



## Academic Roots of GoGuide™

Tommy Darwin, Ph.D., the author and founder of GoGuide™, has 20 years' experience as a consultant designer, specializing in helping organizations effectively engage communities and markets through communication and organizational design. Dr. Darwin has a Ph.D. in Rhetoric and Communication from the University of Texas at Austin, along with being an entrepreneur, he has held various faculty and director positions at the University of Texas at Austin and the University of Memphis. Dr. Darwin's expertise encompasses the areas of innovation, entrepreneurship, strategic learning, and community change. He has developed curriculum and training, and delivered workshops and keynotes in these areas, both in the United States and Great Britain.

GoGuide™ grew out of Dr. Darwin's work with the Intellectual Entrepreneurship (IE) Consortium at the University of Texas at Austin. He helped start and has been actively involved with IE since 2000. IE started as a program responding to a national call to equip PhDs to use their doctorates productively in society. It grew substantially from there to a movement in higher education. Since 2000, Dr. Darwin has worked with approximately 3000 students at the University of Texas at Austin in courses and workshops.

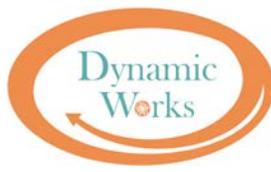
Dr. Darwin currently directs IE's Pre-Graduate School Internship and has been designing and delivering workshops and credit-bearing courses, based on IE principles and curriculum, to high school, undergraduate, and graduate students since 2000. These courses and workshops cover topics including Communication, Leadership, Community Engagement, Consulting, Entrepreneurship, Innovation, Learning/Education, and Community Change.

Ultimately, they all focus on empowering and equipping students to do three things:

- Identify and articulate opportunities to make a difference and provide value
- Have the knowledge and capabilities to act on those opportunities
- Have the courage and willingness to actually take action

Philosophically, IE flips the standard model of education on its head. In the standard model, universities provide content and knowledge, with the assumption that students will then apply that knowledge in a number of practical contexts, most notably in the workforce. This sets up a system of matching knowledge credentials with job titles, which is fine, but too narrow. IE starts with a student's purpose and passion and opportunities to provide value, and then asks what types of education and knowledge they need in order to provide that value. And this can be in any context—researcher, labor market, starting businesses, or just generally doing good in the world.

The actual structure of GoGuide™ grew out of the questions and processes Dr. Darwin would typically take students (but also leaders of communities and organizations, job-seekers, etc.) through to help them identify opportunities to provide value and to build a plan to deliver and sustain that effort. Added to that process is content and training on how to be resilient and maintain the effort over time—overcoming obstacles, perseverance, building networks, and relationships, etc. GoGuide™ has been successfully utilized in workforce development to assist thousands of youth and adult job seekers effectively career plan since 2012.



Key resources of influence on the substance and process of GoGuide™, based on ongoing research for the last 15 years, include those sources listed below. The GoGuide™ online tool incorporates the best practices of these resources and makes them accessible and meaningful to those actively involved in career/entrepreneurial planning in an academic and/or workforce setting.

*Innovation and Entrepreneurship*, Peter Drucker

*Running Lean: Iterate from Plan A to a Plan That Works*, Ash Maurya

*The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*, Eric Ries

*The Ten Faces of Innovation: IDEO's Strategies for Defeating the Devil's Advocate and Driving Creativity Throughout Your Organization*, Tom Kelley

*Drive: The Surprising Truth About What Motivates Us*, Daniel H. Pink

*The Power of Habit: Why We Do What We Do in Life and Business*, Charles Duhigg

*Iconoclast: A Neuroscientist Reveals How to Think Differently*, Gregory Berns

*Mindsight: The New Science of Personal Transformation*, Daniel J. Siegel

*Flawless Consulting: A Guide to Getting Your Expertise Used*, Peter Block

*Practical Performance Measurement: Using the PuMP Blueprint for Fast, Easy and Engaging KPIs*, Stacey Barrs

*Managing as Designing*, Richard Boland Jr.

For more information regarding IE and University of Texas at Austin:

IE Facebook page: <https://www.facebook.com/TexasIE/?fref=ts>

IE site maintained by the Division of Diversity and Community Engagement: <http://diversity.utexas.edu/ie/>

Full IE site maintained by its founder, Dr. Rick Cherwitz: <http://www.ut-ie.com>