What matters most to us as a community?
UNIQUENESS.
IMPACT.
MAGIC.
Why The Council?
The Council

John Seely Brown  June Cohen  Peter Gabriel
Seth Godin  Reid Hoffman  Alberto Ibarguen
Michelle Kydd Lee  Jennifer McCrea  Susan Schuman
Jeff Walker  Keith Yamashita
How can we deepen the impact of the Media Lab in the real world?
Where can we make our next great impact?
Harnessing data to drive change.

Fueling Makerism.

Empowering a new kind of learning and teaching.

Increasing human potential.

Connecting people and machines.

Developing for the developing world.
Infusing the Media Lab culture into the world.
In the space of fifty years we’ve moved from a world dominated by simple systems—of thought, of governance, of trade—to a world beset by interdependent, complex systems that, for now, defy comprehension, and thus, inhibit our ability to forecast and strategize. The velocity of change seems to follow its own Moore’s Law, resulting in a scenario in which small actors and actions—be it Hezbollah or Julian Assange—precipitate outsize consequences. We live in asymmetrical times. Rather than apply old strategies to new times, organizations should adapt to what Joshua Cooper Ramo calls The New Disorder. The Media Lab is committed to embodying these principles.
The Correctives

RESILIENCE instead of strength.

PULL instead of push.

PORTFOLIOS instead of planning.

SYSTEMS instead of objects.

COMPASSES instead of maps.

PRACTICE instead of theory.

ENCOURAGE REBELLION instead of compliance.

SMART CROWDS instead of experts.

CONSTANT LEARNING instead of education.
On paths forward
OPENNESS.
SCALE.
A MAKERS MOVEMENT.