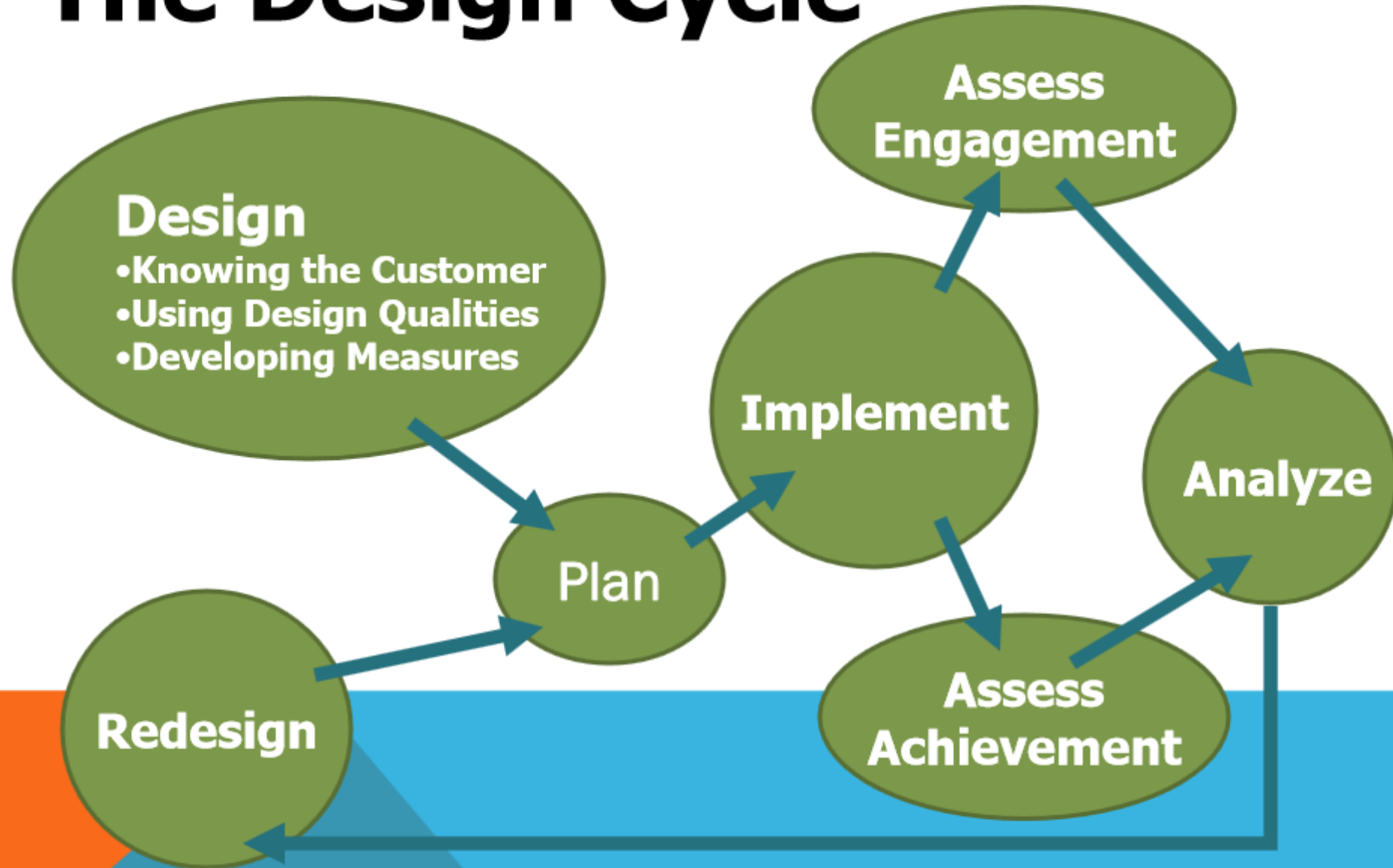




Design Vs. Plan

A CRUCIAL STEP TO SCHOOL TRANSFORMATION

The Design Cycle



Design vs. Plan

- **Design**

Developing relationships among critical elements that satisfy the needs, motives, and values of the customer.

- **Plan**

Linking anticipated actions and the resources needed to support those actions in ways that seem most likely to produce a desired outcome or result.

-Phil Schlechty

Design vs. Plan

- **Design**

Begins with the WHO...our customers.

- **Plan**

Begins with the WHEN and WHAT...the content or activity



Designing begins with the unknown
and creates something.

(Planning begins following design work.)

Planning begins with the known and
charts out its use or implementation.

Beliefs + Vision + Mission + Incentives + Resources + Skills = Change

Vision + Mission + Incentives + Resources + Skills = Indifference

Beliefs + Mission + Incentives + Resources + Skills = Mistrust

Beliefs + Vision + Incentives + Resources + Skills = Confusion

Beliefs + Vision + Mission + Resources + Skills = Resistance

Beliefs + Vision + Mission + Incentives + Skills = Frustration

Beliefs + Vision + Mission + Incentives + Resources = Anxiety