I. Purpose

- Help Porto Seguro to become the “Reference School” in Brazil – where graduates will make the world a better place
- Facilitate the creation of a Research Institute that encourages knowledge sharing and inspire teachers and students

II. Activities

- Interviews with over 40 key people, found “Creative Tension”
- External interviews (Community School, Business School, Parents) to identify needs and possible solutions
- Attempted to collect data on performance and analyzed power relationships
- Conducted two workshops and facilitated internal communication
- Presentation at annual meeting of >1000 attendees
- MIT team was interviewed by newspaper Estado de Sao Paulo to discuss the evolution of education in Brazil

III. Insights

- Dynamic Organization and Mental Models: Gap in the vision of key people, lack of internal and external communication, question of branding in the educational market
- Creative Tension: Powerful tool used to clarify the gap between the future vision and the current reality
- Collaboration across multi-disciplinary boundaries: Sharing knowledge across the boundaries (teachers, admin, parents, students) via workshops in order to align goals of the Institute

IV. Lessons

Our team recommended to set-up a “Collaborative Research Institute”. This center encompasses the system and aims to facilitate the internal knowledge sharing and execution of innovative teaching projects. This center enhance the openness to new teaching methodologies in Porto Seguro and creates a safe, open atmosphere for exploration. The objective is to motivate teachers to “transform the classroom” and “integrate technology and pedagogy” by (1) multi-disciplinary team formation, (2) focus on specific pilot projects, and (3) set organizational structure for the Institute