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致词

20 September 2017

This is an important moment for IDEO.

对IDEO来说，这是一个重大的时刻。

For the past 30 years, IDEO has been passionately committed to creating positive impact in the world through design.

过去30年来，IDEO一直积极致力于运用设计，为世界创造积极的影响。

And this mission has taken us all over the world to tackle some of the most complex and systemic challenges using design thinking:

- from helping hospitals and doctors to better serve patients in the United States,
- designing a zero waste consumption model in Europe & Asia,
- to building new farm-to-table ventures that tackle food safety right here in China.

正是在这个发展使命的指引下，我们在全球各地广泛运用设计思维，应对世界上的一些最为复杂的系统性挑战，比如：

- 在美国，帮助医院和医生更好地为病人提供服务
- 在欧洲和亚洲，开发零污染的消费模式
- 再到中国，打造从农田到餐桌的餐饮新事业，帮助中国应对食品安全问题。

And now, we have the honor and the privilege of working with a world-class academic institution, Tsinghua University (through the School of Finance and the Academy of Arts & Design), to inspire and engage China's business leaders about the strategic role that design and creativity can play in fuelling business innovation.

如今，我们很荣幸有机会携手清华大学五道口金融学院和清华大学美术学院，共同激发中国的商业领袖重新思考和认识设计与创造力在驱动企业创新方面起到的战略作用。

In delivering a program of this kind, we have spent considerable time and effort interviewing leaders and to identify their key learning needs.

为了开发这样一套课程，我们花了大量时间和精力，来采访企业领袖，明确他们的主要学习需求。

And we have heard important themes from them, such as:

- the need for creativity at speed;
- the desire to explore & define corporate and leadership values;
- the ambition to integrate strategy, brand and people; and
- the execution challenges in bringing innovation to-market successfully.

在交流过程中，他们提到了这样一些重要的挑战主题，包括要求企业：

- 能够在市场快速迭代的背景下开展快速创新
- 探索和明确企业及其领导层的价值观
- 整合战略、品牌和人才的商业体系
- 应对创新成功走向市场时遇到的执行挑战

This year-long program is the first of its kind in China.

这套为期一年的课程在中国是首创。

It is unique in teaching participants how to tackle contemporary and emerging challenges that many executives and entrepreneurs are facing.

这套课程的特色是，指导学员应对很多企业高管和创业家需要面对的不断涌现的现代挑战。

Grounded in design thinking and core to the teaching approach, are the twin-principles of leveraging participants' creative confidence and raising their skills in creative leadership.

这套课程以设计思维的价值观和工具为开发基础，教学核心遵循两个宗旨：发挥学员的创新自信力和提升学员的创新领导力。

The program has three levels of practical outcomes:

这套课程将在三个层面上产生实效：

Firstly, at the individual level: we are cultivating a generation of creative and purpose driven leaders;

首先，在个人层面，为中国培养有设计理念和情怀的创新领袖。

Secondly, at the organization level: we are elevating design to become a core competitive edge for Chinese companies; and

其次，在企业层面，让设计成为中国企业发展的核心竞争力。

Thirdly, at a societal level: we are enabling the country's transformation from "Made in China" to "Created in China".

第三，在社会层面，推动从“中国制造”到“中国创造”的转型。

The leaders who will participate will learn from:

- esteemed Tsinghua faculty;
- IDEO global leadership including our CEO, Tim Brown and IDEO co-founder & Stanford's d.School founder, David Kelley;
- world leading industry experts;
- and importantly from each other through peer dialog and coaching.

参加这套课程的领导者将接触到：

- 清华大学极富盛誉的师资队伍
- IDEO的全球领导层，包括我们的CEO Tim Brown先生，以及IDEO联合创始人及斯坦福大学设计学院d.school创始人David Kelley先生
- 世界领先的行业专家
- 还有学员之间的对话、切磋机会。

Participants will have the opportunity to:

- include key members of their leadership teams in the learning journey and
- immerse themselves in other markets such as the Silicon Valley (the very place that IDEO was founded).

学员将有机会：

- 邀请他们所在企业的核心团队共同参与其中，
- 在其他市场进行沉浸式学习，比如，IDEO的创始地硅谷。

I believe "Lead a Creative China 2030" marks the beginning of a powerful partnership amongst Tsinghua's School of Finance, the Academy of Arts & Design and IDEO.

我相信，“创领中国2030—设计思维驱动商业创新课程”标志着清华大学五道口金融学院、清华大学美术学院和IDEO三方强强联手合作的开端。

I look forward to this program setting the standard for enabling leaders to deliver on the vision of 'Created in China'.

期待这套课程能起到树立标杆的作用，推动商业领导者帮助兑现“中国创造”这一发展愿景。

Thank you.
谢谢！