



LESSONS IN LEADERSHIP



PAULA S. WALLACE



SCAD

#1 Design University in the Americas and Europe

Red Dot Awards

SCAD Alumni Bamboo House



Google
amazon
BMW
airbnb
AT&T
EA
YouTube
Coca-Cola
Microsoft
Ford
NASA
SCADpro

DELTA
SAMSUNG
Porsche
Uber
GE
Adobe
Chick-fil-A
Fisher-Price





OVERDELIVER.

Exceed the expectations of your
clients, customers, and partners
in unanticipated ways.

SCAD

ART SALES



Megan McConnell • Sonos
(B.F.A., fibers, 2014)

SONOS





TRIANGULATE.

Discover your best ideas and solutions by applying the rule of threes through research, creativity, and timing.



On Creativity

Kevin Costner





FIND A BLANK SPACE.

For any enterprise to be successful, a leader must identify a clear and present need, gap, or opportunity to improve the human condition.



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