The Ph.D. Ideation Challenge

What is the Ph.D. Ideation Challenge?
The Ph.D. Ideation Challenge is a new opportunity for organizations to engage meaningfully with Yale talent. In a dynamic brainstorming workshop, you will present a problem you are facing in your workplace to Yale PhD students and postdocs from diverse disciplines and backgrounds. Working in teams, they will propose innovative and creative solutions or improvements to your service, product, policy or process.

What You Get
• Fresh and creative perspectives on your issue
• Access to highly innovative thinkers with deep analytical experience and subject matter expertise
• Opportunity to connect with and assess a pipeline of top-tier graduate talent from diverse disciplines

What We Ask of You
• Work with workshop organizers to craft a challenge and any background materials
• Be present and active for a 3-hour workshop

Sample Questions
We welcome challenges from all sectors and industries. Below are just a few examples of questions similar challenges have posed:
• How can policymakers make voting easier for people with disabilities?
• How can a company redesign its retail experience to convey its sustainability goals?
• How can a museum utilize its collection, legacy, and resources to educate the community?
• Identify a human health problem that might be resolved using big data and a computational solution

Sample Workshop Format (3 hrs)
• Client introduction (30 mins)
• Student group brainstorming sessions (1.5 hrs)
• Student pitch and feedback (1 hr)

Interested?
Contact McDougal Career Fellows:
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Leverage the power of the next generation’s leading thinkers to uncover new and creative solutions to your business, strategy or policy problems.