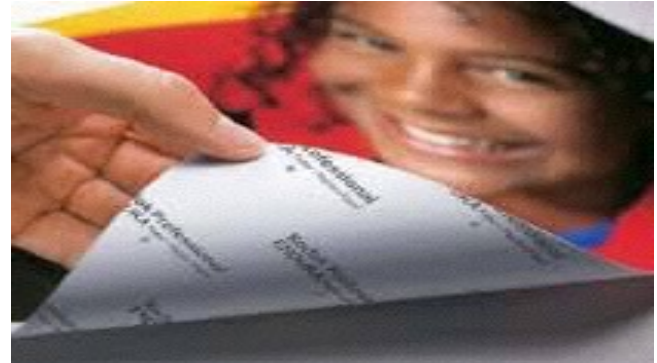


MODERN EDUCATION: INNOVATE OR DIE

Insights from the business world to education

An Educational Lesson From Kodak



“You press the button, we’ll do the rest.”



- 1888 Eastman “disrupts” photography by making it easier.
- “I want to make photography as convenient as a pencil.”
- Primarily a paper and chemical company.
- By 1996, a Fortune 50 Company with 140,000 employees and valued at over \$28 Billion.

Steven Sasson 1975



Kodak 2000's:

- ❑ Ignored the warnings.
- ❑ Thought they knew what the customer wanted.
- ❑ Didn't want to compete against itself.
- ❑ Held the now disadvantage of being "huge."

Kodak 2012



Find us on
Instagram



SO... WHAT CAN EDUCATION LEARN
FROM KODAK?

INNOVATE OR DIE

Or will we ignore the signs?



Education Is NOT Broken:

It's Obsolete

Innovation Mindset from my dad:



Son, I don't care if you teach for the next 20 years, but promise me you won't teach 1 year 20 times."

-Chuck Wettrick



SCHOOL IS A BUSINESS?!

(A modern business)



- Do we listen to our customers?
- Do we pre-determine the product?
- Are we in competition?
- Are we asking questions about status quo? (and are we doing anything about it)?

INNOVATION IN BUSINESS: THE OBSTACLE IS THE WAY



NETFLIX

Where We Are Headed

- Automation
- Driverless Technology
- Infinite Computing
- IOT & AI
- Nano Technology
- Ultimate Human Performance
- 3D Printing



Innovation is killing jobs- the obvious

- ❑ Truck Drivers
- ❑ Cashiers
- ❑ Assembly workers
- ❑ Accountants
- ❑ Retail



Innovation killing jobs: the not-so-obvious

- ❑ Middle Management
- ❑ Commodity Salespeople
- ❑ News Reporters
- ❑ Novelists
- ❑ Doctors
- ❑ Artists

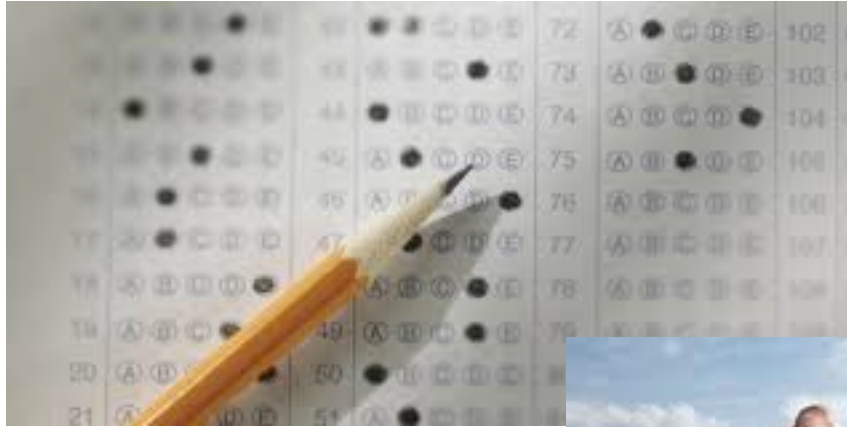


Our Job???

Look In The Mirror

Stop and ask yourself: what is the purpose of education?
Why do you teach what you teach?

Because the test???



Podcast: What I've learned



By 2020 HALF of the jobs will be freelance

- The “Gig Economy” is here.
- What are we doing to prepare them?
- Mindset is KING.
- This mindset is in direct opposition to education culture.



So where do we go from here?

1. Let's get past the Whitney Houston moment.
2. Take lessons from the innovative business leaders community.
3. Take a serious look at the 20% Time/ Genius Hour movement.
4. Create a high school elective based on innovation and entrepreneurship.



Entrepreneur Mindset

- Not everyone will be an entrepreneur... but we should all think like them.
- The Linchpin mentality.
- Moves from “Cool idea” to reality.



50/30/20 Principle of “Genius Hour”

- 50% “Have to...”
- 30% “Need to...”
- 20% “Want to...”



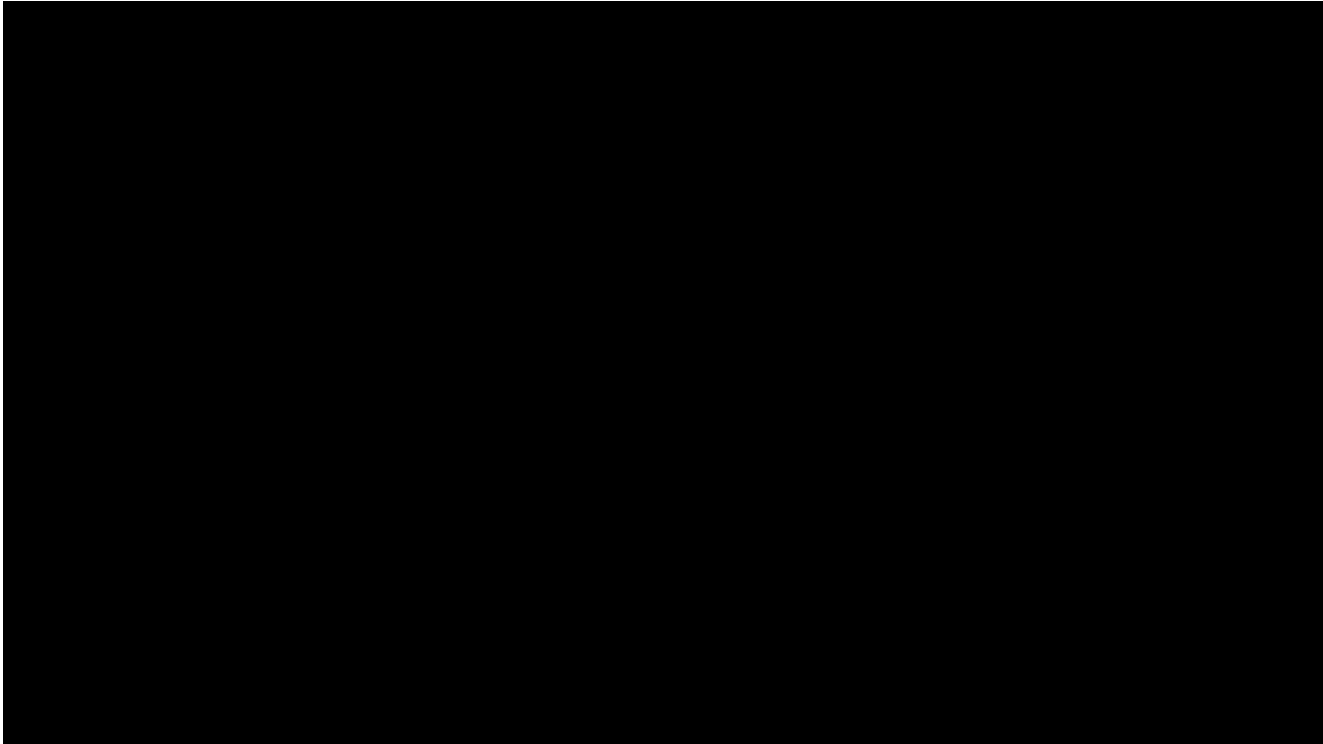
Our Simple Rule of Thirds

- 1. Are you inspired by the project? Passionate?
- 2. What skills will you develop if you pursue this project?
- 3. Who will it serve other than yourself?



Our Class: Innovation & Open Sourced Learning

AKA: When Genius Hour Isn't Enough



Our 7 “F’s” for the Future

1. Freedom
2. Find Problems
3. Failure (as good)
4. Friction
5. FUN
6. Flow
7. Forge Your Purpose





#1: Freedom:

Giving students a choice in what they learn.

Warning: this is harder than you think!

The Freedom Paradox

- Poor performing students (and schools) love the freedom- don't have the grit.
- High performing students (and schools) have the academic grit, find the freedom paralyzing.
- The middle seems to be the sweet spot.





Freedom to Provide:

- Societal Relevance
- Educational Relevance
- Personal Relevance





#2: Failure: Embracing the Fail

Giving them a chance to be fearful- with authentic projects.
Then having them work past the fear and embrace failure.

Get Over Your Fear of Asking...



Fear: Will This Be On The Test???





#3: FIND your problems: What bothers or inspires you?

Simply “assigning” them a problem isn’t the same.



Yes, they are building a school in Ghana

Cape Coast, Ghana
ChangED Project

Follow: @Luke__Reks

@Luke_Johnston



#4: Friction: Are you driving change?

Being a disruptor isn't easy!

Ask for forgiveness...





#5: FUN!

Remember fun?



eSports: “Prepare them for the Future”

\$98.1 BILLION dollar industry (Newzoo, 2016)

Close to 2 billion currently people play video games globally (Forbes, 2017)

67% of US households play video games for an average of 8 hours a day

VR gaming is “next” and has a BIG future





#6: Fitness and FLOW

Get in the habit of getting into good habits.

Optimal state of consciousness



Flow- Hacks To Optimize Our Life

- Win the morning routine (AKA daily 3)
- 30min of exercise
- Walking Whiteboard
- Email of Gratitude
- Email to Self





#7: Forge Your Purpose

“School Work” doesn’t have to end at 3:00... or in June.

Promote The Positive

The screenshot shows a Facebook page for 'The Fashion Brothers'. The page header includes the Facebook logo, the name 'Thefashionbrothers', and a search icon. The navigation bar shows 'Don', 'Home', and other icons. The main content area features a large image of a white suit with a polka-dot tie and pocket square. To the right of the image, the text reads 'THE FASHION BROTHERS' and 'Robert & Rylane Jones'. Below the image, there are buttons for 'Liked', 'Share', 'Following', 'Watch Video', and 'Message'. The left sidebar contains navigation options: 'Home', 'Live Videos', 'Videos', 'Photos', 'Posts', 'About', 'Community', and a 'Create a Page' button. The right sidebar includes a 'Video Creator' section and a 'Community' section.

Thefashionbrothers
@FashionBrothers1

Home

Live Videos

Videos

Photos

Posts

About

Community

Create a Page

Liked ▾ Share Following ▾ ⋮

Watch Video Message

Status Photo/Video

Write something on this Page...

Videos

Video Creator

Get the Pages Manager App
Manage messages, comments, check-ins and reviews.

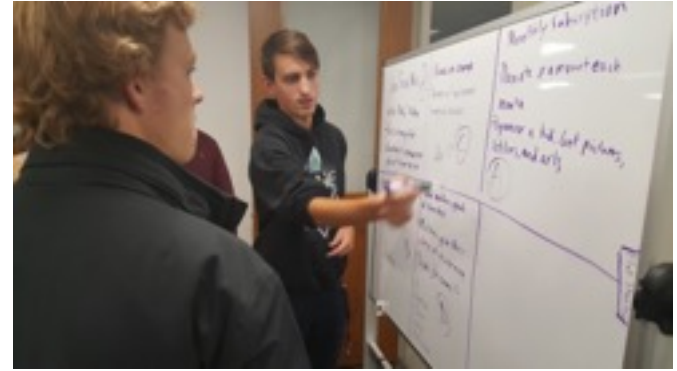
Community See All

1. Invite your friends to like this Page.

Seekers and Peekers *(not moaners & groaners)*



Community of Innovators + Pattern Recognition = Nations Biggest Co-Working Spaces



Final Thoughts:



- Making the “entrepreneurial” shift is **THE BIGGEST SHIFT WE SHOULD MAKE IN EDUCATION!**
- Not replacing, but enhancing the curriculum.
- Innovation & Creativity are **THE** skills to prepare them for the freelance economy.
- Who do you think will invent the “jobs that don’t exist” category?
- Ending the educational insanity.

Want this Powerpoint?



*A NETWORK- Innovators,
Teachers, Students
collaborate.

We do monthly check-ins.

No “entertainment speeches,”
but real support AFTER we
leave.

Connections to some of the
top entrepreneurs, innovators
in the world.

Ed
Startup



www.facebook.com/startedup

The image shows a screenshot of the Facebook page for 'Startedup'. The page features a cover photo of a man in a red shirt and glasses, upside down, holding a laptop. The page name 'Startedup' is prominently displayed, along with the tagline 'Where Educators, Innovators and Entrepreneurs Connect'. The navigation bar includes options like 'Page', 'Messages', 'Notifications', 'Insights', 'Publishing Tools', 'Settings', and 'Help'. The right sidebar shows 'YOUR GAMES', 'INSTANT GAMES', and 'YOUR PAGES'. The main content area includes a 'Write something...' text box and a 'Send Message' button.

Startedup
@startedup

Home

About

Photos

Events

Jobs

Videos

Posts

Change Cover

StartEdUp
Where Educators, Innovators and Entrepreneurs Connect

Liked Following Share

Send Message

Education

Page Tips See All

Get More Messages

YOUR GAMES

INSTANT GAMES

YOUR PAGES

CONTACTS

Contact Info: I'm here to help!
(Seriously)

Don Wettrick contacts:

□ don@StartEdUpinnovation.com

□ Twitter: @donwettrick

□ Facebook: StartEdUp

□ www.startedupinnovation.com