



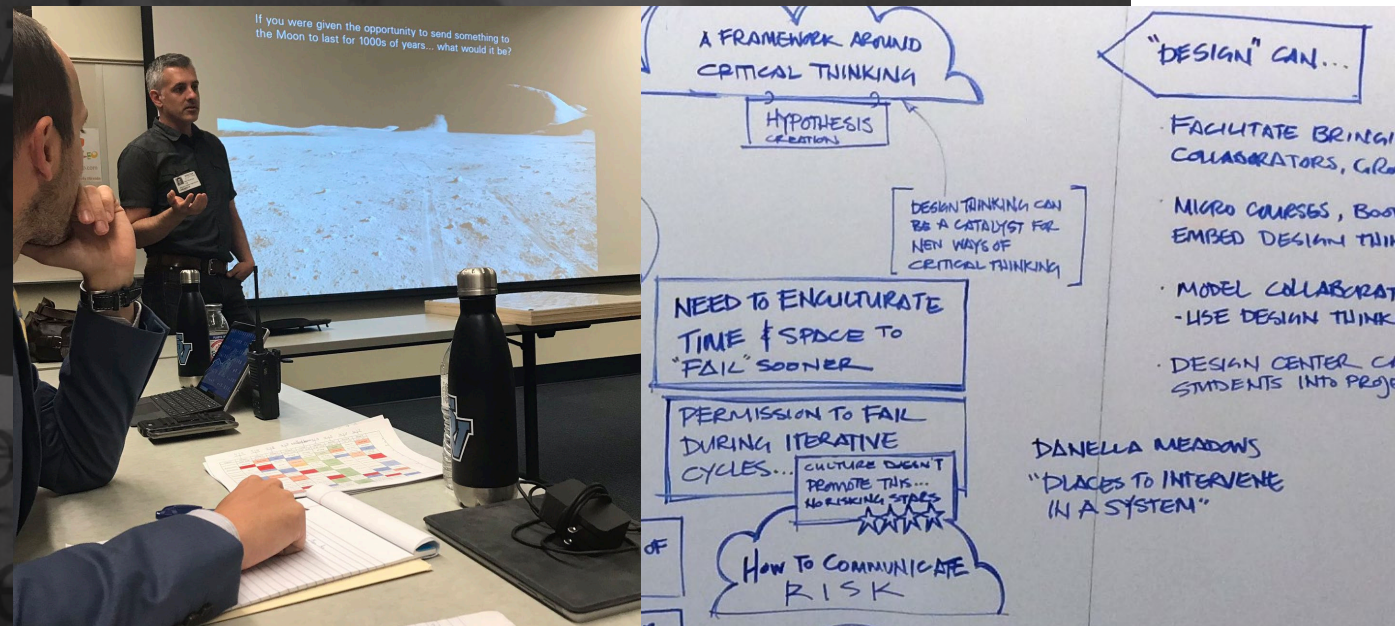
Design Fusion Facilitated  
Strategy Sessions  
**for Complex Challenges,  
Major Initiatives and Innovation**

Joseph  
Ballay  
**Center  
for  
Design  
Fusion.**



This is the century for design. We believe that no other discipline is as equipped to address current problems, forecast new futures, and shift conventional thinking. With sights on a new horizon for transdisciplinary innovation set against the backdrop of entangled social, cultural, technological and ecological contexts, we are forging Design Fusion as a new mode of practice.

## Design Fusion enables you to see things differently and work the problem in new ways.



The Joseph Ballay Center for Design Fusion serves as a unique design-led platform at Carnegie Mellon University that unites the arts, humanities, sciences, and business to foster transdisciplinary innovation. We partner with internal and external organizations to develop forward-thinking projects, cultivate creative solutions to complex challenges, and bring faculty, staff, students and partners together in collaborative, real-world settings. Through these partnerships, we aim to expand the boundaries of design and its impact on society.

The Ballay Center excels in coordinating sessions to help you analyze problems and complex challenges, guiding you towards actionable next steps.

Our facilitated strategy sessions provide a semi-structured space for partners to think strategically in non-hierarchical and productive ways. Employing our visual thinking skills, these sessions aim to map problem spaces, establish parameters, and synthesize multiple dimensions to form a model that promotes understanding, consensus, and action.

In addition, we integrate various collaborative tools and methodologies tailored to the specific needs of each session. This includes interactive workshops, scenario planning, and prototyping exercises that clarify the opportunity at hand and stimulate innovative and more imaginative solutions. By doing so, we ensure that participants leave with a clear and actionable roadmap, and the confidence to implement strategic initiatives effectively.

Fees are variable depending on the scope of engagement.

### For CMU Colleagues and Collaborators

Let's schedule a meeting to discuss what's going on in your world and in ours. We'll grab a room with a whiteboard, have a coffee and think strategically.

### For Industry Partners

We offer strategy sessions as built-in supplements to our professional education programs to help you framing design within your organization, and for strategic connection across sponsored courses and faculty-led sponsored projects.

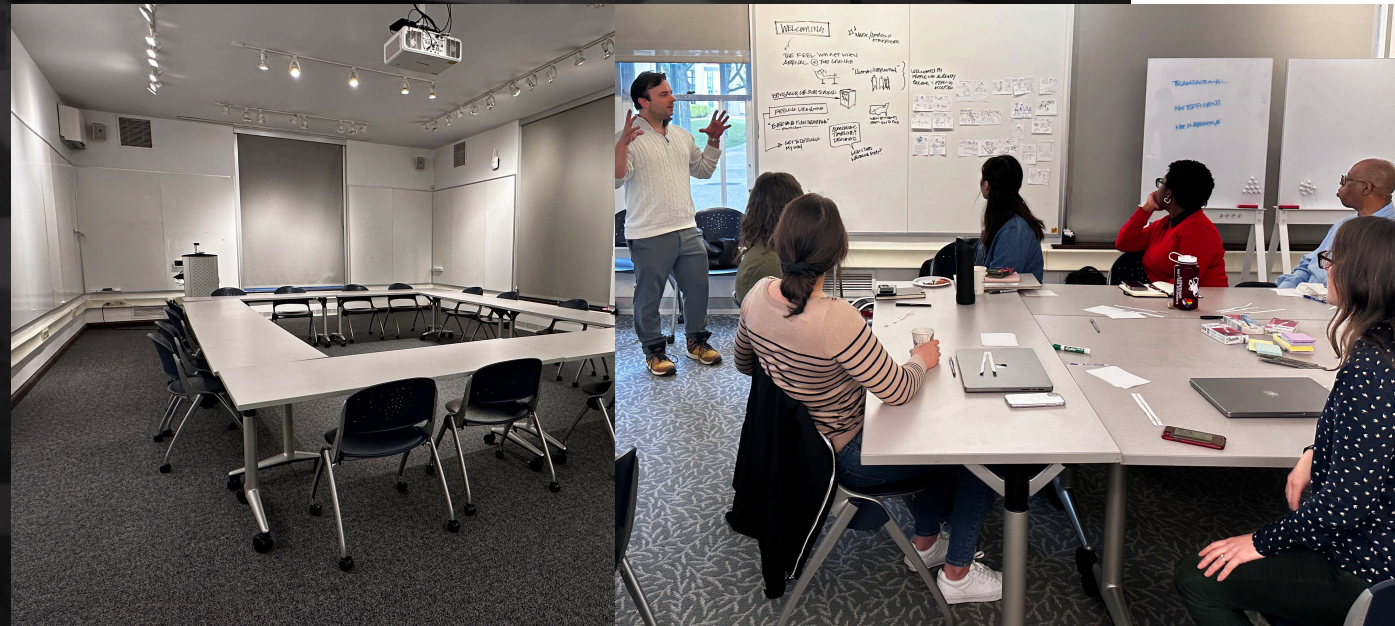
Work with Design faculty in our collaborative spaces for **generative and productive discussion.**

Leverage design methods to **frame problems in new ways.**

See beyond and around any problem space to **forecast new opportunities that are not immediately visible.**



Flexible, customized and semi-structured to make space for discovery.



#### **Our Spaces**

Our primary meeting rooms in the Ballay Center provide whiteboards, natural light, and integrated projection/sound for presentations. We find that the best thinking happens when a professional atmosphere encourages active engagement and collaboration.

#### **Our Process**

Facilitated Strategy Sessions are structured to guide your team through discussions and activities to refine your organization's strategic goals and develop a clear actionable strategic plan that drives your organization forward.

We thrive in highly creative and active meetings that lead to discovery. In preparation, the Ballay Center will meet with you in advance to set an agenda that defines objectives and outcomes, plans activities, and holds space for free-form discussion and reflection.

#### **Our Methods**

We are visual communicators who support your Strategy Session with graphic facilitation, whiteboarding and recording of important information - all in real time. As facilitators, we are neutral, highly engaged, and attentive to capturing important information. We prompt ideas and focus discussion to understand and provide clarity, and will engage your team in activities that encourage creative problem solving, silo-busting integrative thinking, and non-hierarchical collaboration.

Some methods we employ:

- Visual Mapping and Problem Framing
- Consensus Building and Shared Visioning
- Future-casting Scenarios
- Synthesis for Developing an Agenda
- Modeling Concepts

#### **Design Office Hours**

Design Fusion Office Hours are opportunities to informally connect with School of Design faculty and Ballay Center adjunct instructors. We're happy to brainstorm and problem-solve with you and are always curious to learn about the work happening in all areas of campus.

Design Fusion Office Hours are available for all currently enrolled students, faculty, staff, and administrators at CMU.

Let's have a conversation to explore how the Joseph Ballay Center for Design Fusion can enhance your organization.

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and Innovation**

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