



**Stakeholder Design**  
living learning

## Biography of Sean McDougall

Sean McDougall is MD of Stakeholder Design, an international design agency that helps clients transform their education and public service provision.

Sean has over 10 years experience in the transformation of political, social and educational outcomes. He is in demand as a speaker and consultant all around the world. He was a founder member of the UK Department for Education and Skills Schools Design Advisory Council, which is overseeing the implementation of Building Schools for the Future and the Academies programme. He has helped schools, local authorities and governments around the world to improve their dialogue with young people, and he also advises Back Care, a national charity concerned with the negative impact that poor school furniture has on physical health (and, indeed, concentration). Recent activities include a major Demos/Government of Finland debate on education for a global economy, the keynote speech for the Learning for the Future section of the National Association of Head Teachers conference, a three month tour of the world's most innovative learning environments and lectures and seminars for the Institutes of Technology in New Zealand.

Prior to establishing Stakeholder Design, Sean was Campaign Leader for Learning Environments at the UK's Design Council. Here, he was responsible for a Government-funded investigation of how to use design to improve educational outcomes. The result, Schools Renaissance, changed the way in which schools across England think of themselves. Its revolutionary new process of facilitated user-led design allowed teachers and students to co-design their own outcomes rather than commissioning specialist suppliers. Outcomes from the campaign included new types of furniture, 360 degree flexible classrooms, new approaches to teaching and learning, a new magazine on educational renewal and the wonderful Designmyschool.com

Sean is presently working with Futurelab to create a programmable, interactive intelligent fountain, owned and developed by children in a primary school. The project is pushing the boundaries of participatory design and broadening the sense of what is possible in schools renewal. He has also been appointed by the DfES to work on "Project Faraday", a national initiative to develop a whole new approach to the teaching and experience of science. Stakeholder engagement is seen as critical to the success of the project. His work with Lancashire local authority (one of the biggest in the UK) has led to him being appointed as the UK's first Creative Processes Associate for a public authority.

Sean previously held a number of prominent jobs in the charity sector, mostly concerned with children and social and economic regeneration. His rebranding of a foster care charity won two prizes at the inaugural Marketing Magazine awards.

He first came to prominence as a campaigner for peace in Northern Ireland in the run-up to the Good Friday Agreement. His books and articles on Northern Ireland meant that he was in constant demand as a TV commentator and helped influence the decommissioning strategy.

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