

IDH2930: *Leading Innovation with Pixar*
UF Honors - Uncommon Reads
Fall 2025

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<u>Class meetings (Section 26786):</u> Wednesdays, 1:55 – 2:45 PM Honors Village 114		
Honors Program contact information: Honors Program, 201 Walker Hall, 352-392-1519 Quick questions for an Honors advisor? Email advisor@honors.ufl.edu Need an Honors advising appointment? Schedule via Microsoft Bookings: https://bit.ly/ufhonorsadvising		
https://ufl.instructure.com/courses/499117/pages/honors-program-course-resources		

Course Description and Foundation

Creativity, Inc.: Lessons from Pixar for Designing Your Leadership and Innovation

Pixar movies have captivated audiences across generations. How does an organization consistently innovate and produce excellence? *Creativity, Inc.* tells the Pixar story, highlighting key lessons integrating leadership, storytelling, culture, and innovation. In this course you will explore, reflect, and play with these lessons, providing perspectives and tools you will use long into the future.

Learning Outcomes

By the end of this course you will be able to:

1. Understand the process and role of leadership for leading innovation and advancing organizations.
2. Discuss and demonstrate creativity foundations, processes, and individual capacities.
3. Design and lead a culture of innovation.

Required Learning Materials

TEXTBOOK: You must purchase only this text - the **PRINTED** version is required (DO NOT GET the electronic version):

1. Catmull, E., & Wallace, A. (2023). *Creativity, Inc. (The Expanded Edition): Overcoming the unseen forces that stand in the way of true inspiration*. Random House. Discounts available in partnership with [local bookstore The Lynx](#). Your UnCommon Read text(s) should be available in-store or for order [on this list](#) using coupon code UNCMN2025, you receive 15% off.
2. Additional readings and resources will be distributed in class.

CANVAS: In this class, Canvas, UF's online learning management system, will be used for all course activities and communication channels. All assignments will be posted through the Canvas course site unless otherwise directed.

Office Hours: Office hours are designated times that I (and all faculty members) set aside each week specifically for students to visit me in my office. If you want to come during the designated times, you don't need to let me know in advance or ask permission—I will be there. If I'm doing other work when you arrive, I will set it aside to

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talk with you. These hours are your chance to come by and ask questions about the course material, about college in general, or just chat so we can get to know one another. As indicated above, I am also happy to meet with you outside the designated office hours, but for that you do need to schedule an appointment in advance.

Assignments and Grading Overview

Assignment	Points	%	Grading Scale
			A 93-100
1. Design for Innovation Challenges (2x10)	20		A- 90-92
2. Q & Q – Quote and Question (10x4; from reading assigned)	40		B+ 87-89
3. QQQ Book – Quotes, Questions, Qool Stuff	20		B 83-86
			B- 80-82
4. Course Engagement & Contribution	20		C+ 77-79 C 73-76
			C- 70-72
5. Extra Credit (all EC due by start of penultimate class)	Up to 6		D+ 67-69
Total	100	100	D 63-66 D- 60-62 F 59 and below

A minimum grade of B is required to earn Academic points towards your Honors Completion Requirements. (Exception: Honors Quest I and II sections require a C). Once you have earned your final grade in this course, please upload the course information and final grade from your Unofficial Transcript into your Honors Canvas Cohort: Honors Completion module to earn Honors Milestone / Completion credit.

Assignment Descriptions

1. Design for Innovation (D4I) projects comprise activities in which you will be asked to work individually and/or collaboratively with others to meet a challenge, solve a problem, and/or further develop a project. This variety of experiential challenges may require that you assume a leadership role. All D4I projects will require your creativity, leadership, and followership.

2. Q & Q – Quote and Question – Each week you will be assigned a chapter (or two) from the Uncommon Read book for this course. Read the chapter and come prepared with ONE quote that you like/speaks to you (and have an explanation why/how) and ONE question that you have about some aspect of the content of that chapter. You will be asked to write these down as well as possible share them with the class.

3. QQQ Book – Quotes, Questions, Qool Stuff is the subtitle of the note/tiny book you will produce over the course of the semester. Your book should be a collection of:

- Your quotes and questions
- Other's quotes and questions you found particularly interesting
- Reflections (from in-class prompts and discussions)
- Highlighted wisdoms (from *Creativity Inc.*, the course discussions, instructor content, and your own head)
- small assignments from class (such as: Find an innovation/design process. Visually summarize that process.), and/or
- any other interesting insights or artifacts that relate to the course.

In other words, a collection of information and insights you want to take with you into the future.

4. Course Contribution, Engagement & Attendance – As adults responsible for your own learning, your attendance and participation are your decisions. However, you will learn more and contribute more to the learning of others, if you are present, involved, and engaged.

Attendance and participation are expected in all facets and phases of the course: classes, discussions, and experiences outside the classroom.

A cost/benefit analysis of your overall contributions will determine your final contribution to the course. This will include your participation and performance in various course activities. A detailed rubric can be found at the end of the syllabus as well as with the assignment on the Canvas site.

Extra Credit

“Every single semester there are many students who raise their grade with extra credit...and many, many more who miss the next highest grade because they didn’t put in the effort to do any extra credit. In leadership, the extra effort is often what makes you stand out!”

Leadership and creativity are broad, dynamic, and interconnected fields! Leaders will never lack for interesting new perspectives and insights on leadership and how to foster innovation in others.

As a creative leader, **one of your most valuable assets will be your willingness to keep learning and exploring – your intellectual curiosity.**

For extra credit, you may submit ***Creative Leadership Show and Tells***, i.e., something that tells us something new and interesting about leading creativity and innovation –this could be a journal article, summary of a talk you attend, a book, a new item, an artifact, a story, etc. You must complete the Show and Tell questions and submit the item. Each item is worth up to 1-2 points (total not to exceed 6 points).

Creative Leadership Show and Tell Cover Sheet

Please detail full information including how acquired. Attach copy of **item** as applicable.

(Note: “Items” may include articles, books, periodicals, artifacts, event flyers, etc.)

Please complete the following:

1. Briefly describe and/or summarize the Show and Tell:
2. As a developing leader, what is interesting and/or important for us to note?
3. Anything else we need to know (or you are compelled to tell us)?

Course Overview and Agenda

Print out this page so you can USE it to keep track of topics and ASSIGNMENTS.

*****MAKE SURE YOU HAVE YOUR TEXTBOOK FOR EVERY CLASS.*****

(REMEMBER TO TAKE NOTES...when we talk, when you watch a video, when you read the textbook, when you read an article, when you talk in Discussion...)

Course Agenda*

Wk	Date	Focus	READ Chapter	What is due for this week? (fill in as assignments noted in class)
1	8/27	Leadership	Intro 1	
2	9/3	Leading (and building) a team	2, 3	Q&Q for Assigned Reading
3	9/10	Creativity and divergent thinking	4	Q&Q for Assigned Reading
4	9/17	Creativity process	5	Q&Q for Assigned Reading
5	9/24	Creative confidence	6	Q&Q for Assigned Reading
6	10/1	Ambiguity, uncertainty, agility, and CORE	7	Q&Q for Assigned Reading
7	10/8	Change	8	Q&Q for Assigned Reading
8	10/15*	Immersion, Senses, and VonRestorf		
9	10/22	Mindfulness	9	Q&Q for Assigned Reading <Design for Innovation Challenge assignment #1>
10	10/29	Creative culture - iteration	10	Q&Q for Assigned Reading
11	11/5	Creative culture – lead and manage	11	Q&Q for Assigned Reading
12	11/12	Futures and opportunity-finding	12, 13	Q&Q for Assigned Reading
13	11/19	Continuous improvement	15 +427-431	
Thanksgiving Week				
14	12/3	Designing (& creating) your future leadership		QQQ DUE < Design for Innovation Challenge assignment #2>

***Schedule may change based on new information, opportunities, and/or interests of the class.**

General Expectations

Your creative potential, and your capacity to bring out that creativity in others, is only limited by you. This course strives to develop your potential for success – to work collaboratively, communicate effectively, think creatively, and to make a significant positive difference in the world. You cannot begin this journey unless you can manage yourself:

1. Be present and punctual. Communicate anything otherwise, especially to your team.
2. Be prepared, be awake, be engaged. Take the initiative to sometimes lead and sometimes follow.
3. Develop a comfort with ambiguity.
4. Attend to the details. Strive to retain the information – take notes.
5. Strategically limit distractions. For our brief time together, please turn OFF and put away all unrelated (to the class) electronic devices or any other work/play activities that may distract you.

A few items to note:

Changes in content or schedule may be made during the semester and will be emailed as applicable.

Late work generally not accepted – please contact me if you have a concern/challenge.

All written work should be word-processed, free from spelling and grammatical errors, and **proofread** by a peer.

All work is to be in your own words unless quotation marks and referenced pages are provided. Failure to do so is plagiarism and unethical. **Collaborative efforts and AI use still require giving credit due** (see *Academic Integrity*)

Cherish diverse perspectives, take the risk of sharing your own; disagree in the spirit of learning.

Any person who may require alternative instructional and/or evaluative procedures due to a disability should feel free to discuss these needs with the professor so that appropriate arrangements can be made.

Course Contribution and Participation - Assessment Summary (20)

Effective leaders (and followers when in that role) are engaged, professional, and consistently seeking to add value as well as create the conditions for others to add value. Your participation in this class will be similarly judged. Are you present? Engaged? Taking notes? Helping design other's success? Are you a positive addition to the team and class culture? Do you bring out the best in others?

I will attempt to make a fair assessment of your class contribution and *will base your grade on the following scale:*ⁱ.

- A - (18-20 points) you are an outstanding, invaluable contributor to the class discussions. You often add items of interest to the topics being covered in class. Without your presence, the class discussions would be less intelligent and thoughtful. You actively listen and appear to respect the opinions of your fellow students. When you speak you engage your fellow students. You have high level of enthusiasm and are passionate about learning. You come to every class session and are prepared and on time. You know the names of your fellow students and help to empower them to do their best. You care about how your peers are doing in class. You consistently take notes. You are never on your phone or computer (unless required by class activity). You are essential to your team.
- B - (14-17 points) You are an active participant in the class discussions. You sometimes bring in additional content to share with everyone in the class. You show a great deal of interest and appear to respect the opinions of your fellow students. You often contribute intelligent ideas to the class discussions. You are absent or late to no more than 2 classes. You often take notes. You are sometimes distracted with your phone or computer. You are of value to your team.
- C - (10-13 points) You have an acceptable level of class participation. You occasionally participate in a class discussion, although not very much. If you are a naturally quiet person, you at least seem to be paying attention and showing interest. You are absent or late to no more than 4 classes. You know 2/3's of your classmate's names and work well with others. You seldom take notes. You are often distracted with your phone or computer. Your contribution to your team is of limited value.
- D - (6-9 points) You are physically present in class, but your mind seems to be somewhere else. You do not seem to pay attention (or even to disguise your boredom or distraction). You rarely participate in class discussions. You say very little even when called on to answer a question. You are late or absent more than 4 times. You have been seen engaging in distracting/distracted behavior like checking your cell phone or email during class. You take few to no notes. You are a distraction to your team.
- F - (5 or below points) You miss class often. You do not participate. You show no interest in the subject matter. You don't complete the readings. You complete the assignments poorly. You don't comment or engage with your fellow students. You put no effort into the class. You are absent or late more than 7 times and you know less than 1/2 of your fellow classmates.

UF Policies

The Warrington College of Business is strongly committed to academic integrity and will rigorously enforce violations of the UF Honor Code and/or additional Warrington academic integrity policies. To be a successful student please read all instructions for any assignment carefully, do not collaborate on individual exams, assignments, or homework, and thoroughly review the Honorlock Student Guide on the Warrington College website.

Course Grade: Final grades will be based on obtaining the following percentage of total course points: 93-100% = A; 90-92% = A-; 87-89% = B+; 83-86% = B; 80-82% = B-; 77-79% = C+; 73-76% = C; 70-72% = C-; 67-69% = D+; 63-66% = D; 60-62% = D-; 0-59% = E. Required percentages may be reduced based on a course curve.

Grade Values: The grade-point value per credit hour associated with each letter grade is assigned by the Office of the University Registrar: A = 4.0, A- = 3.67, B+ = 3.33, B = 3.0, B- = 2.67, C+ = 2.33, C = 2.0, C- = 1.67, D+ = 1.33, D = 1.0, D- = .67, E = 0.0. For more information visit:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Make-Ups: A make-up exam will be given when the student has a valid verifiable reason for not taking the exam during the scheduled time. Barring a documented emergency, the request must be made a minimum of ten days prior to the scheduled exam. Exceptions are made if the policy conflicts with UF attendance requirements. More detail on acceptable reasons for absence and UF policies on attendance are found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Attendance: Although attendance may not be taken at every class, students are expected to attend and participate in every class. Students should prepare for all classes even if they miss and are responsible for material covered in their absence. Students may not attend a class unless they are officially registered for the course. The Fisher School of Accounting does not approve requests to audit its courses. Students who do not attend at least one of the first two class meetings of a course or laboratory in which they are registered, and who have not contacted the School to indicate their intent, may be dropped from the course. The instructor adheres to all UF attendance policies.

Civility: This course will be conducted in a courteous and professional manner. Inappropriate classroom behavior of any form will not be tolerated. At the instructor's discretion, students acting in an uncivil manner will receive a grade reduction commensurate with the infraction. Students can be withdrawn from the course for excessive unacceptable behavior.

Disabilities: Students requesting classroom accommodations must first register with the Dean of Students Office. Support services for students with disabilities are coordinated by the Disability Resource Center in the Dean of Students Office. All support services provided for University of Florida students are individualized to meet the needs of students with disabilities. To obtain individual support services, each student must meet with one of the support coordinators in the Disability Resources Program and collaboratively develop appropriate support strategies. Appropriate documentation regarding the student's disability is necessary to obtain any reasonable accommodation or support service. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor a minimum of ten days prior to the requested accommodation

Evaluation: Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online. Students can complete evaluations in three ways:

1. The email they receive from GatorEvals,
2. Their Canvas course menu under GatorEvals, or
3. The central portal at <https://my-ufl.bluera.com>

Guidance on how to provide constructive feedback is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>."

U Matter, We Care: Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392- 1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

Technology

Canvas: In this class, Canvas, UF's online learning management system, will be used for course activities, resources, assignments and communication channels. All assignments will be posted through the Canvas course site unless otherwise directed.

Honesty: Academic dishonesty will not be tolerated. Students are required to know and comply with the university’s policy on academic honesty. This policy is detailed in the Undergraduate Catalog and by reference is included in this course syllabus. For more information visit: <https://sccr.dso.ufl.edu/process/honor-code/>

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

The Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Read the Conduct Code here: <https://sccr.dso.ufl.edu/process/student-conduct-code/> . If you have any questions or concerns, please consult with the instructor or TAs in this class.

All students must be honest and forthright in their academic studies. To falsify the results of one’s research, to steal the words or ideas of another, to cheat on an assignment, or to allow or assist another to commit these acts corrupts the educational process. Students are expected to do their own work and neither give nor receive unauthorized assistance. Some examples included below.ⁱⁱ

Cheating	Plagiarism / Inappropriate Source Attribution
<ul style="list-style-type: none"> Stealing an exam physically or electronically Giving another student answers during a test Turning in work done by someone else Posing as someone else to take a test for her/him Copying an answer from another person’s test Peeking at notes during an exam 	<ul style="list-style-type: none"> Copying phrases, sentences, or full paragraphs from an outside source – article, book, website, previously written paper, powerpoint, etc. – without naming and giving the original author credit Using another person’s idea or illustration without including the name of the source or author’s information Changing the words while copying the sentence structure and ideas from an outside source or author without referring to the original source or author Failing to follow in-text attribution rules – source, location, date, reporting verbs – etc. when quoting, paraphrasing and/or, summarizing. Providing incorrect, or false information regarding a quotation or idea’s original source Using so many ideas and words from outside sources that it becomes the majority of the content of the text

In-Class Recording

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private

conversations between students in the class or between a student and the faculty or guest lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

Should all or part of this class be offered via an online mechanism during this semester, our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who unmute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live.

Health and Wellness

- U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.
- Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.
- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.
- University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies). UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.
- GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

Academic Resources

- E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.
- Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information. On-Line Students Complaints: View the Distance Learning Student Complaint Process.

ⁱ adapted from the work of Anke Wessels, a professor at Cornell University

ⁱⁱ Adapted from the University of Delaware