



# **Science Center Superheroes**

**“Life at the Intersection of Passion and Practice”**

[https://media.giphy.com/media/J0nJNHnnukpJm/giphy-facebook\\_s.jpg](https://media.giphy.com/media/J0nJNHnnukpJm/giphy-facebook_s.jpg)



# **Science Center Superheroes: Part Deux**

**“Life at the Intersection of Passion and Practice”**

Sunday, September 30

Concurrent Session 10:15 am – 11:30 am (Room 15)

# Session Summary

Operating at the intersection of passion and persistence is a **science center superhero**. These talented people find creative ways to innovate regardless of politics, personalities, and budget constraints. Find out who the “intrapreneurs” are in your organization and how they get so much done with so little.

# Panelists

- **Christian Greer**  
Saint Louis Science Center
- **Jenn Barlup**  
COSI, Columbus
- **Veronica Garcia-Luis**  
Exploratorium
- **Gretchen Walker**  
The Tech Museum of Innovation



# Format

- **Session Intro (5 min)**

Superheroes, Intrapreneurs, Change Agents

- **Panelist Presentations (45 min)**

Learn about our Science Center Superheroes

- **Breakout Tables (20 min)**

Deeper dive into each superpower

- **Q&A (5 min)**

Your thoughts?

# Reflection Questions

1. Who are your superheroes (define attributes)?
2. How do you support their passion and promote good practice?
3. How can we acknowledge their work and recognize their impact?

# 3 outcomes

*After this session, you will:*

- **understand “intrapreneurship”**
- **learn ways to discover, promote intrapreneurship in your science center**
- **recognize the potential “science center superhero” in all of us**

**passion**

**+**

**practice**



# Organizational Change

**Entrepreneur  
vs.  
Intrapreneur**





# Jenn Barlup

## COSI, Columbus

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# Jenn Barlup

COSI, Columbus, Ohio

Director of Floor Experiences

[jbarlup@cosi.org](mailto:jbarlup@cosi.org)

Communicator/Actress/Project Manager

Today I am discussing the  
**Qualities of a Superhero!**

# Superhero Qualities



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# Superhero Qualities



“It’s not enough to be against something. You have to be for something better.”

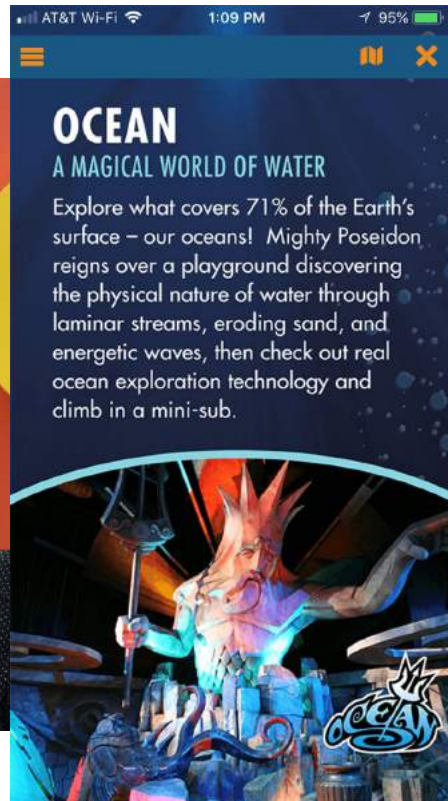
-Tony Stark

## #8 Futurism

Heroes look ahead.



# Superhero Qualities



## #8 Futurism

Heroes look ahead.



# Superhero Qualities

Moral of the story: Our employees cannot do it alone.

“...no single individual, no matter how brilliant, can take a game-changing innovation all the way from idea to reality. Innovation has to be a company-wide endeavor, supported from top to bottom by systems, structures, and a company culture that nurtures transformative ideas and products.”

Harvard Business Review, “The Myth of the Intrapreneur”

## #8 Futurism

Heroes look ahead.

# Superhero Qualities



”The Avengers. It’s what we call ourselves. Sort of a team. Earth’s mightiest heroes type thing.”

-Tony Stark

## #4 Unity

Heroes must unite forces and fight as one.

# Superhero Qualities



## #4 Unity

Heroes might unite forces and fight as one.

# Superhero Qualities

Moral of the story: small teams make sense!

“[top companies] find that smaller teams are a natural way for humans to work. Research shows that we spend two orders of magnitude more time with people near our desk than with those more than 50 meters away. Top companies are built around systems that encourage teams and individuals to meet each other, share information transparently, and move from team to team depending on the issue to be addressed.

2017 Deloitte Global Human Capital Trends. “The Organization of the Future”

## #4 Unity

Heroes might unite forces and fight as one.

# Superhero Qualities



“If it means interfering in an ensconced, outdated system, to help just one woman, man or child... I’m willing to accept the consequences.”  
- Wonder Woman

## #1 Responsibility

Because with great power comes great responsibility.



# Superhero Qualities



Reworked repair ticket process leading to faster repair times.

Speeding up repairs by building repair stock.

Reinstituted call log system.

Working to create maintenance logs and processes.

**But really - culture is key!**

## #1 Responsibility

Because with great power comes great responsibility.

# Superhero Qualities

Moral of the story: a sense of responsibility, and connection to the mission can provide great purpose.

“discontent turns into a movement when a voice arises that provides a positive vision and a path forward that’s within the power of the crowd.”

Havard Business Review. Changing Company Culture requires a Movement,  
Not a Mandate.

## #1 Responsibility

Because with great power comes great responsibility.

# Superhero Qualities

Bersein, J., et al (2017). The Organization of the Future. 2017 Deloitte Global Human Capital Trends.

Corbett, A. (2018, June 26). The Myth of the Intrapreneur. Harvard Business Review.

Retrieved from <https://hbr.org/2018/06/the-myth-of-the-intrapreneur>

Walker, B. and Soule, S. (2017, June 20). Changing Company Culture Requires a Movement, Not a Mandate. Harvard Business Review.

Retrieved from

<https://hbr.org/2017/06/changing-company-culture-requires-a-movement-not-a-mandate>







# Gretchen Walker

## The Tech

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# Gretchen Walker

The Tech Museum of Innovation

Vice President of Learning (aka Exhibits & Education)

[gwalker@thetech.org](mailto:gwalker@thetech.org)

Ex-high school teacher turned education PhD dropout turned museum professional on both sides of exhibits & education line.

My superpower is ..... The Hall of Justice!



# What is the Hall of Justice?

An Open Space, Serendipitous Workspace for Superheroes!



# Aka - Your Museum Floor







He has done over  
**1,000** portraits.

# The Unseen Collaborators



Dylan Knuth,  
Exhibits Engineer



Nadav Hochman  
Digital Arts Project Director

# And the story continues.....



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# How to Build a Hall of Justice

Moral of the Story: *Great ideas are happening all over the institution*

My lesson: Can I find a better way to hear them?  
*Pitching a “Pitch Day” to the rest of senior leadership to find a way to surface more of these ideas in our institution.*





# Veronica Garcia-Luis

## Exploratorium

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# Veronica Garcia-Luis

Exploratorium

Project Director, Visitor Research & Evaluation +  
Director of Diversity Initiative

[vgarcia-luis@exploratorium.edu](mailto:vgarcia-luis@exploratorium.edu)

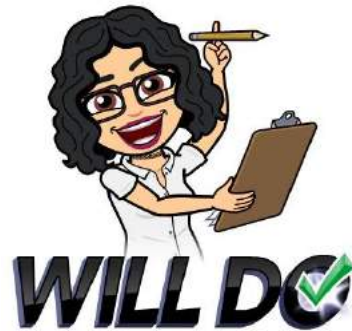
bilingual educator/evaluator & researcher/D&I

My superpower is ... **The Call (to action)!!**

# When the Call Comes

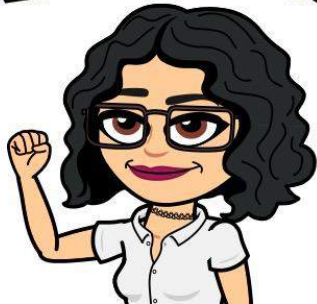


# Call to Action: Super Strengths



- Ideator
- Leader/Guide
- Convener
- Risk taker
- High Follow Through

**WE GOT THIS!**





# Call to Action: Challenges



WHAT A DAY



- Communication
- Stress
- Failure
- Power motivation + -

# Explo Superhero: Akiko Minaga

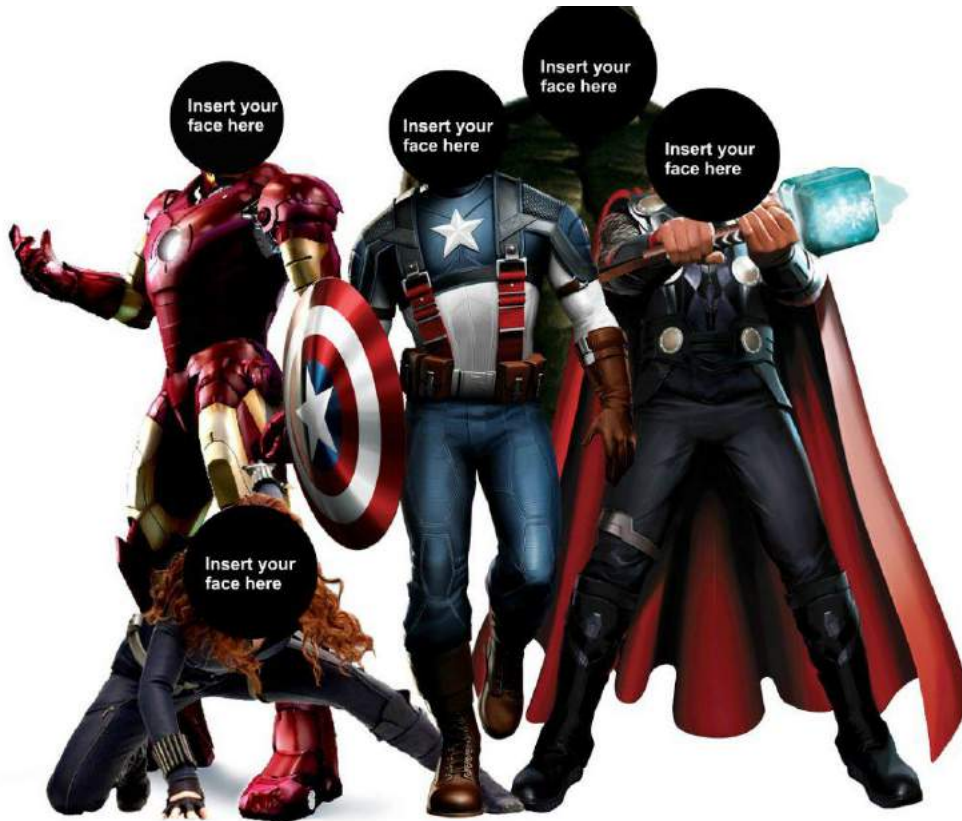




# Explo Superhero: Susie Wright



# Call to Action: Takeaways



- Inspire
- Focus
- Guide/lead
- Inclusiveness
- Risk taker





# Christian Greer

## Saint Louis Science Center

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# Christian Greer

Saint Louis Science Center

Chief Officer for Science + Education + Experience

[christian.greer@slsc.org](mailto:christian.greer@slsc.org)

Project Manager, Astronomy and Space Geek, Learning  
Technologies, Museum Nerd

My superpower is... **The ability to FLY!**





**Some Superheroes can FLY!**  
...or at least FLOW.

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**What's their secret?**

**FLY**



**FLOW**



<https://bellap.files.wordpress.com/2009/12/audit3.jpg>

# Mihaly Csikszentmihalyi

## How do we FLOW?

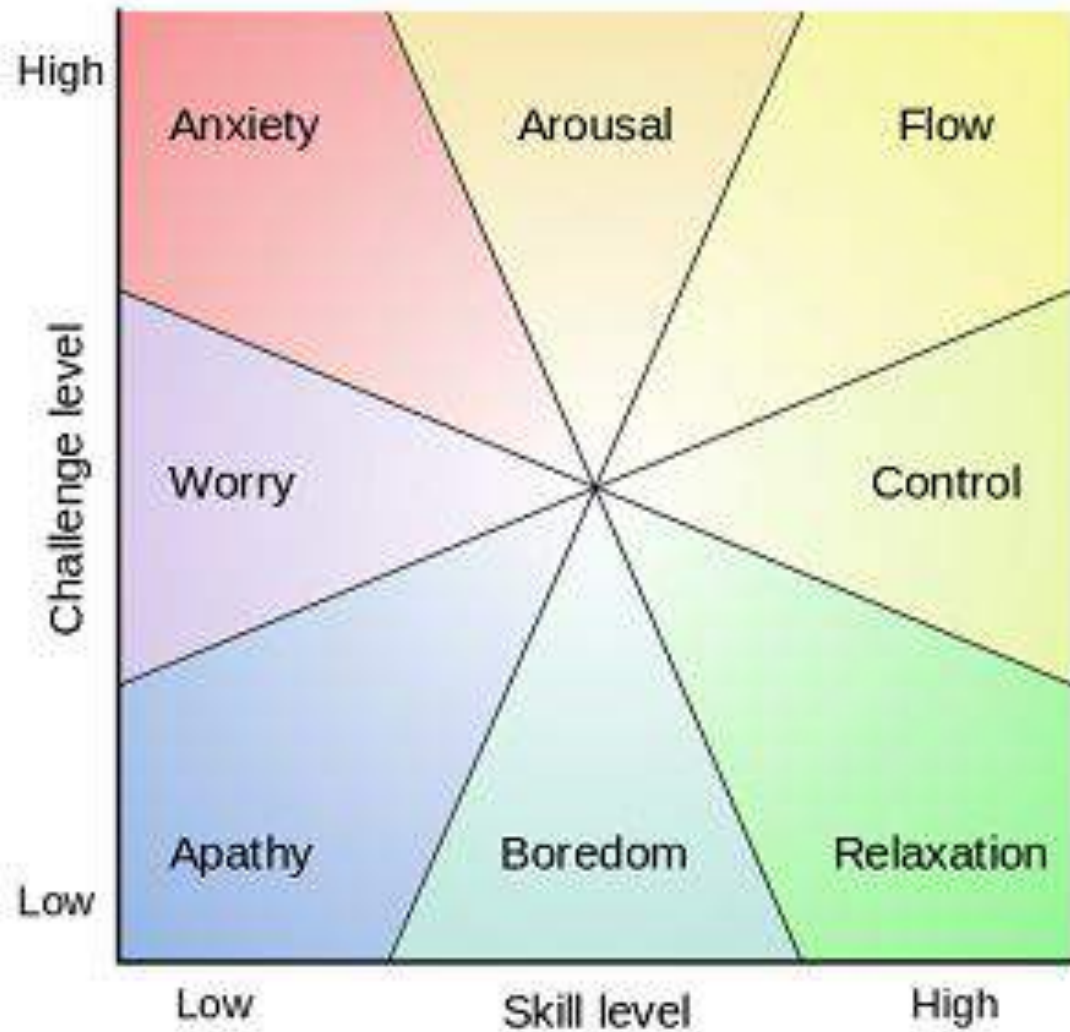
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“Flow” is the term used by researchers for **optimal states of consciousness**, those peak moments of total absorption where self vanishes, time flies, and all aspects of performance go through the [freakin’] roof.”  
(Kotler, 2014)



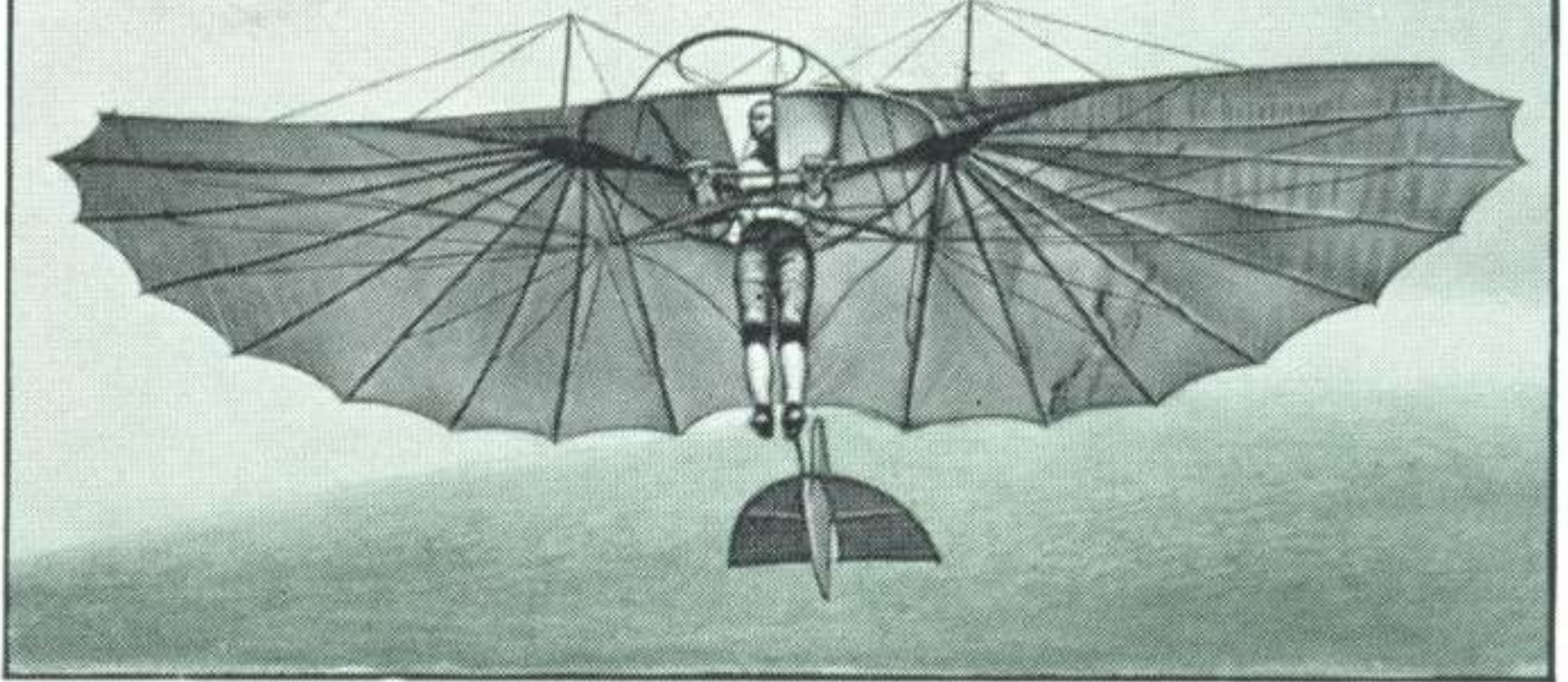
# FLOW





**When you know where you are going,  
how to get there, and WHO you are going  
with -- HOLD On!**

LAMBERT & BUTLER'S CIGARETTES



A LILIENTHAL GLIDER, 1895

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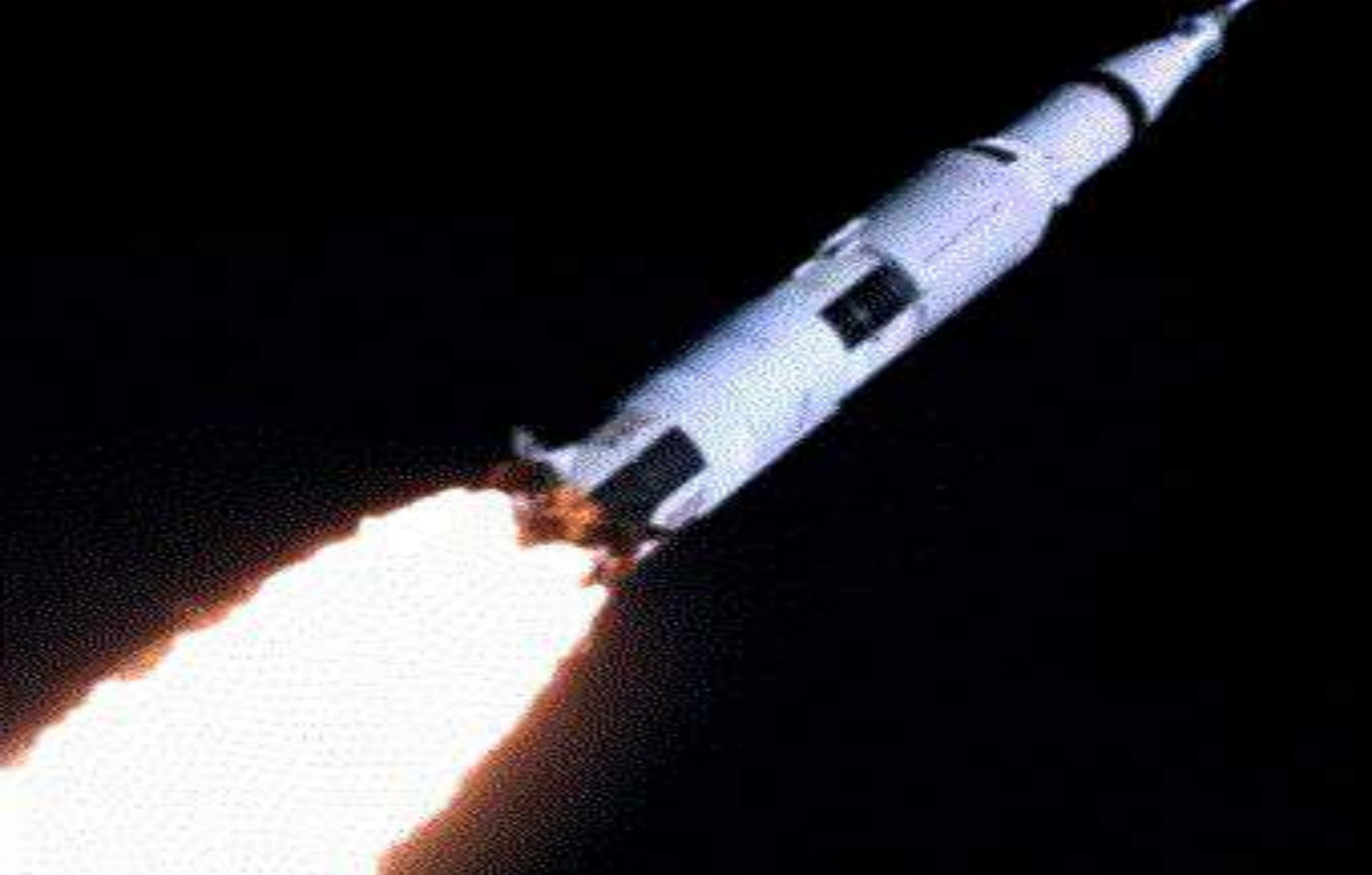
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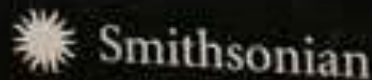
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# DESTINATION MOON

## THE APOLLO 11 MISSION

On July 20, 1969, as the world watched, Neil Armstrong and Buzz Aldrin became the first humans to walk on another world. From then, Michael Collins circled the Moon in the Columbia command module, as just eight years, American astronauts had gone from a first, Moon-orbiting space walk (Alan Shepard's "one small step for man, one giant leap for mankind.") Why did the United States send astronauts to the Moon? And how did we do it?

#DestinationMoon



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Grand  
CINEMA

NOW SHOWING  
DESTINATION MOON

COMING SOON  
"EASY RIDER"

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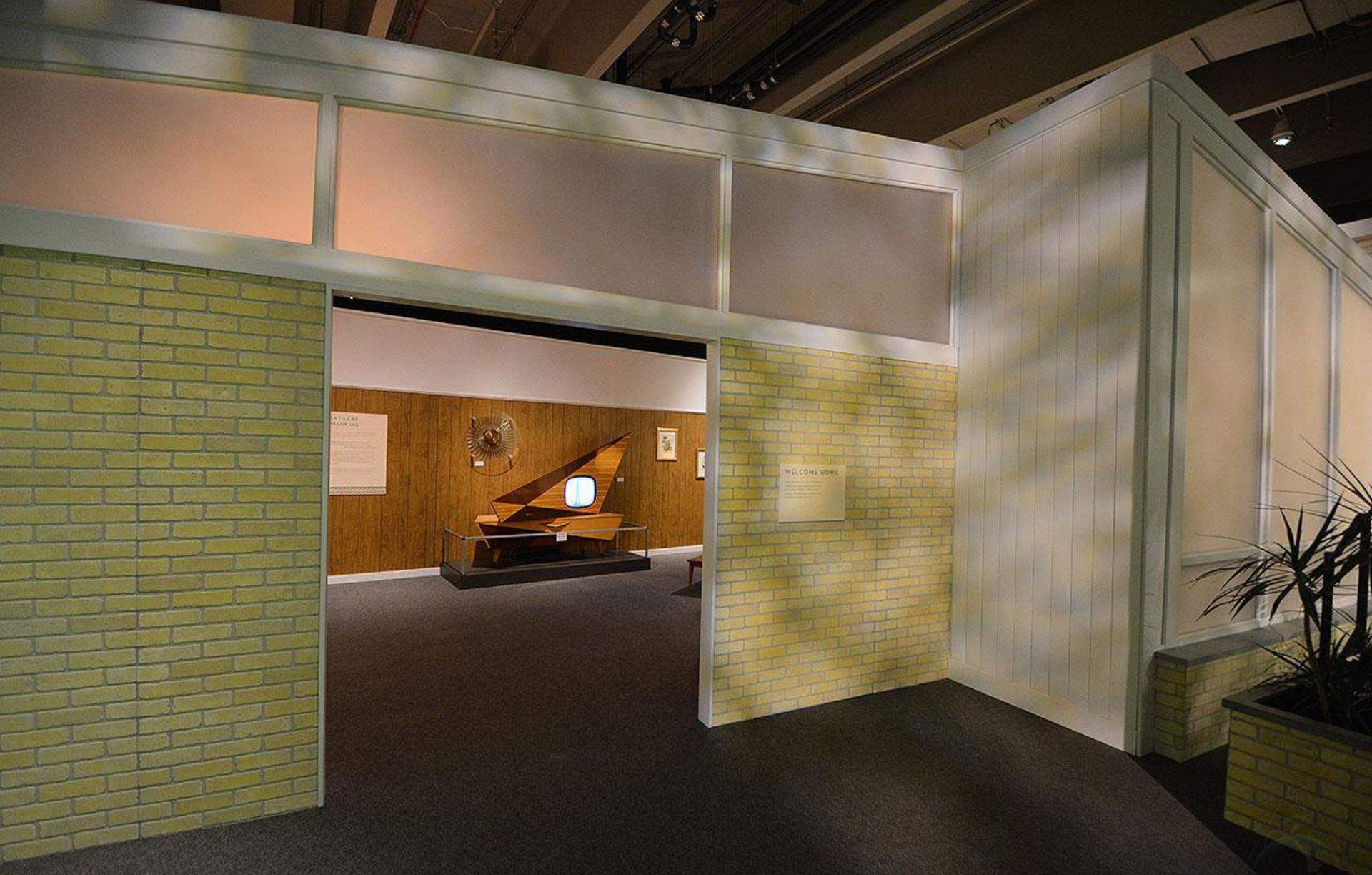




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## MAKE A MOON MAP

In the 1600s, map makers, or **cartographers**, had to put together a lot of pieces when they created their Moon maps and charts.

They assembled multiple photographs from their adventures to create one printed-together map. These same maps were used to send their landing sites for the Apollo missions.

**TRY THIS**  
Match up the colors and other geologic features to create one map.









**The New York Times.**

**THE ROCKET HITS MOON AFTER 25 HOURS. ARRIVAL IS CALCULATED WITHIN 64 SECONDS. SIGNALS RECEIVED TILL MOMENT OF IMPACT**



**THE FIRST STEP**

The Apollo 11 mission was the first time humans set foot on another planet. The mission was a triumph of engineering and human courage.



**MISSION'S FIRST PHOTOS**

The first photographs taken from the Moon were taken by the Lunar Module on July 16, 1969. The photos showed the lunar surface in detail, including craters and rocks.

**MISSION'S FIRST VIDEO**

The first video taken from the Moon was taken by the Lunar Module on July 16, 1969. The video showed the lunar surface in detail, including craters and rocks.



**Backseat Spectator**

The Apollo 11 mission was the first time humans set foot on another planet. The mission was a triumph of engineering and human courage.



**The Apollo 11 Mission**

The Apollo 11 mission was the first time humans set foot on another planet. The mission was a triumph of engineering and human courage.

**From Earth to the Moon**

The Apollo 11 mission was the first time humans set foot on another planet. The mission was a triumph of engineering and human courage.



**The Soviet Union's Moon Race**

The Soviet Union's Moon race was a competition between the United States and the Soviet Union to be the first to land humans on the Moon.





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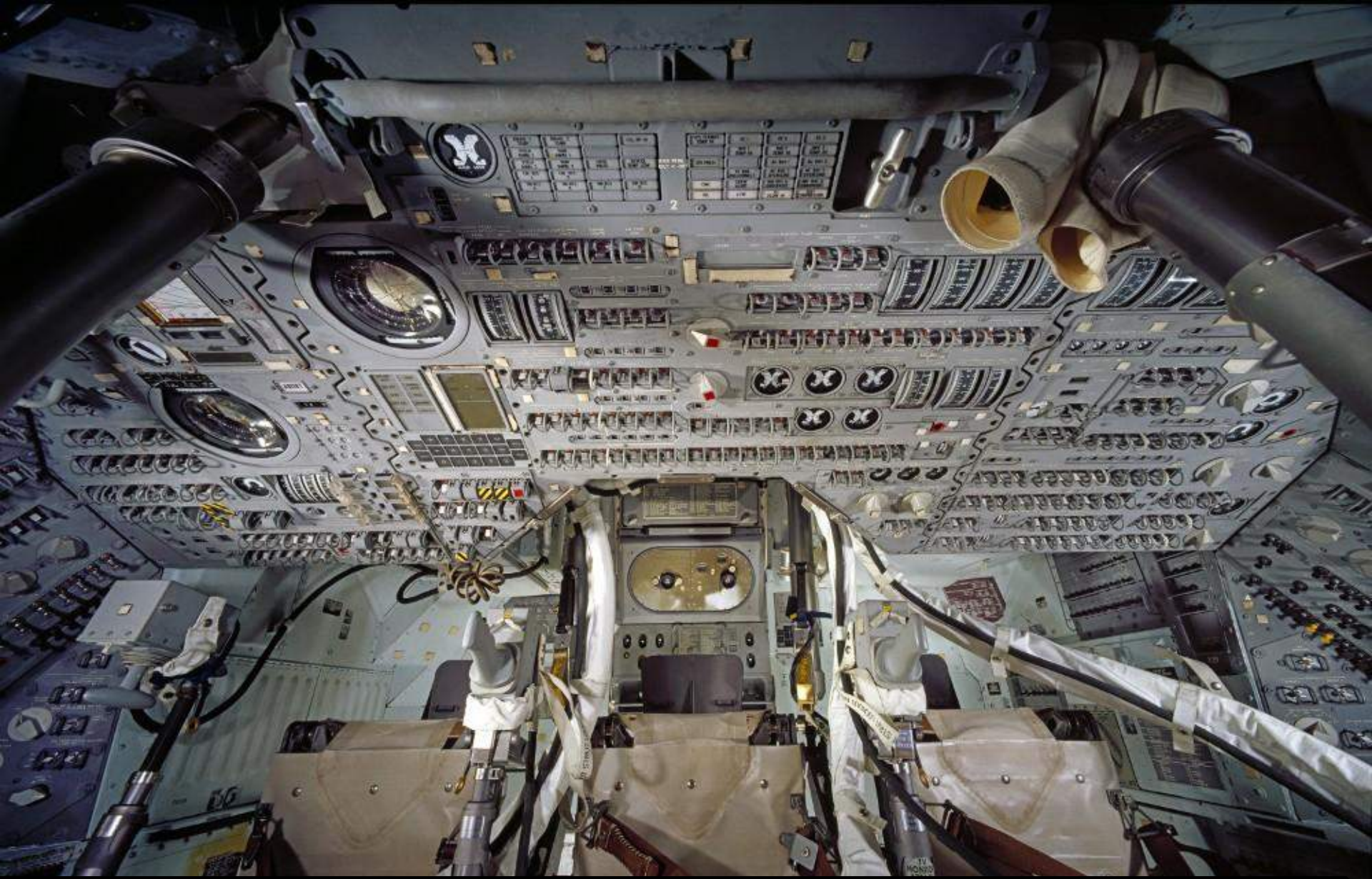




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**DESTINATION MOON: THE APOLLO 11 MISSION**

**ST. LOUIS SCIENCE CENTER, APRIL 14-SEPTEMBER 3**

**NON-MEMBERS: \$8-\$10, 20 ARTIFACTS FROM THE MISSION, (314)289-4424/SLSC.ORG**

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FLY



FLOW

Our Superheroes FLEW:

Speed - **FASTER**

Altitude - **HIGHER**

Range - **FARTHER**

Agility - **QUICKER**

# HIGHER



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**KRISTINA HAMPTON**  
PROJECT MANAGER, DESTINATION MOON: THE APOLLO 11 MISSION



# Kristina Hampton

## Altitude - HIGHER





**FASTER**

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# Chris Lucas

## Speed - FASTER





# FARTHER

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# Neville Crenshaw

## Range - FARTHER



# QUICKER



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# Takeaways...

Speed - FASTER

Altitude - HIGHER

Range - FARTHER

Agility - QUICKER



**Break-out Tables (20 min)**  
***Discover your superheroes!***



# Breakout Table Questions

1. Who are your Science Center Superheroes?
2. How will you support their passion and practice?



**Q&A (5 min)**



# Science Center Superheroes

“Life at the Intersection of Passion and Persistence”

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