



NOLA'17
StartingBloc Institute

May 18-22, 2017
New Orleans, Louisiana

THU

May 18

Day 1 | Off the Bloc

We set intentions for your Institute experience, get to know the other Fellows, and explore methods for creating change through action, connection and creativity.

LandingZone, 3rd floor, 625 Celeste St, New Orleans, LA 70130

9:00am	Registration Opens; Breakfast & coffee served
9:45am	Registration Closes
10:00am	Welcome to StartingBloc <i>Cesar Gonzalez</i> Beginnings matter. We set the tone, set expectations, go over the ground rules, and give an overview of the 5 days of the Institute
10:20am	Mapping Your Institute Experience <i>Cesar Gonzalez</i> Here we set our personal intentions for the Institute and define what success will look like over the next 5 days.
11:15am	Entrepreneurship as Catalyst for Equitable and Inclusive Growth <i>Andrea Chen</i> Propeller has accelerated over 130 social ventures in New Orleans focusing on critical issues in health, education, water, and food. By targeting issues in racism, poverty, and other systems of oppression, Propeller envisions a powerful community working together to tackle big issues. In this session, we explore how entrepreneurship can catalyze equity.
12:00pm	Lunch with Your Breakout Group
1:30pm	Creating Lasting Change Through Action <i>Kaveh Sadeghian</i> In this high-energy workshop, Kaveh walks us through his model for creating change. Using extensively researched methods, you will learn to integrate the principles of Transformative Action, deep connection, and creativity into your work to build a foundation for lasting impact.
5:00 - 5:30pm	Close of Day We make time for Fellow feedback and questions. We then close the day intentionally before heading to the meetup.
6:00pm	Optional Meetup at The Rusty Nail 1100 Constance St, New Orleans, LA 70130

FRI

May 19

Day 2 | Owning Your Vision

On Day 2, we focus on sharing your vision for yourself and for the world. You learn Polarity Mapping to introduce nuance in how we talk about our work, and you'll get 60 seconds in front of the room at the Ideas Marketplace. **LandingZone, 3rd floor**

8:00am	Breakfast & Coffee
9:00am	Day 2 Opening: Owning Your Vision
9:15am	<p>Polarity Mapping: Life is a Paradox, Deal With It. <i>Cesar Gonzalez</i></p> <p>You know that "damned if I do, damned if I don't" feeling? Many of the issues leaders face are not problems to be solved; they are polarities to be balanced. In this session, we explore how.</p>
11:30am	<p>Be For Impact <i>Nick Fellers</i></p> <p>A point of view and frameworks for effective, simple and powerful communication and leadership.</p>
1:00pm	Lunch
2:00pm	<p>The Ideas Marketplace</p> <p>Visions are meant to be shared. In the Ideas Marketplace, you will have 60 seconds to share yours with the room. You will finish this session with a strong grasp of the wealth of experience and talent in the room. Fellows share their work, their ideas, their talents, and their asks in 1-minute script format.</p>
4:15pm	<p>Resilient New Orleans: from vision to action <i>Jeff Hebert</i></p> <p>As New Orleans has recovered from the devastating effects of Hurricane Katrina in 2005, the City has transformed its systems and approaches to move from recovery to resilience, seeking to adapt to the challenges and opportunities of future. Jeff Hebert, the City's Chief Administrative Officer and Chief Resilience Officer, will discuss how the City developed and is implementing the City's resilience strategy.</p>
5:30-6:00pm	<p>Close of Day</p> <p>Feedback, questions, and closing remarks.</p>
6:30pm	<p>Continuing the Conversation</p> <p>These (optional) small group conversations are a chance to convene around shared themes of interest.</p>
8:30pm	<p>Optional Meetup at Cafe Negril 606 Frenchmen St, New Orleans, LA 70116</p>

SAT

May 20

Day 3 | Taking Action

Day 3 is about tackling problems through relentless iteration. We explore the process of Rapid Prototyping by applying it to challenges brought in by local impact-driven organizations. The Rapid Prototyping Scrimmage is put on in partnership with ReWork. **Propeller Incubator 4035 Washington Ave, New Orleans, LA 70125**

7:30am	Breakfast & Coffee with your Breakout Group <i>BOG's can choose to meet at 7:30 or 8am</i>
8:30am	Day 3 Opening: Taking Action
8:35am	Introduction to Design Thinking <i>Ashley Elmblad & Ashley Tillman</i>
10:00am	Rapid Prototyping, Session I <i>In Your Scrimmage Teams</i>
11:30am	Session I Debrief & Progress Check In <i>Ashley Elmblad & Ashley Tillman</i>
11:40am	Rapid Prototyping, Session II <i>In Your Scrimmage Teams</i>
12:30pm	Scrimmage Closing: Group Debrief & Report-Out <i>Ashley Elmblad & Ashley Tillman</i>
1:00pm	Lunch
2:00pm	Explore! Relax! Rejuvenate! This afternoon is all about you. Take time to explore NOLA, or better yet, rest! Here are some suggestions: <ul style="list-style-type: none">• Walk around the French Quarter and pop into venues to hear live music!• Get your art fix at Backstreet Cultural Museum• Beignets, y'all. All of the beignets at Cafe du Monde.• Rent a bike from Buzz Nola bike company and cruise around town.
7:00pm	Meetup: Fellows choose We recommend Maison Frenchman or Bulldog Uptown

Participating Organizations, NOLA'17 Scrimmage: Educational Equity



Electric Girls was founded to develop leadership skills in young girls through their learning of electronics and computer programming skills. Electric Girls first summer camp consisted of 6 girls - Electric Girls now has served hundreds of girls in the greater New Orleans area through

summer camps, after school partnerships, weekend programs, and one-day workshops, and has expanded to multiple New Orleans schools and age ranges.

Facebook: @electricgirls Twitter: @electricgirlsed

DiscoveryFEST aims to provide quality afterschool, recess, and summer programs from experienced providers and qualified staff, featuring hands-on activities that build on what students learn in school. We accomplish this by providing youth and their families access to diverse, robust enrichment experiences that youth, themselves, cultivate.



DiscoveryFEST is unique as it is not in one specific building or one single program. Rather, it is a network of providers that have made a commitment to introduce students to new worlds of enrichment.

Facebook: @DiscoveryFestNOLA Twitter: @DiscFEST_NOLA



EnglishWorks is an innovative English language learning program based in Rio de Janeiro, Brazil. It was launched by the Sequoia Foundation in July 2011 with 160 students at two locations.

By late 2014 it had grown to eight locations with close to 3,000 students for each 40-week course. It is a unique combination of in-class and online teachers for each two-hour class per week. Many of its students come from low income families.

Facebook: @cursoenglishworks Twitter: @curso_ew

SUN

May 21

Day 4 | Pass the Mic

Today we dive into power, inclusion and equity. You'll explore methods to bring the lens of Inclusion to different aspects of your work in the morning. All afternoon, we pass over the programming to you!

Propeller Incubator 4035 Washington Ave, New Orleans, LA 70125

8:30am	Breakfast & Coffee BOG's meet from 9:00am-9:30am
9:30am	Revisiting Intentions in your Breakout Groups Here you have a chance to connect with your breakout groups and revisit the intentions that you set for yourself on Day 1.
10:00am	Day Opening
10:15am	Harnessing the Power of Inclusion <i>Michelina Ferrara</i> Are you interested in being more effective and impactful in your daily work? This workshop creates a roadmap of critical conversations that will help you envision your work differently and guide you to infuse your community with inclusivity, identity and cohesion. Are you in?
12:30pm	Lunch
1:45pm	Engaging the Wisdom in the Room Using an open format, we make space for the vast experience in the room to emerge through mini-workshops, facilitated conversations, prototyping sessions, games, and affinity break-outs led by you.
5:00pm	Programming Wrap-Up Feedback, questions, and closing remarks.
5:30pm - 6:00pm	Integration and Reflection Close the day how you started it: with your Breakout Group
8:00pm- 11:00pm	Launch Party at the Paris Room of Cafe Soule 720 St Louis St, New Orleans, LA 70130 Check in with the SB Registration desk by 9pm!

MON

May 22

Day 5 | The Road Ahead

On Day 5, you'll shift your focus to the future. You'll explore the keys to leveraging this new network well, and start to define what the post-Institute StartingBloc Fellowship will mean to you. **LandingZone, 3rd floor, 625 Celeste St, New Orleans, LA 70130**

09:30am **Breakfast & Coffee**

10:30am **Day 5 Opening: The Road Ahead**

10:45am **Make Your Own Luck: Asks & Gives**

Research has shown that many lucky breaks result from ways of thinking and behaving. This means that we can literally learn to be luckier. In this Transformative Action activity we get in small groups to make an ask and offer support and feedback to each other.

11:45am **Every End is Also a Beginning**

The Institute is about to end, but your StartingBloc Fellowship is just beginning. We explore how to best engage the Fellowship community and what tools and opportunities are available to you as a Fellow.

12:35pm **Group Photo**

12:40pm **Lunch in Regional Groups**

1:45pm **I'm Not Who You Think I Am**

Crystal McDonald

A discussion about the unique challenges and opportunities of one entrepreneur's untraditional journey. In this final session of the Institute, we will reiterate how important it is to hold onto purpose regardless of challenges, and gain insights on how to turn obstacles into opportunities.

3:15pm- **Closing**

3:45pm We will close the LA'17 Institute in true StartingBloc fashion including hugs, parting invitations and a whole lot of gratitude.

4:30pm **Optional Meetup at Cure NOLA**

4905 Freret St, New Orleans, LA 70115

NOLA'17 Speakers

Andrea Chen

Co-Founder & Executive Director, Propeller

Andrea is the Co-Founder and Executive Director of Propeller: A Force for Social Innovation, a social innovation incubator in New Orleans focused on systemic change in sectors such as food access, water, public health, and education.

Propeller has accelerated over 90 new ventures that have generated over \$60mm in revenues and financing in the last five years. Successes include the Healthy School Food Collaborative, which has brought healthy school meals to 43% of New Orleans public schools. Propeller's 10,000 s.f. Propeller Incubator facility is now home to over 150 socially minded companies. Andrea was named "40 Under 40" by Gambit Magazine, 2014 Aspen Institute Scholar, 2014 BALLE Fellow, 2014 Norman C. Francis Institute Fellow, and 2010 City Business Women of the Year. She completed her B.A. at Stanford University and M.Ed. at UNO and Harvard Graduate School of Education.

Kaveh Sadeghian

Creative Director, University of Pennsylvania Center for Impact Strategy

Kaveh is an instructional designer and creative strategist with experience in corporate and social enterprise training. With a background in ethnographic research, he integrates data and design to create campaigns and experiences that evoke social engagement and human connections. Currently, he is the Creative Director and a Founding Member of University of Pennsylvania's Center for Social Impact Strategy, where he designs and teaches curriculum to enable emerging social entrepreneurs and intrapreneurs. He also directs collaborations with several partner organizations, including IDEO U, National Arts Strategy, and Columbia University. Through his work at UPenn, Kaveh has trained over 300 social impact leaders. He has also designed several online training programs, which have reached over 40,000 students across the world to date. As an independent consultant, Kaveh also designs creative campaigns and facilitates experiences for high-impact organizations, including the World Bank, the New School, University of Maryland, and AIG. His work has garnered significant media attention and featured in several new sources, including CNN, Bloomberg Businessweek, Huffington Post, and Mashable. Previously, Kaveh was a Change Manager at Ashoka's Youth Venture, a leading pioneer in introducing social innovation and empathy education in K-12 schools across the globe. There, he designed and implemented a nationwide accelerator for outstanding high school social entrepreneurs in partnership with the University of Chicago, University of Pennsylvania, Harvard University, and Stanford University. Before working in social impact, Kaveh was a Creative Director in the pharmaceutical industry, overseeing a team that produced national sales meetings and product launches at Celgene and Novartis. He first began working in sales and strategy at IBM, where he was a key member in executing the strategic realignment of IBM's North American consulting arm. Kaveh has a BBA in Marketing & Global Public Health from the College of William & Mary. His favorite word, since the age of 3, has always been "why".

Nick Fellers

President, For Impact | The Suddes Group

Nick is co-founder of For Impact and president of The Suddes Group. In the last 10 years he's raised over \$75 Million for causes in 30 countries and trained leaders from over 1000 organizations in how to use a sales process to maximize funding opportunities. An entrepreneur, Nick started his first business while a student at the University of Notre Dame. Studying biology and philosophy, Nick would leave the labs early to make sales calls for his business – the first of its kind student social network – a precursor to facebook.com. After graduating, Nick and his business partners sold their business to focus on 'scaled impact in the social sector'. Nick is passionate about family, social entrepreneurship, running, and all things web. He and his wife, Anna, live in Columbus, OH with their son, Will, and daughters, Molly and Rosie. Nick's helped to fund several social ventures and currently sits on the board of Road of Life Cancer Prevention for Kids – an organization that develops and sells health prevention curriculum to schools. As an avid runner, Nick is currently working on running marathons in all 50 states.

Jeff Hebert

Deputy Mayor, Chief Administration Officer and Chief Resilience Officer, The City of New Orleans

Jeff Hebert was appointed Deputy Mayor and Chief Administrative Officer on August 15, 2016, and continues to serve as the City of New Orleans' first Chief Resilience Officer. In this capacity, he oversees the administration of City Hall. The Deputy Mayor also leads the Mayor's efforts to improve city government performance and the Mayor's charge to return the city to fiscal stability. Hebert is a city planner by profession, and has previously served as the Executive Director of the New Orleans Redevelopment Authority (NORA) where he oversaw \$42.5 million in direct investment and leveraged over \$191 million in additional capital. Prior to being appointed to NORA, from 2010 to 2012, Hebert served as the Mayor's Director of Blight Policy and Revitalization, where he developed The Blight Strategy, which was awarded a 2012 Bright Idea Award from the Ash Center for Democratic Governance and Innovation at Harvard University's John F. Kennedy School of Government, reducing blight by 10,000 units in the first three years of the Mayor's term. Before joining the Landrieu Administration, Hebert led the state's Regional Plan for Recovery and Growth following the devastation from Hurricanes Katrina and Rita as the Director of Community Planning for the Louisiana Recovery Authority. Over the past eight years, Jeff has advised government officials across the globe on disaster recovery planning and implementation including the State of Iowa after floods in 2008, Queensland Reconstruction Authority, Australia after floods in 2010, prefectural and national agencies in Japan after the Tohoku earthquake and tsunami in 2011, and New York City government agencies after Hurricane Sandy in 2012. As Chief Resilience Officer, Hebert oversees the implementation of the nation's first Comprehensive Resilience Strategy, development of the city's climate action plan and sea level rise and climate adaptation strategies, and was recently appointed by Governor John Bel Edwards to the Governor's Advisory Commission on Coastal Protection, Restoration, and Conservation. Mr. Hebert holds a Bachelor's degree in Urban Design and Architecture Studies from New York University, a Master in City Planning from the Massachusetts Institute of Technology, and is a graduate of the

NeighborWorks® America Achieving Excellence in Community Development program at Harvard University's John F. Kennedy School of Government.

Ashley Elmblad

Chief of Staff, ReWork

Ashley is the Director of Workforce Design at ReWork, a social enterprise focused on advancing the world of meaningful work by (a) placing talented professionals in key roles at impact-driven organizations and by (b) teaching teams powerful frameworks and skills to propel their impact. As Director of Workforce Design, she teaches teams how to approach challenges more collaboratively in a way that draws passion and creativity out of employees and stakeholders. In the last two years, she and her team have worked with over 180 impact-driven organizations around the globe, including the U.S. Green Building Council, Harvard University, Chipotle Mexican Grill, and the United Nations Development Programme in Kyrgyzstan. Ashley began her career consulting for hospitals, and then jumped industries to join Chipotle Mexican Grill's corporate team in process improvement and culture strategy. Ashley holds a B.A. in Philosophy, a B.A. in Psychology, and a Certificate in Leadership Studies from the University of Colorado at Boulder.

Ashley Tillman

Community Manager

Ashley focuses on global learning and community-based movements using the tools of design thinking, entrepreneurship and applied learning models. She is currently working to crowdsource the design thinking process on the OpenIDEO team. Previously, Ashley was the Education Program Director, helping to develop and launch the Stanford Latino Entrepreneur Leaders program, which has been nationally recognized for its work to help Latino entrepreneurs scale their company's. Ashley launched and managed design thinking and business programs while at the University of Colorado Entrepreneurship Center. She received the Frank Moyes Service Award for her work moving entrepreneurship forward in the Boulder community, cofounding initiatives like CatalyzeCU, a cross-campus business accelerator and TEDxYouth@MileHigh, bringing together 2,000+ young people each year. Ashley got her first taste of the impact entrepreneurial education and design thinking while studying and working abroad in the Czech Republic and in India. Her commitment deepened through her work at an expeditionary learning school and in the Denver Mayor's Office.

Michelina Ferrara

Deputy Director, Atlas:DIY - a space powered by immigrant youth

Michelina Ferrara is a fierce and fiery advocate for social change. Her experience as an organizer, youth worker and activist connects issues ranging from youth incarceration to immigrant justice to reproductive justice to creating safe spaces for youth—building an intersectional framework that transforms our communities. She lives, loves, and shouts from Brooklyn where she can be found rocking high top sneakers & big earrings, and chanting Assata Shakur: "It is our duty to fight for our freedom. It is our duty to win. We must love and protect each other. We have nothing to lose but our chains!"

Crystal McDonald

Founder & CEO, Acrew

Crystal McDonald is the Founder and CEO of Acrew, a platform that connects employers and job seekers using brief first impression videos. Crystal Graduated from Dillard University with a degree in Economics and Finance and received her Masters in Business Administration from the University of Chicago Booth School of Business. She currently serves as the President of the Women's Professional Council, is a board member of the Louisiana Children's Museum and received the first Ada Lovelace Woman of the Year in GNO Tech award in 2015.

NOLA'17 Mentors

Anthony Holloway

Brenda Boyle

Chris Moncrief

Emily Wazlak

Galen Bernard

Geronimo Ramos

Lauren Lane

Molly Black

Naisha Silva

Rebekah Lipsky

Richard Bobo

NOLA'17 Lead Mentor & Volunteer

Nils Klinkenberg

StartingBloc Mentorship Program Lead, Board Member

Kenny Andejas

Lead Volunteer, NOLA17

The StartingBloc Team



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StartingBloc NOLA'17 Sponsors

social entrepreneurship:
using business to find sustainable
solutions to homelessness.

learn more about this one-year
degree at marshall.usc.edu/misse

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