Enterprise Transformations in the Digital Economy (T-LAB) Project Proposal Process

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Agenda

- T-LAB background
- What’s Action Learning at MIT Sloan?
- Project examples
- Student expectations
- T-LAB project overview
- Sponsor company commitments
- Timeline
- Next steps
- Q&A
T-LAB background

- History of class
- Purpose of class
- Course Components
  - Weekly lectures
  - Readings and independent research
  - Student project work
    - Facilitated by faculty mentors
What is Action Learning at MIT Sloan?

- Action Learning is a pedagogical approach that emphasizes student engagement in projects designed to have measurable business impact
- Partnership between MIT Sloan and leading organizations around the world
- Growing portfolio of 15 Labs offer hands-on opportunities to put theory into practice
- Students include MBAs, Sloan Fellows, Leaders for Management/Leaders for Global Operations (LFM/LGO), M.S., Management Studies (MSMS)
Project Examples
Student expectations

- Students work in ~4 person teams, devoting 3-4 hours/week per person, for 12 weeks

- Students seek:
  - Challenging ‘real-world’ projects with measurable impact
  - Access to passionate sponsors
  - A well-scoped deliverable
  - Connection to the “big picture”
T-LAB project overview

- Project hosts design projects and submit project descriptions through [T-Lab website](#).
- Project hosts “pitch” projects to students at special event (February 9, 2016)
  - Student team formation
  - Each student team bids on projects
- Faculty match student teams with projects

If a team matches to your project:

- Project hosts collaborate with student team to refine scope, schedule, and deliverables
- Student teams work remotely from campus with the host organizations for 12 weeks
- Student teams share a project summary with the class and present formal deliverable to host organization
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http://mitsloan.mit.edu/actionlearning/labs/t-lab.php

MIT Sloan Action Learning

Enterprise Transformations in the Digital Economy

Enterprise Transformations in the Digital Economy (T-Lab) explores, through case studies, executive visits, and hands-on projects, what established companies must do to transform themselves for success in the digital economy.

Business leaders are excited about the possibilities inherent in the newest technologies, such as those presented by SMACIT (social, mobile, analytics, cloud, internet of things). They introduce these tools and techniques and allocate resources for their deployment, but they are often disappointed with the results. Why? Because technologies and markets tend to change much faster than people, systems, and institutions. This natural misalignment creates fascinating, and often perplexing, business challenges. It also creates opportunities for companies who manage these technologies most effectively to gain a competitive advantage.

T-Lab, based primarily on research conducted at MIT Sloan’s Center for Information Systems Research (CISR), is intended to help students become

My T-Lab

Student Voices

“T-Lab helped me see how the frameworks and strategies I learned in the classroom translate to the world outside of MIT Sloan. My project gave me the chance to practice project management and cross-cultural collaboration.”
Sponsor company commitments

- Project proposal complete by January 6, 2016
- Available in person for February 9, 2016 pitch night
  - Or submit video in advance

If your project is matched:
- Plan to be available for weekly calls and mentorship
- Assemble interested stakeholders to engage with students for final presentation
Next steps

- Coordinate with internal stakeholders
  - Define your project as a problem to solve
  - A clear, well-formulated and scoped problem statement:
    - Makes the case that accomplishing this is important
      - Reference something your org cares about (revenue, defects, customer experience)
    - Contains a clear notion of a gap, shortfall or dissatisfaction
    - Is neutral concerning possible causes or solutions

- Start web application

- Consider scope!
  - Team of 4 students, each devoting approx. 3-4 hours/week

- Reach out to CISR team with questions big or small!