

— Activating teams in using humanity-centered design

SNEAK PEAK ON USING
HUMANITY-CENTERED DESIGN TOOLS

Guide for design session

Using humanity-centered design to unearth opportunities for systemic change in purpose-led transformation.

🕒 4 Hours

👤 4+ People

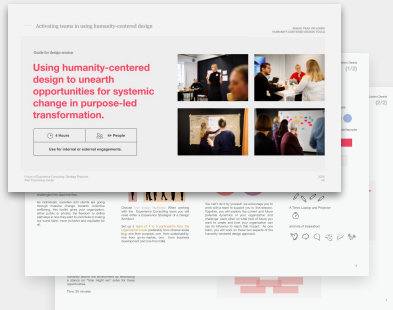
Use for internal or external engagements.



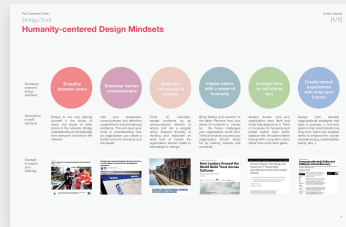
— Activating teams in using humanity-centered design

What do you need to start working with for purpose-led transformation?

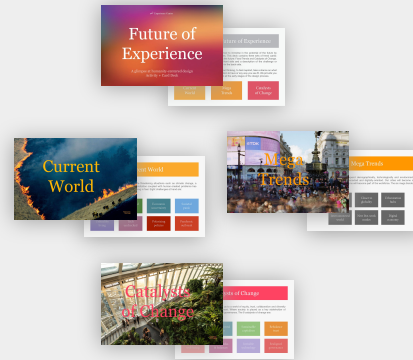
Guide for use in design session



Humanity-centered design mindsets



Future of Experience card deck



Impact on Humanity canvas



Access these files on the attached documents.
Additional materials: Post-its, Markets, timer, laptop and a lot of inspiration!

— Activating teams in using humanity-centered design

How to use it?



Activity 1: Map out your organization's network



Activity 2: Evaluate the current situation



Activity 3: Envision the desired systemic change



Activity 4: Define a common goal

— Activating teams in using humanity-centered design

Activity 1: Map out your organization's network

Preparation needed:

Come with an open mind to the session, these three hours are all about awareness of the future and how we can consciously make change in the world through our organization's influence.

Time:
30 mins

Activity:

Step 1: Short introduction to agenda

Short introduction to the agenda and the organization. Focus on the reason why we're here: define opportunities for our organization to become active in solving for societal challenges from a place of influence (5 mins).

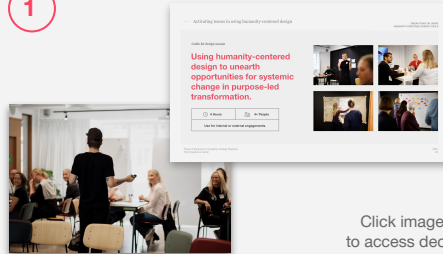
Step 2: Mapping out the network

Participants will map out (or review if prepared previously) all the relevant stakeholders that depend on and the organization is dependent on for its existence (20 mins).

Step 3: Reflecting on the organization's influence

Participants will reflect on the organization's position of power and influence in the market, against competitors and most importantly, for human beings (5 mins).

1



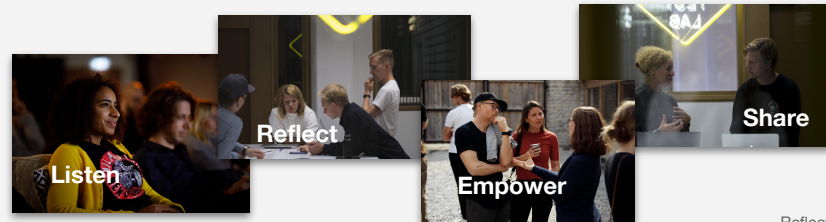
Click image to access deck!

2



Map your organization.

3



Reflect together on organization.

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Activity 2: Evaluate the current situation

Preparation needed:

The facilitator will immerse the team in thought provoking content. After, you will be assigned one of the humanity-centered design mindsets to role play it consciously throughout the rest of the session. Have the Future of Experience card deck at hand.

Time:
70 mins

Activity:

Step 1: First part of keynote on the Future of Experience

Facilitator will present the first part of the thought provoking content (5 mins) on the Future of Experience covering Current World trends affecting our world and a panel discussion (10 mins).

Step 2: Assigning the Humanity-centered Design Mindsets

Each participant will be assigned one of the mindsets. Keep in mind that a participant can use any of the other mindsets when they see fit (5 mins).

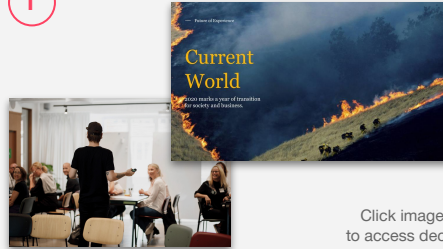
Step 3: Writing out the challenges the company can step in

Each participant will write 3 to 4 challenges the organization can embark on solving (10 mins). Then, they will present them to the team (10 mins). Remember to role play your mindset!

Step 4: Plotting challenges in an influence x impact matrix

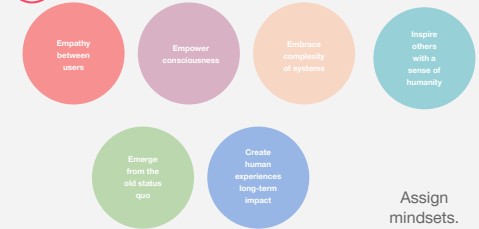
Participants will discuss and plot the challenges on an influence x impact matrix to define the organization's ability to provide systemic solutions for those challenges (30 mins). The team will prioritize challenges according to the matrix.

1



Click image to access deck!

2

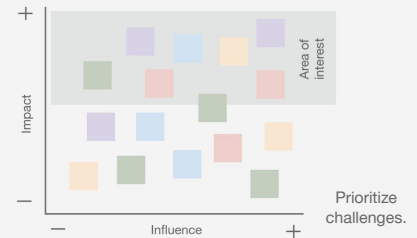


Assign mindsets.

3



4



— Activating teams in using humanity-centered design

Activity 3: Envision the desired systemic change

Preparation needed:

For this activity, you will look into the future. The facilitator will bring you to the future during the remaining part of the keynote and your team will ideate the kind of future your organization can help create by building on the challenges found previously.

Time:

70 mins

Activity:

Step 1: Second part of keynote on the Future of Experience

The Facilitator will present the second part of the thought provoking content (10 mins) on the Future of Experience covering Mega Trends and Catalysts of Change that have a high-potential to provoke change, followed by a panel discussion (10 mins).

Step 2: Envision the desired situation you aim to create

With the prioritized challenge(s), the team will open the rest of the Future of Experience card deck to review them with the team to highlight which trends can be used to turn the challenge into an opportunity (you should select, merge, get rid of or add new trends). Remember to role play the mindsets here! It's your change to think of the future you want to create (25 mins).

Step 3: Unearthing the systemic changes of desired situation

The team will individually define their desired systemic changes by using the trend cards and post its. Once done, they will regroup to share their views and try to find common ground on the future they aim to create and what systemic changes they need to make to get there (20 mins). The team is encouraged to ask provoking questions about this future. Can you see thinking patterns emerge? What do they say about the future of our organization? (25 mins).



Express your desired systemic change				
P1	P2	P3	P4	P5
Blue	Orange	Green	Blue	Orange
Pink	Purple	Orange	Green	Pink

Prioritize one of the systemic changes shared.

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Activity 4: Define a common goal

Preparation needed:

For this activity, the facilitator will ask for reflection from the participants to understand where they stand as a team and what opportunity they envision their organization to define.

Time:
70 mins

Activity:

Step 1: Reflection time on having common ground

The beginning of this last activity will ask for your team to reflect on the challenge(s) and potential opportunities found (5 mins).

Step 2: Writing "How might we... for humanity" statements

In pairs/triads, write down the thoughts you have on this project and call into question action from your organization to develop the systemic changes needed that were uncovered. Think of how this opportunity can be presented as a project for your organization. Remember the value you want to create for humanity and the planet (15 mins).

Step 3: Share your statement!

All statements will be shared with the rest of the team members and how you can take action as a team to make the opportunity real. A final moment to role play your mindset (10 mins).

Step 4: Celebrate finishing up the activity!

Hope you had a wonderful time exploring the future your organization can create! Stay tuned for next steps!

1

Reflect on the systemic changes

Can you trigger impact from a place of common ground?



Click image to access deck!

2

Create a common goal

How might we... (add systemic change needed here) for humanity?



3

Share and listen

Can you align the team on the systemic change needed?



4



Success!
Let's build tomorrow together.

— The Future of Experience Consulting is here

Appendix

Guide for design session: Using humanity-centered design

What is the objective of this guide?

This guide aims to challenge organizations towards a purpose-led transformation. It is a guide that invited the exchange worldviews on the future and see how your organization can benefit humanity and the planet through its influence and impact.

This guide uses the Future of Experience Card Deck and the Impact on Humanity canvas to **help organizations gather a broader perspective on the current challenges and potential opportunities.**

What sort of questions does this design session help answer?

This toolkit allows teams to **start conversations around complex topics** that we are living as individuals, society or even as a species. For this, **we provide some thought provoking content** that inspires connection to a shared sense of humanity among participants to break down challenges into opportunities.

As individuals, societies and clients are going through massive change towards collective wellbeing, this toolkit gives your organization, either public or private, the freedom to define pathways in how they want to contribute in making our world fairer, more inclusive and equitable for all.

Who should use it?

We believe in the power of collaboration. Its only by working together that we can reinvent the future and make a better world.

We think this guide is for anyone and everyone!

Anyone who wants to venture into the future and wants to build projects around organizational design and strategy to improve our world.

If you are a designer, strategist or business consultant just interested in ways to improve our world, this tool kit is for you. This toolkit enables collaboration between different disciplines, we highly encourage you to bring this thinking to the corporations, public institutions and non-profits in your network to activate purposeful change.

Choosing for a winning team



Choose **one design facilitator**. When working with the Experience Consulting team you will need either a Experience Strategist or a Design Architect.

Set up a **team of 4 to 5 participants from the organization's side** preferably from diverse areas (e.g. one from purpose, one from sustainability, one from go-to-market, one from business development and one from D&I).

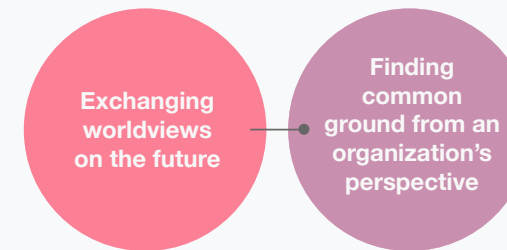
How to use it?

The toolkit is set up for a session of 4 key activities. We suggest taking 3 hours to complete the exercise, but feel free to adjust the time as your team sees fit.

We encourage you to use the mindsets as often as you can, if you wish you can assign the mindset across the team and role play when needed.

Bring consciousness by putting yourself in the shoes of users but also other actors in the network to understand the challenges your organization, and the world, are facing.

Steps of the Humanity-centered design approach covered in this guide



You can't do it by yourself, we encourage you to work with a team to support you in this session. Together, you will explore the current and future potential dynamics of your organization and challenge each other on what kind of future you want to create and how your organization can use its influence to reach that impact. As one team, you will work on those two aspects of the humanity-centered design approach.

What do you need?

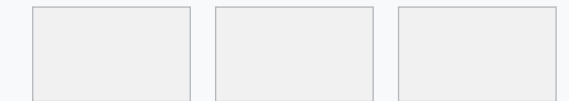
The Humanity-centered design mindsets



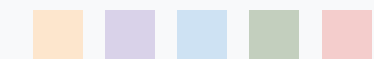
The Future of Experience card deck/keynote presentation



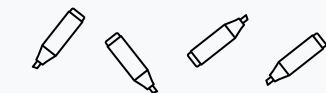
The Impact on Humanity canvas



Many Post its!



Some Markers



A Timer, Laptop and Projector



and lots of Inspiration!

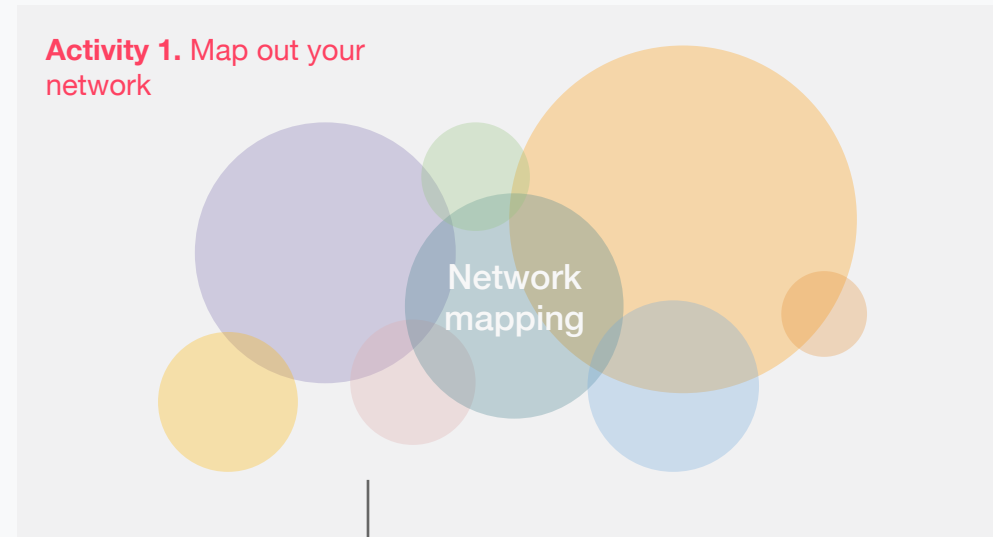


Guide for design session: Using humanity-centered design

Activity 1. Map out your network

In this activity, the participants will map out the network and understand the organization as part of an interconnected system.

Time: 30 minutes



Activity 2. Evaluate the current situation

In this activity, participants will go through the **Current World** challenges in the Future of Experience card deck and answer the question: Which challenges could our organization influence change in our position?

Time: 70 minutes

Activity 3. Envision the desired systemic change

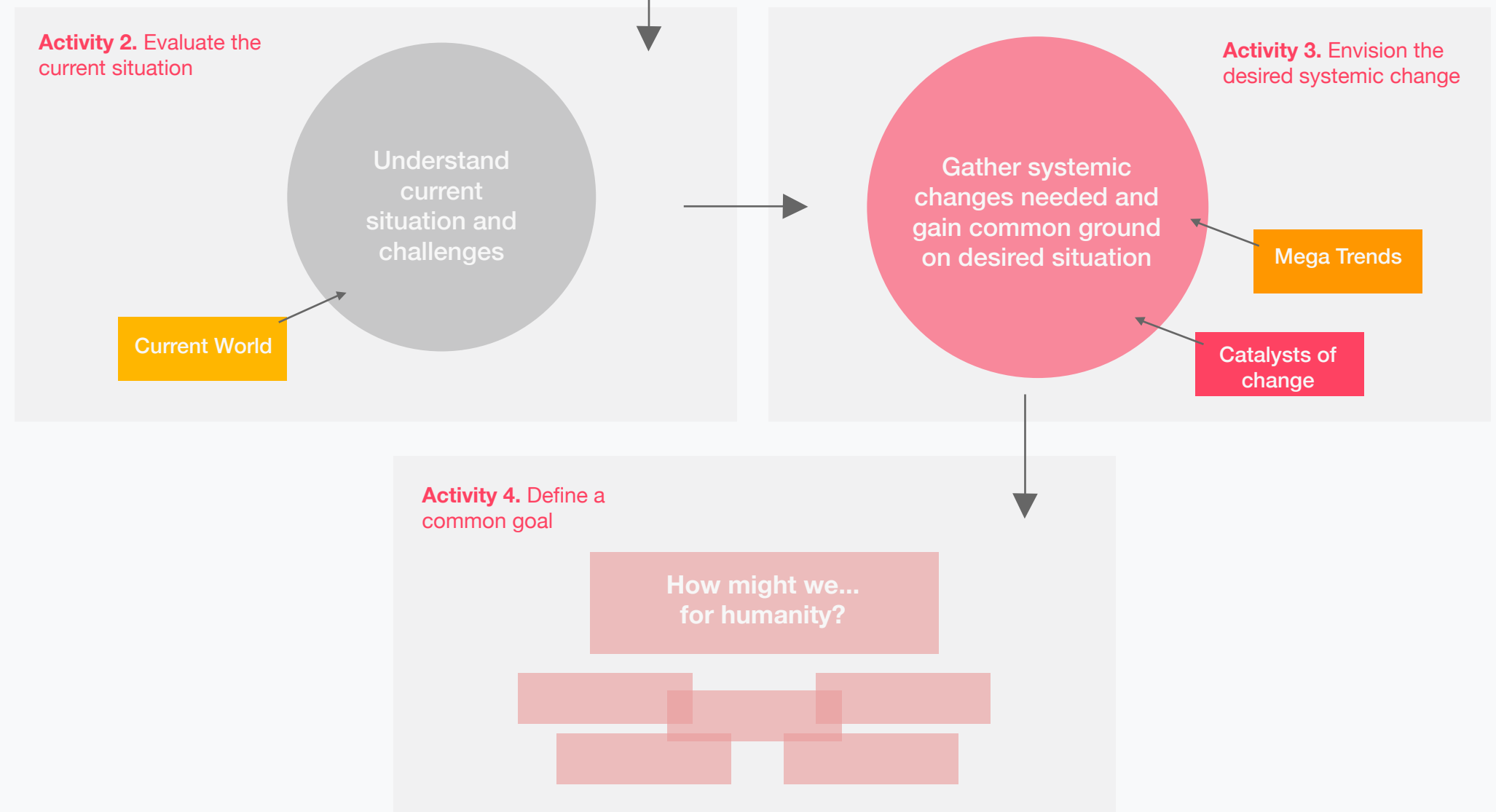
In this activity, participants will gather inspiration from the future through **Mega Trends** and **Catalysts of Change** in the Future of Experience card deck to ideate on ways to create value for humanity within the organization's scope.

Time: 90 minutes

Activity 4. Define a common goal

In the final activity, participants will work together to ideate statements for opportunities the organization can have to positively impact humanity and/or the environment by embracing a stance on "how might we" solve for these opportunities.

Time: 30 minutes



Humanity-centered Design Mindsets

Humanity-centered design mindsets



Description of each mindsets

Design is not only placing yourself in the shoes of users, but shoes of other actors in the network. Bridge understanding and knowledge from everyone involved in the network.

Use your awareness, consciousness and reflection capabilities to solve for rational problems. This will open your mind in understanding how an organization can create a better future for humanity and the planet.

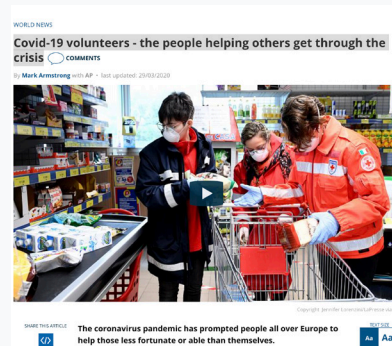
Think of humanity-related problems as an interconnected network of actors and not a singular entity. Support diversity of thinking and elaborate on what kind of futures the organization should create to best adapt to change.

Bring feeling and emotion to the table. Perceive how your sense of humanity is moved by the future challenges your organization could face. Think of what do you and your organization should stand for by looking inwards and outwards.

Always iterate how your organization sees itself and those that depend on it. Think of purpose for humanity and planet before than profit, balance with the planet rather than growth. Long-term vision rather than short-term gains.

Design and develop organizational strategies that have a purpose, a common goal in mind, which transforms long-term vision into tangible terms to enhance the human experience (e.g. sustainability, equity, etc). v

Example to inspire your thinking



Future of Experience card deck

Welcome to the Future of Experience

The Future of Experience Card Deck is a tool to immerse in the potential of the future by understanding the present and future drivers. This deck contains three sets of trend cards: one in the present, Current World and two in the future: Fixed Trends and Catalysts of Change. Each card has two sides, a visual on the front side and a description of the challenge or opportunity in the back side.

As a team, you can use this tool to trigger your thinking, to feel inspired, take a stance on what kind of future impact you want your organization to have or any way you see fit. We provide you with an activity designed for this deck at the early stages of the design process.

Current World Mega Trends Catalysts of Change

Demanding change

Current World

• Demanding change •

This challenge is a social movement seen across the world to make our shared home a fairer place to live. Protests have made monumental changes. Today, people are uprising for women rights, Black rights, LGBTQIA+, climate action, among others.

How is this present-day challenge manifesting?

- Rise in citizen and community-led movements
- Individuals acting on inequality and inequity
- People seeking intergenerational justice
- Call to abolish systemic racism
- Fight for women's empowerment

44%

Tech unchecked

Current World

• Tech unchecked •

This challenge is related to the use of technology by corporations that remains unregulated and unaccounted for. Tech is part of our everyday lives, wrongful use of our data will undermine our trust in digital services.

How is this present-day challenge manifesting?

- Inhumane data collection
- Lack of privacy online
- Inexistent AI/data ethics frameworks
- Biased tech systems
- Online propaganda
- Cyber threats

Patagonia joins growing Facebook advertiser boycott over the firm's failure to stop harmful ads and disinformation

Activity

Activity & Card Deck

Working together to exchange worldviews and find common ground from the organization's perspective

This card deck contains three sets: Current World Trends, Mega Trends and Catalysts of Change. We encourage you to use this deck in whichever way you see fit. This deck is to be used together with the Impact n Humanity canvases to kick off the discussion.

To arrive at the future, it is necessary to first understand the state of our Current World and what kind of humanity-related challenges relate to your organization. Then, it is possible to venture into the future where we will review the (ongoing) Mega Trends to 2030 and look at how to provoke transformation opportunities through the Catalysts of Change.

A threatened planet

Current World

• A threatened planet •

This challenge depicts an environmental crisis. Our planet is under a human-caused threat: climate change. This situation affects all layers of the economy from agriculture to financial services.

How is this present-day challenge manifesting?

- Climate change
- Environmental catastrophes
- Waste generation
- Water, land and air pollution
- Food scarcity

Typhoon could hit part of Hong Kong this weekend

Polarizing policies

Current World

• Polarizing policies •

This challenge is a policy-led issue that is having negative consequences on society and the individual trust in governments and organizations. It represents a broken system begging to be fixed.

How is this present-day challenge manifesting?

- Nationalism gains traction
- Unprepared governments
- Biased justice systems
- Institutions lacking innovation
- Decline of trust in institutions

In times of political polarization, progressive policymaking suffers

What is humanity-centered design?

What is humanity-centered design?

Humanity-centered design is both a mindset and an approach. On one hand, humanity-centered design is a collection of mindsets that aim to give space to consciously think about the future to create value for people and planet.

On the other hand, humanity-centered design is an approach. An equitable, systematic, evidence-based approach that puts the mindsets into practice. Teams seek out opportunities for sustainable organizational change.

Economic uncertainty

Current World

• Economic uncertainty •

This challenge represents a potential economic downturn in the coming decade. As with previous economic crises, this challenge can signify a slower growth, and lower investment in sustainable, humanity-first alternatives.

How is this present-day challenge manifesting?

- Stagnation of growth
- Lack of needed systems/infrastructure
- Concerns over an energy crisis
- Unsustainable supply chains
- Tech replacing human activity

The United Nations just said that coronavirus could wipe out the equivalent of 10 million jobs worldwide

Pandemic outbreak

Current World

• Pandemic outbreak •

This challenge represents a health emergency that is challenging every single organization on the planet and putting into the spotlight the ramifications of continuing business the way we do it now.

How is this present-day challenge manifesting?

- Broken front-line/emergency response services
- Unprepared governments
- Lack of global coordination
- Vulnerable communities at greater risk

Government's dithering risks unleashing a second Covid-19 wave in England

Mindsets of humanity-centered design

Mindsets of humanity-centered design

- Empathy between users
- Empower consciousness
- Embrace complexity of systems
- Inspire change with a sense of humanity
- Rethink the status quo
- Design for long-term impact

Societal panic

Current World

• Societal panic •

This challenge represents the fright felt by individuals that are feel unaccounted for. The fear of the unknown (cultural, societal, political views) affects our shared sense of community and undermines reaching collective goals.

How is this present-day challenge manifesting?

- Societies living in fear of the unknown
- Lack of community
- Lack of trust in others
- Declining quality of information

How Societal Panic Affects Our Decision-Making and What You Can Do About It

Mega Trends

Mega Trends

Our world will continue to expand demographically, technologically and environmentally. We will become more interconnected and digitally-oriented. Our cities will become more crowded and the next generations will become part of the workforce. The six mega trends are:

- Next generations
- Closer to globally
- Urbanization hubs
- Interconnected world
- New live-work modes
- Digital economy

Current World

Current World

We live in a world in crisis, ongoing life-threatening situations such as climate change, a global pandemic, the environmental exploitation coupled with human-created problems has economies and societies living in fear. Eight challenges at hand are:

- Demanding change
- A threatened planet
- Economic uncertainty
- Societal panic
- Unhealthy living
- Tech unchecked
- Polarizing policies
- Pandemic outbreak

Unhealthy living

Current World

• Unhealthy living •

This challenge is an environmental crisis that affects our health and wellbeing. Today, we require more resources for transportation, eating and working. If we keep our habits the way they are we risk living in an unhealthy world.

How is this present-day challenge manifesting?

- Increased pollution levels
- Unbalanced distribution of wealth
- Risk of new health concerns

Air pollution in Europe takes off as lockdowns lifted

Next generations

Fixed Trends

• Next generations •

This trend represents a change in demographic segmentation. In the next decade, there will be a generational shift where people have a heightened sense of awareness that will reign all aspects of our living, from consumption to housing.

How is this present-day challenge manifesting?

- Baby boomers as an aging society
- Millennials (born on or before 1994)
- Generation Z (born on or after 1995)
- Generation Alpha (born 2010s)

Baby Boomers

Future of Experience card deck (continued)



Closer to globality

Trend Trends

- Closer to globality •

This trend represents the way our society is becoming more embedded culturally, socially, politically and economically at a global scale. Most landmark events reach the other side of the planet instantaneously, this means rapid changes in behaviors and needs in both communities and individuals.

How is this present-day challenge manifesting?

- Cross-country sharing of culture
- Embedded socially and politically
- Integration of global markets
- Societies connected through digital mediums

Covid-19 impact: Maintaining global connectivity is the way forward



Catalysts of Change

Catalysts of Change

We can provoke a future that brings us to a world of equity, trust, collaboration and diversity between communities and environment. Where society is placed as a key stakeholder of change, leadership and governance. The 8 catalysts of change are:

Humanist society	Environmental justice	Sustainable capitalism	Rebalance trust
Wholesome well-being	Tech checks & balances	Invisible technology	Realigned governance



Wholesome Well-being

Catalysts of Change

- Wholesome well-being •

This catalyst of change represents a reorganization in the way we see and measure growth from financial gains to broader measures of progress rooted in societal and environmental well-being. It can guide positive changes in governments.

How is this present-day challenge manifesting?

- Broader measures of progress beyond GDP
- Focus on collective well-being
- Citizen-led public policy
- Securing essential services and industries

Years

A universal metric to quantify the happiness return on investment



Urbanization hubs

Trend Trends

- Urbanization hubs •

This trend is a continued growth in population within cities and urban settlements. A growing middle class will challenge expectations on the accessibility of resources and how we manage these across communities.

How is this present-day challenge manifesting?

- Growing middle class
- More people living in cities
- Communities having different expectations

Ericsson Report: Technology can impact all 17 Sustainable Development Goals of the United Nations

Two-thirds of global population will live in cities by 2050, UN says



Humanist society

Catalysts of Change

- Humanist society •

This catalyst of change is a movement in society towards equity amongst communities. It places the value on the collective rather than the individual. It highlights our sense of being human.

How is this present-day challenge manifesting?

- Communities empowered by the collective
- Cohesive societal fabric in communities
- Reaching equity for every human being
- Value for the collective over individual
- Creativity, diversity and inclusiveness
- Balanced life satisfaction

Meet the people who are rejecting single-use plastics and waste in London



Tech check & balances

Catalysts of Change

- Tech check & balances •

This catalyst of change represents a review on policies related to technology and digital ways of working in order to protect the human rights of people such as freedom of speech and expression, protection and movement.

How is this present-day challenge manifesting?

- Data rights become human rights
- AI governance guidelines
- Decentralized data sharing/privacy
- Rethink of for-profit digital ads
- Maintain net neutrality

Ericsson Report: Technology can impact all 17 Sustainable Development Goals of the United Nations



Interconnected world

Trend Trends

- Interconnected world •

This trend represents constant growth in internet accessibility and connectivity across the globe from information, news, services and communities of interest.

How is this present-day challenge manifesting?

- Development of digital infrastructure
- Upcoming technologies like 5G
- Connectivity accessible to everyone

Travails of an Interconnected World: From Pandemics to the Digital Economy



Environmental justice

Catalysts of Change

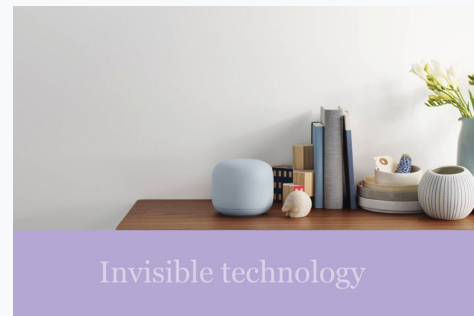
- Environmental justice •

This catalyst of change is about rethinking our position in nature, humans as a component and not above it. It calls for a new relationship with natural resources, our natural and built environment to secure them for the next generations.

How is this present-day challenge manifesting?

- Closer to carbon neutrality
- Fair distribution of resources
- Balance nature and human activity
- Safeguard land and water resources
- Sustainable energy transition in every industry

Europe's Cities Are Making Less Room For Cars After Coronavirus



Invisible technology

Catalysts of Change

- Invisible technology •

This catalyst of change represents a shift in how we interact with services and organizations from moving away from a digital touch screen to spatial and perhaps multisensorial experiences that give space to live instead of addiction.

How is this present-day challenge manifesting?

- Regain more living from tech-mediated experiences
- Multi-dimensional, spatial experiences
- Multi-sensorial experiences, beyond touch
- Virtual services for work, leisure and city

What Comes After Employment? The New Mobile Computing Platform is Already Emerging



New live-work modes

Trend Trends

- New live-work modes •

This trend is related to the round-the clock factors that are attached to our lives: family, work, parents, health, well-being and how we balance them out.

How is this present-day challenge manifesting?

- Aspects of life changing due to technology
- Struggling with a balance between live and work

meta



Sustainable capitalism

Catalysts of Change

- Sustainable capitalism •

This catalyst of change represents a shift in how organizations, corporations do business towards a purpose-first approach. This opportunity places value creation on people and environment before profit.

How is this present-day challenge manifesting?

- Purpose over profit
- Value for all stakeholders
- Goals based on environment/humanity
- Rise in B-corps
- Sustainable/conscious business models
- Doughnut economy

Companies Worth \$2 Trillion Are Calling for a Green Recovery



Realigned governance

Catalysts of Change

- Realigned governance •

This catalyst of change represents a move in the way we collaborate with one another, other teams and other organizations in our network. As problems become more complex, working together with different expertise will allow for a change that benefit most.

How is this present-day challenge manifesting?

- Restructure collaboration ecosystems
- Participatory governance
- Overhaul of legacy systems
- Revamp institutional frameworks

Covid-19 Changed How the World Does Science, Right?



Digital economy

Trend Trends

- Digital economy •

This trend is a continuous development on how the economic models the revenue/costs system we have in place will embed more digital-oriented platforms and services that allows for seamless interactions and a virtual trace.

How is this present-day challenge manifesting?

- Digital first business models
- Contactless technology
- Digital twins/systems a staple for organizations

The Digital Economy and Security Index 2020



Rebalance trust

Catalysts of Change

- Rebalance trust •

This catalyst of change explores new ways of building and, at times, regain trust. In the future, the value of trust will be linked to ethics and it would allow for new ways of collaborating and making decisions based on societal values.

How is this present-day challenge manifesting?

- Ethics become more relevant to trust
- Building trust through collaboration
- Democratization of value creation
- Societal values first in decision making

How Leaders Around the World Build Trust Across Cultures

Together with the Experience Consulting team, you can define a sharper perspective on the right opportunity to enable value for humanity and the planet.

Reach out to us!
digital.pwc.com

pwc Experience Center