



## EPISODE EIGHTEEN Upstream Intervention

WITH MARGARET LAWS

In the world of innovation, HopeLab founder Margaret Laws leans into learning and co-creation to improve young people's lives. From coordinating teams with diverse skillsets to engaging the user's voice, she embraces the power of adapting to feedback, accepting failures, and pivoting on the fly. Join us for this week's discussion as Margaret describes how these mindsets guided their high-impact app, Nod, which helps teens battle loneliness and depression, and how radical collaboration with teens guided the app's creation.



@margaretlaws



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Margaret Laws

### THEMES & INSIGHTS

1. In innovation, you can't have a perfect start every time, and you will get some things wrong. Adapt and keep moving forward.
2. Build a team that is filled with different perspectives that challenge your biases and preconceived notions.
3. Approach everything with a mindset for collaboration and growth, and treat every mistake as an opportunity to learn.

### COMBUSTION QUOTES

"We really need to co-create with young people, if we're gonna build things or work on things that young people are gonna use. As most of us are not at that stage of our life anymore, our ability to understand and develop things is greatly enhanced by doing it side by side with young people."

"I think about creative disruption in terms of, how are young people re-creating creativity and what are they making? And what are they thinking about? And how are they adapting?"

"Different disciplines can learn from each other and the sum is definitely greater than the sum of the parts because people are bringing nuances from different disciplines that can really help deepen the understanding of everybody on the team."

### RESOURCES

[HOPELAB APP "NOD"](#)

[WHY UNIVERSITIES NEED TO ADDRESS  
LONELINESS IN COVID PLANS](#)

[YOUNG, WILD, AND QUARANTINED](#)