

INNOVATION & DESIGN @ ANDERSON

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Innovation and Design at Anderson (IDeA) is dedicated to teaching design-thinking techniques that improve professional and personal creativity and innovation. The club plans a variety of hands-on events that enable club members to bring a differentiated skill set to all industries and functions, including technology, product development and management, consulting, business strategy, entrepreneurship, social impact and marketing. Members develop tangible design and innovation skills with a focus on unlocking their creative potential and becoming agents of change as future leaders and innovators.



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AT ANDERSON

**CONNECT
WITH
STUDENTS:**



Instagram: [@idea.ucla.anderson](https://www.instagram.com/idea.ucla.anderson)

► ANDERSON RESOURCES

- *Design and innovation events, hands-on design-thinking workshops, and professional speaker events*
- *Networking opportunities with design and innovation firms and professionals*
- *Collaboration and networking events with other MBA programs and associated design and innovation clubs*
- *Anderson inter-club collaboration opportunities and mixers*
- *First-hand access to design-thinking competitions, including Anderson's very own Final Four Case Competition*
- *Access to design news, design conferences, and outside events via IDeA's newsletter*
- *Access to design and innovation recruiting opportunities and timelines*