



NYU | STERN

Initiative on
Purpose and
Flourishing

Leadership & Social Innovation Conference

Grades 8-12



CONFERENCE OVERVIEW

This program is a dynamic initiative designed to equip aspiring **social innovators** and **entrepreneurs** with essential skills for driving meaningful change, particularly aligned with the **UN Sustainable Development Goals** (SDGs).

Starting with a foundation in **design thinking** and **innovation methodologies**, participants will learn to define their vision for change, identify key challenges, and develop actionable strategies. Core sessions will focus on the principles of **social impact design**, **problem-solving** techniques, and creative ideation. Advanced modules will delve deeper into sustainable development strategies, stakeholder engagement, and **systems thinking**.

The program emphasizes **practical application**, offering **hands-on projects** and **collaboration** opportunities. Participants will also benefit from guidance on creating impactful solutions, pitching ideas, and launching initiatives. By the end of the program, attendees will be equipped with the tools and confidence to turn their visions into impactful, sustainable innovations.

CONFERENCE DETAILS



Students receive a **Completion Certificate** from the NYU Stern Initiative on Purpose and Flourishing, signed by the mentor.



Opportunity to get a **Letter of Recommendation** from the Mentor



5 days



Heritage International Xperiential School



Grades 8-12



80,000 + GST



Deadline:
TBD

EARLY BIRD fee: 65,000 + GST

Deadline: 31st March



MODULE 1: SETTING THE FOUNDATION

- Community Building / Container Setting
- Creativity Warm Up (Late Nite Art)
- Introduction to UN SDGs
- Exploring SDGs & Localizing SDGs
- Introduction to Design Thinking
- Design Sprint
- Defining Final Project

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MODULE 2: LEADERSHIP THEORY X PRACTICE

- Community Building / Container Building
- Strengths based leadership
 - Character Strengths
 - Leadership styles
 - Conflict styles
- Adaptive leadership
 - Models of leadership
 - Role play negotiation
- Designing for behavioral change
 - Learning design theory
 - Factors
- Practical wrap up

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MODULE 3: DEVELOPING THE INNOVATION

- Designing for Social Change - overview and primer
- Impact Gaps Canvas
- Models of Social Change
- Conceptualizing End States

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MODULE 4: CRAFTING IDEAS INTO PROTOTYPES

- Design Process
 - Empathy: Better understand the issue
 - Define: Get clear on the problem definition
- Brainstorming for Prototype
- Rapid Prototyping
- Work Time on Innovations
- Peer Feedback

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MODULE 5: FEEDBACK & CELEBRATION OF LEARNING

- How to Pitch
- Work Time
- Pitch Presentations
- Closing Celebration

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KNOW YOUR MENTOR

Dustin Liu is a Taiwanese-American and proud New Yorker where he is the Senior Associate Director of the **NYU Stern** Initiative on Purpose and Flourishing (IPF). He leads the strategic direction of the organization, encouraging connections between research and practice, managing strategic partnerships, and overseeing the design and implementation of the Initiative's programming.

Most recently, Dustin was a Lecturer at **Stanford University** and was the Associate Director of the **Stanford Life Design Lab** where he taught the principles of design thinking and guided students as they develop their own answers to the tough questions in life, education, and vocation. He has previously held teaching and administrative positions at **Cornell University, Harvard University, The Massachusetts Institute of Technology and The University of Chicago.**

Dustin is most proud of the work where he can identify & share frameworks that make sense of disparate experiences, ideas, and domains.

Dustin Liu - Senior Associate Director



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