

LEAP LEARN LIVE!



# Define, Design, Create (DDC)

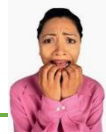
## Lifestyle Design

*A lifestyle design method and mindset*

Leap Learn Live, Inc., is a 501(c)(3) non-profit organization offering adult education through online courses, workshops, access to lifestyle coaches and other support materials. For more information about the organization and its program, go to [www.leaplearnlive.com](http://www.leaplearnlive.com).

## A Personal Approach To Stress-Relief

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Everyone gets stressed at times. Let's face it, we stress about our looks, our families, our homes, decisions we need to make, our careers, and a million other things, all in one day. We stress because we don't want to make mistakes that could affect our entire lives and the lives of those we love. On the other hand, stress has never been known to help us solve a problem, make a good choice, or minimize the sting of being forced to make an unexpected change. No, for those situations we need an easy, systematic, go-to method for processing our thoughts and gathering relative information, considering our options, and making a strategic plan of action. To save us from the pain of stress, we need a personal approach to human-centered problem-solving that we can apply to every one of the problems, choices, challenges and changes we face every day.

## Human-centered Design

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Human-centered design (design thinking for short, or DT for shorter), is a collaborative, creative and critical thinking process used by businesses and organizations to ensure the products and services they provide for specific customers will be of value to those customers. Companies like Google and Apple, two of the world's most innovative organizations, have used design thinking to determine ways to anticipate and solve their customers' problems in a human-centered, customer-centric way. So, if design thinking works for mega-max, innovation power-house, companies, why not put it to work for you? And, what if we call it DDC Lifestyle Design Thinking for Women?

## DDC Lifestyle Design

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DDC (Define, Design, Create) Lifestyle Design, is human-centered design centered on *you*. Created by Stacey Clark, M.Ed., an Instructional Designer for Fortune 500 companies, (DDC) is Leap, Learn, Live's answer to human-centered design thinking for women. DDC is an action-oriented method and mindset designed to help women to systematically solve problems, make better choices, overcome challenges, and adapt gracefully to change.

DDC Lifestyle Design will help you to Define, Design and Create solutions, decisions, action-plans and adaption plans all centered on you. DDC helps you take a holistic, balanced approach to dealing with the things that typically stress you. It is a practice at which anyone can become skillful. The more you do it the better you become at it.



## The DDC Method

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Define, Design, Create (DDC) says it all.

**Define:** to figure out what something is or what it means. You start by defining the problem, situation or question you are working on or stressing out about.

**Design:** to think creatively and collaboratively to come up with lots of options. You discover and settle on a few possible solution options, and then design a prototyped solution.

**Create:** do stuff, try stuff, get your hands dirty. You use your design to create something that meets the needs of your situation or issue.

The method is iterative so, if you don't DDC (Define, Design, Create) the right solution the first time, you will repeat DDC until you find the one that works, fits and feels good.



## The DDC Mindset

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The DDC method is simple and can be fun, but it requires the right mindset, i.e., “action required”. Having an action-oriented mindset is not always easy, especially if you are stressed, but the sooner you resolve a problem, situation or question, the sooner you can relax and move on to the next one. The whole objective of DDC is to actively try things to see what works quickly and inexpensively (expenses could be money, energy or time!), so that you can move on and try something else if the first pass does not succeed.

When you adopt a DDC mindset, you know there are answers and solutions, and you know it is just a matter of time and effort before you find the one that fits. The key is to tell yourself, “I am going to Define, Design and Create, every time I have a problem, choice, challenge or change creating stress in my life.”



## The DDC Lifestyle Design Program Steps

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The DDC Lifestyle Design Program is a three-step process.



### First, Define Your Authentic Self...

- A necessary preliminary set of exercises to using the DDC method is a self-analysis called *Defining Your Authentic Self*. It is similar to what big organizations like Google, Amazon and Target do to build a profile or *persona* of specific target audiences or markets. In this case, the specific *persona* is of you. DDC's *Defining Your Authentic Self* is offered through 5-day, 7-day or 10-day challenges. The end result is that you have your own Authentic Lifestyle Manifesto that going forward will help you make decisions, solve problems and find solutions based on your one-true self.

### Next, Learn and practice using the DDC Method and Mindset...

- Like any method or process for doing something, DDC takes practice to become proficient. Once you start, however, you won't want to deal with life's issues any other way. We are cooking up lots of opportunities for you to practice using DDC, based on applications that are relative to you.

### Finally, you are invited to join our L3 community...

- The L3 community is where we will all share best practices in collaborative, social learning cohorts.

## The DDC Lifestyle Design Program Offers...

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- ✓ Micro-eLearning courses that lead you through the processes needed to define, design, and create.
- ✓ Full-day, high energy, workshops are also offered for a total immersion into the DDC method.
- ✓ Cohort coaches are available to work online in small collaborative groups for the 7 and day challenges.
- ✓ Additional materials and support are offered through the [LeapLearnLive.com](http://LeapLearnLive.com) website.



## Your DDC Lifestyle Design Success

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DDC Lifestyle Design method will help you deal with the things that stress you most, in the most self-loving way possible. By using what you know about yourself, along with the DDC method and mindset, you will be able to:

- Make important life decisions you can actually live with
- Face challenges with grit and determination
- Navigate change in a way that leaves you feeling whole and complete

These are lofty goals, and obviously, the more we know the better we will become at doing these things, which brings us to another point. You will have a lifetime relationship with Leap Learn Live, so that you can use the DDC method at any time to revise a solution or work through a different problem. And as a part of the Leap Learn Live community, you will collaborate and contribute to the growing body of knowledge we have about learning to live more authentic lives.

## When you take a DDC course, you are giving back

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At Leap, Learn, Live, we are on a mission to empower single moms to overcome their holistic poverty and put an end to multi-generational cycles of poverty. When you take a class or participate in a workshop, you are not just helping yourself, you are also helping a single mom take courses and get the lifestyle coaching they need to help them design a better life for themselves and their children.

