



# Leap Kit

A map, guidebook, & set of cards for planning 90-day leaps

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By Experience Institute





## Project Details

The most defining moments in life happen when leaving your comfort zone to try something new. New relationships are forged, transformative changes made, and meaningful stories written.

The Leap Kit is a set of tools designed to support taking risks as you move into new territory. Designed by the Ei Studio - the design team of Experience Institute (Ei) - and partners at Grip Design, Strand Design, and gravitytank, the kit maps out a 90-day learning project based on your goals and passions.

At Ei we've learned that the most difficult part of executing a self-motivated project is seeing it through to the end. It is much too easy to become bogged down by over thinking a project and

either giving up or becoming frustrated when it doesn't turn out as expected. Leap Kit addresses this problem in two key ways: to push users to test ideas quickly and revise their Leaps as they go, and to support them in building strong communities that not only help to find resources but add fun, motivation, and accountability.

The kit contains the Leap Map, Field Guide, Coaching Cards, post-it notes, and a sharpie, all housed in a beautiful bonded leather folio.



# Leap Map



The Leap Map is the central place for designing a project. The map is a double-sided foldable poster with guiding questions for users to organize ideas and plans using sticky notes. Its size and format make the map easy to iterate quickly, share with others, or post in a living room or workspace. The “Pre

Leap” side of the map helps to articulate inspiration and goals for the future in order to brainstorm possible Leap ideas. With a Leap idea in mind, the “Ready to Leap” side of the map leads users through the four phases of the process: Discover, Prepare, Act, and Share.







# Field Guide



While the Leap Map gives a visual overview of a project, the Field Guide booklet contains activities and stories to dig into each phase of taking a Leap. Each box on the Leap Map corresponds to activities in the Field Guide that takes users through

their Leap, from building a community of support to creating a rough prototype of the project to sharing the story of the project with others. The Field Guide also contains stories of past Leapers from Ei and founder Victor Saad's Leap Year Project.





# Coaching Cards



Losing steam or getting stuck is inevitable when taking a risk to learn something new. The Coaching Cards are ideas and activities curated from leading authors,

artists, entrepreneurs, and educators. They contain quick tips to get unstuck when on the move, or ways to guide conversation when meeting with a friend or mentor.





## Folio & Accessories



The kit ships with a pad of post-it notes and a custom “Leap” Sharpie so users can get started as soon as it arrives. Each element of the kit is housed in a

durable folio of recycled bonded leather that is made in America. It also includes a “Leap” sticker designed by Chicago-based artist & designer Matthew Hoffman.

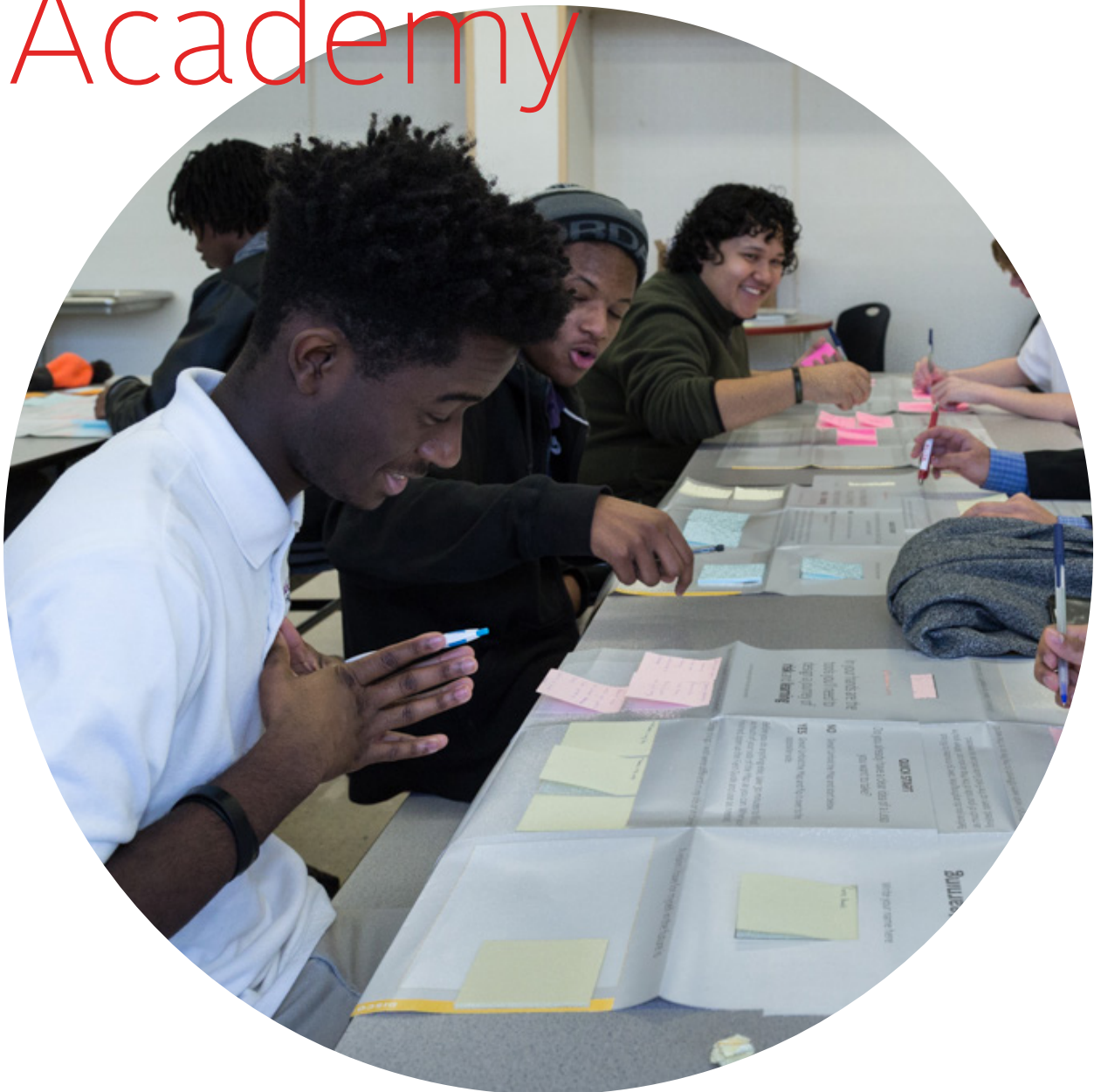






## Leap Kit in Action: High School

# Chicago Tech Academy





# Leap Kit in Action: College & University

# Stanford d.school





## Leap Kit in Action: In the Workplace

# Leo Burnett Employees







## Leap Kit in Action: Adult Learners

# Leap Night in Chicago



*“At dawn, when you have trouble getting out of bed, tell yourself: ‘I have to go to work - as a human being. What do I have to complain of, if I’m going to do what I was born for - the things I was brought into this world to do? Or is this what I was created for? To huddle under the blankets and stay warm?’ ”*

- Marcus Aurelius





*go for it.*

