



METHODOLOGY OF FORM

TECHNIQUES TO CREATE EXPERIENCES THAT PROMOTE RETENTION.

7. NOT A LECTURE, IT'S A LESSON

8. INFORMATION DESIGN

9. TAGLINE

10. THRUST

11. TTT FLOW



#7

NOT A
LECTURE,
IT'S A
LESSON



#7

NOT A LECTURE, IT'S A LESSON

Outside the world of etymology and dictionaries, we DO see differences between one thing and the other.

We believe that, in a lesson, the teacher is committed to the group's learning.

There's a plan. There's preparation. It's not improv.





#7

NOT A LECTURE, IT'S A LESSON

We've noticed that in lectures there's an attitude of "Look at this", "Check out this cool thing", "Let me show you a couple of things I've done".

Here at Perestroika there's no such thing as "This is just an informal conversation, just ask what you want and I'll answer it as we go along".

#7

NOT A LECTURE, IT'S A LESSON

Of course these guidelines aren't meant to make everything about lesson preparation written in stone. It's supposed to be a space that's open for questions, criticism and comments. Such interactions obviously change what's been planned.

It's about dedicating attention to lesson preparation. It's about having a plan, even if it gets adapted along the way.



#8



INFORMATION DESIGN

#8

INFORMATION DESIGN

We're living at time when information is being consumed more and more esthetically and visually.

#8

INFORMATION DESIGN

This can be seen in the ways people communicate through images on Tumblr, Instagram and Facebook. It can be seen in smartphone apps' navigability and finish. In the invasion of infographics in magazines, newspapers and other publishing formats.

And through new methodologies such as Design Thinking, for example, which teaches us to “think visually”.

#8

INFORMATION DESIGN

We've incorporated this concept of esthetic organization into EXPERIENCE LEARNING as a premise.

Perestroika offers all its teachers free layout and design services for their presentations. All they have to do is send us their material a week beforehand.

#8

INFORMATION DESIGN

And this is not a superficial or futile question of vanity. It's about being more careful with content retention.

From a clear, organized layout to inside jokes hidden on the slides. It all makes a difference in students' overall experience.

#9

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TAGLINE

#9

TAGLINE

People who know a lot
don't necessarily teach well.

Even worse: because they have so much
content knowledge, sometimes they have
trouble letting go of some of it.
They can't focus.

That's why we help teachers reach
their "moral of the story".

#9

TAGLINE

That starts with the THESES, as described in Chapter 3.

But the TAGLINE isn't the THESIS. It's the THESIS turned into a short and vibrant sentence that summarizes the main idea.

It's certainly a legacy from the school founders' advertising backgrounds (see Chapter 7).

#9

TAGLINE

Sometimes, a TAGLINE is so efficient it becomes a motto. Many of them have already become part of Perestroika's culture.

Take a look at some very well-known taglines here:

DOING IT > TALKING ABOUT IT

Just steal the color from the side.

Expectation is the mother of garbage.

See how it works?

#9

TAGLINE

All lessons need to have a TAGLINE. It's the lesson summary.

“If you don't remember anything I've said, at least you have to at least remember one thing: _____”.

A lesson may have more than one TAGLINE.
But it must have at least one.

#10 | THRUST



#10

THRUST

Now we have reached a very important moment,
a nerve center of EXPERIENCE LEARNING.



#10

THRUST

0 THRUST is without a doubt one of the most relevant features of the methodology.



#10

THRUST

But not because it's more important than the other points.
It's just because the role it plays has a major,
extremely visible role within the whole system.



#10

THRUST

THRUST is the most literal way of making the EXPERIENTIAL delivery proposed by this methodology tangible. Here, experience isn't subtle. It's vibrant, intense. Confetti and streamers. Really.



#10

THRUST

It's what Maslow calls **Peak Experience**.

It's what originates the change in the way we see the world, and then a change in attitude.



#10

THRUST

For example, THRUST can be

- a class taught backwards,
- a samba school that suddenly invades the room and interrupts the presentation, playing frenetically for 5 minutes, making a wild fuss, and then disappearing as suddenly as it appeared.

#10

THRUST

- a fake teacher who gives a nonsense lesson for 35 minutes and fools the entire group,
- attending an entire class while blindfolded and without being able to see the “speaker”,
- dividing the entire group in rescue teams that are supposed to find a real flesh-and-bones “Waldo” hiding somewhere in a 10-story office building.

#10

THRUST

In other words: THRUST is a dynamic, an experience, a grand, intense event that reinforces the lesson content and preferably reinforces the TAGLINE.



#10

THRUST

Perestroika helps teachers and course coordinators create the THRUST. It's something that must become news.

“You have NO IDEA what happened last night in class!”



#10

THRUST

In fact, this news is an anchor.

It's a facilitator for accessing the content that has been covered.



#10

THRUST

So, we're going to make it very clear: THRUST isn't just play for the sake of play, it isn't just jokes for the sake of jokes. It only exists to support content and learning.



#10

THRUST

It's the tip of the iceberg.

To create a THRUST, all the things we've presented before (THESIS, MINIMUM DELIVERY, NEXT-DAY FACTOR and TAGLINE) must be clearly defined. Now we're going to show you how it's done.



#10

THRUST

You can find out more about the meaning of “anchoring” by exploring the differences between semantic and episodic memory as proposed by Canadian scientist Edel Tulving.

[WIKIPEDIA: EDEL TULVING](#)



#10

THRUST

We'll show you how we do it to make it even clearer.

After that, we'll present the course MOOD as a model once more.

This time, filling in all the fields up to the THRUST.



MODEL // **MOOD**

THESIS

Coolhunting is a job nowadays. But soon it'll stop being a job in itself to become a skill that is necessary for various jobs. It won't matter if you're in fashion, if you're an entrepreneur or an economist, the need for reading scenarios and making forecasts will differentiate you from others. MOOD will help you take your first steps towards acquiring this skill. The skill of understanding movements, trends and culture.

LESSON BY LESSON

CAROL ALT PERESTROIKA THE WORLD HAS CHANGED. NOW WHAT?	CAROL DELGADO THE IDENTITY PROCESS.	CAROL ALT HOW TO BECOME A DISCOVERER.
CAIO BRAZ PANORAMA OF MACRO- BEHAVIORS.	FI TECHERA DONE RESEARCHING. NOW WHAT?	CAROL ALT TRENDS FRAMEWORK EXERCISE.

ENTREGA MÍNIMA

PERGUNTAS QUE CADA AULA IRÁ RESPONDER

CAROL ALT PERESTROIKA	WHICH MOVEMENTS ARE CURRENTLY GOING ON AND HOW DO THEY IMPACT PEOPLE'S BEHAVIORS?
CAROL DELGADO	WHAT IS ALTERITY? WHAT IS CULTURE? MACRO ISSUES IN HUMANITIES.
CAROL ALT	HOW DO TRENDS FORM? WHAT'S AN EMPATHETIC LOOK? WHAT ARE ANALYSIS BASICS?
CAIO BRAZ	WHAT'S THE IMPORTANCE OF HAVING A CULTURAL REPERTOIRE? WHAT ARE THE CURRENT MACROTRENDS? WHAT DO WE NEED TO UNDERSTAND FROM THEM?
FI TECHERA	HOW TO GATHER INSIGHTS FROM BEHAVIOR RESEARCH. HOW TO TURN IT INTO BRAND STRATEGIES.
CAROL ALT	TRENDS FRAMEWORK EXERCISE.

THE NEXT-DAY FACTOR

WHAT INSTRUMENT/TOOL WILL THE GROUP HAVE AT THE END OF EACH LESSON?

CAROL ALT PERESTROIKA	EVERYONE ON THE SAME PAGE, UNDERSTANDING CHANGES IN BEHAVIOR.
CAROL DELGADO	CONSTRUCTION AND EMPOWERMENT OF THE ANTHROPOLOGICAL LOOK AS SOMETHING CREATIVE.
CAROL ALT	CONCEPT OF EMPATHY, TRENDS RESEARCH, ANALYSIS BASICS.
CAIO BRAZ	HOW TO RESEARCH, WHERE AND WHAT TO LOOK AT.
FI TECHERA	HOW TO PUT TOGETHER A BRAND STRATEGY.
CAROL ALT	TRENDS FRAMEWORK EXERCISE.

TAGLINE

“MORAL OF THE STORY” FOR EACH LESSON

CAROL ALT PERESTROIKA	HEY THERE!: THE WORLD IS ALWAYS CHANGING. PEOPLE’S BEHAVIORS, TOO.
CAROL DELGADO	ANYONE CAN WORK ON THEIR ANTHROPOLOGICAL GAZE.
CAROL ALT	NOTICING THE OTHER AND PRACTICING THE EMPATHETIC LOOK IS IMPORTANT. AFTER ALL, TRENDS EMERGE FROM PEOPLE.
CAIO BRAZ	SEARCHING FOR REPERTOIRE IS FUNDAMENTAL TO ANY PROCESS.
FI TECHERA	HOW TO PUT TOGETHER A BRAND STRATEGY.
CAROL ALT	EXPANDING THE USE OF CREATIVITY, THE CHALLENGE TO CREATE PROCESSES THAT ARE MORE SUSTAINABLE, AUTHORIAL AND RELEVANT TO LIFE. OPENING UP YOUR EARS, EYES AND HEARTS TO WHAT’S NEW.

THRUST

AN EXPERIENCE THAT REINFORCES THE TAGLINE.
THAT'S PERESTROIKA'S JOB – BUT YOU CAN DEFINITELY HELP US!

CAROL ALT PERESTROIKA	
CAROL DELGADO	
CAROL ALT	
CAIO BRAZ	
FI TECHERA	
CAROL ALT	

#11



TTT

FLOW

#11

TTT

FLOW

#11

TTT FLOW

0 FTTT FLOW is a real, yet imaginary line connecting the three points we've seen before:

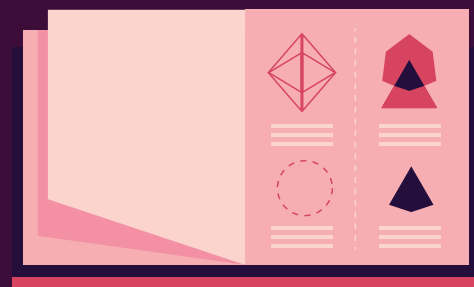
THESIS – TAGLINE – THRUST.

#11

TTT FLOW

0 The THESIS – TAGLINE – THRUST FLOW is the thread connecting content and form. It sums up the content-information processing system in a systematic way. And its delivery happens through experience.

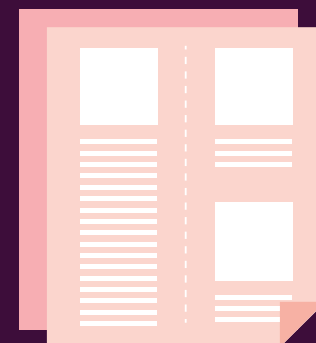
TTT FLOW



Content



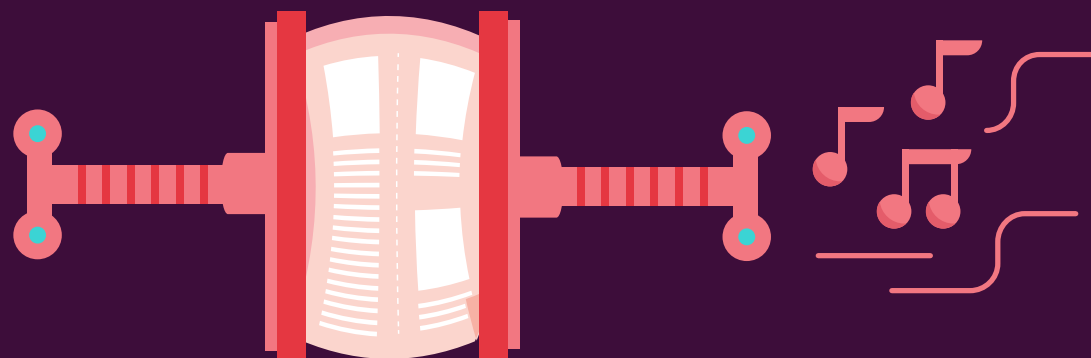
Teacher's authorial viewpoint



Thesis

Tagline

Thesis turned into a **short and vibrant** sentence.



Thrust

An experience that **reinforces** the class content and preferably the tagline.

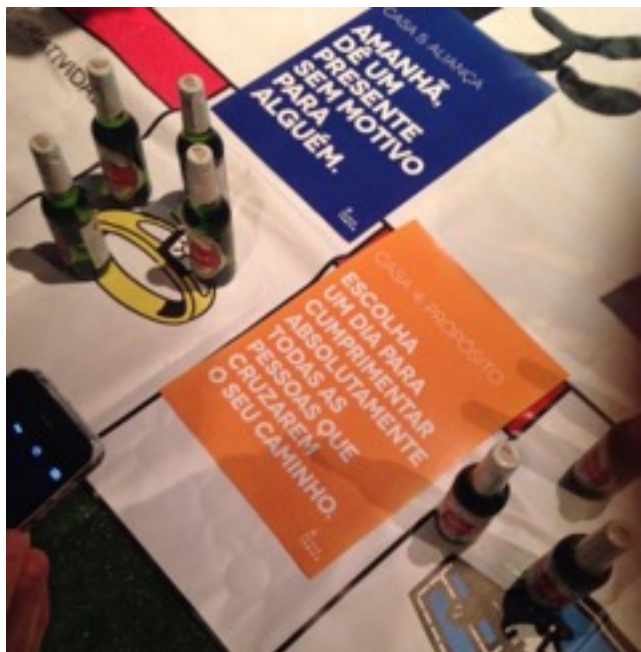
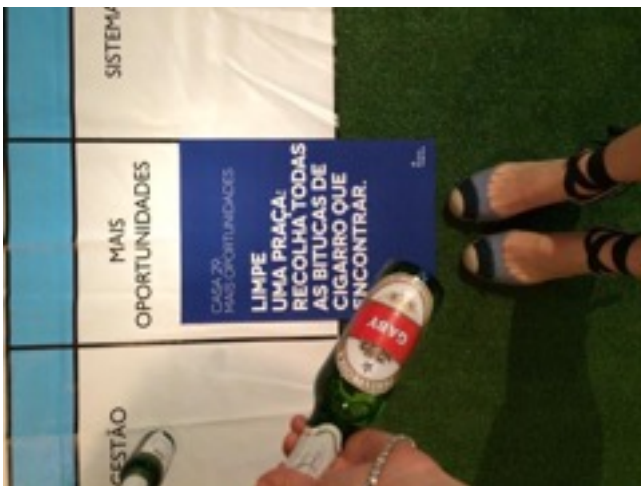


#11

FLUX0 TTT

The upcoming examples will help you understand how the relation between the Ts forms a narrative and a single delivery.

COURSE: CREATIVE ENTREPRENEURSHIP		COURSE SUBJECT: ENTREPRENEURSHIP AFTER THE DIGITAL REVOLUTION
LESSON CONTENT: HOW TO MAKE A START-UP BECOME REALITY STEP-BY-STEP.		
NAME OF THE LESSON: PERESTROPOLY		
THESIS	It's important to respect each step of the process. Focus on the next move. Long-term view is only a guide.	
TAGLINE	One space at a time.	
THRUST	The lesson takes place inside a large game board, a parody of Monopoly. It consists of 40 spaces (or properties) that tell the journey of entrepreneurship going from desire to idea, from idea to project, from project to business, and from business to company. Always one space at a time.	



COURSE: YAKUZA		COURSE SUBJECT: CREATIVE PROCESSES & REFERENCES
LESSON CONTENT: COMEDY & CREATIVITY		
NAME OF THE LESSON: HOW'S THIS FUNNY?		
THESIS	Laughter often comes from surprise. The comedian needs to plan this surprise.	
TAGLINE	In comedy, always think ahead.	
THRUST	The lesson begins with a video of the teacher arriving late for class. Participants can follow him on the screen while he's entering the school building and rushing to the classroom. When everyone is expecting the teacher, Snow White bursts into the room. CHECK THE LINK	



COURSE: TOMORROW		COURSE SUBJECT: FUFUTURISM, EXPONENTIAL TECHNOLOGIES & POSITIVE IMPACT
LESSON CONTENT: EXPONENTIAL THINKING		
NAME OF THE LESSON: THE FUTURE HAS ALREADY PASSED		
THESIS	Digital thinking is about to become as obsolete as industrial thinking already has.	
TAGLINE	Whatever future you choose, always remember the bubble.	
THRUST	<p>To demonstrate the grandiosity of exponential thinking, pieces of bubble wrap are given to participants sitting on the first 6 chairs. The first participant gets only one bubble. The others get 2, 4, 8, 16, 32 and so on. Here, the distribution of bubbles stops. Everyone starts speculating the quantity of bubbles that would be given to the next participants. In a few moments, the group will have lost track of the accounts. Then, the teacher will ask how many bubbles the person sitting on chair #20 must get. Then, a 100-meter roll of bubble wrap is unwrapped onto this person adding up to 1,048,576 bubbles.</p>	



IN THIS CHAPTER, WE'VE SEEN:

METHODOLOGY OF FORM

7. NOT A TALK, IT'S A LESSON

8. INFORMATION DESIGN

9. TAGLINE

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NEXT CHAPTER:

METHODOLOGY OF EMOTION

Everything connected to relationships
and social interactions.

