



# UNIVERSITY OF NOTRE DAME

AEROSPACE AND MECHANICAL ENGINEERING

365 Fitzpatrick Hall  
Notre Dame, Indiana  
46556-5637 USA

Telephone (574) 631-5430  
Facsimile (574) 631-8341  
E-mail [amedept@nd.edu](mailto:amedept@nd.edu)  
Website <http://ame.nd.edu>

## SEMINAR ANNOUNCEMENT

**SPEAKER:** Professor Stephen Batill  
Department of Aerospace and Mechanical Engineering  
University of Notre Dame  
Notre Dame, Indiana

**TOPIC:** The Ultimate Tour of IDEO and More

**DATE:** Tuesday, October 13, 2009

**TIME:** 3:30 p.m.

**PLACE:** 138 DeBartolo Hall

### *Abstract*

Sabbaticals can take many forms. Some allow you to focus and complete books, others can give you the chance to engage in new experiences. During the 2008-09 academic year my sabbatical provided me the opportunity to be immersed in a unique industry setting and this talk highlights that experience. Many people have had the chance to visit the home office of the design consultancy, IDEO, in Palo Alto, California. Visitors are usually provided hour-long tours that highlight past projects and give a glimpse into the work environment. I had the chance to experience what I have referred to as the ultimate tour of IDEO that involved a 4-month immersion in the culture that included work on project teams, meetings with prospective clients and design brief preparation, participation in business planning sessions and the opportunity to meet and learn from some very engaging people.

This talk presents reflections on this experience – with quite a few pictures and only a couple of equations. The presentation initially given as part of an internal IDEO KnowHow and focus on observations of the people, projects and process encountered at IDEO and provides some comments on what I thought were the special attributes of the organization as well as issues related to the role of engineers and engineering in a design consultancy like IDEO