



Case Story:

Loyola Marymount uses a 21 Day Story™ becomes the first major university in the U.S. with an *executive education program designed by its alumni.*

SCENARIO:

The Director of Loyola Marymount University's Executive Education program for its College of Business realizes one way to tie his school's curriculum more closely to marketable skillsets and the future of work is to collaborate more closely with LMU's alumni, who do the hiring and fund the start-ups in the school's neighboring 'Silicon Beach' neighborhood in Los Angeles. He engages 21 Day Story™ to engage alum and develop a roadmap.

DEFINE:

Alumni represent a wide range of professional roles and areas of expertise. It is clear they have a lot of love for their alma mater, and want it to better prepare graduates for the world as they see it. They identify two key problems they feel must be addressed in developing what LMU's College of Business calls a 'future-oriented' program: 1) use and teach more technologies that companies/employers are using; 2) fewer theorists and more instructors with real world expertise.

EXPLORE:

The story takes inventory of LMU's historical strengths and current shortcomings, and generates ideas that amplify strengths and shore up shortcomings. Ideas coalesce around two primary themes: 'Ethics in all contexts' (a historical strength) and 'Relevant technologies' (a current shortcoming). Themed ideas are filtered and prioritized through a set of frames such as 'most immediate impact,' and 'most likely to excite employers,' resulting in the optimal ideas — those deemed by the storytellers to hold the most possibilities for resolving LMU's big challenges.

RESOLVE:

The resulting Roadmap covers one year, from the Fall 2019 Semester through the end of the 2020 Summer Session. It identifies components of the newly developed curriculum, the team required to produce the program, sets quarterly benchmarks, and forecasts a set of outcomes they expect the program to yield within 12 months. A fresh approach that resonates with prospective students and LMU's best advocates — their alumni.