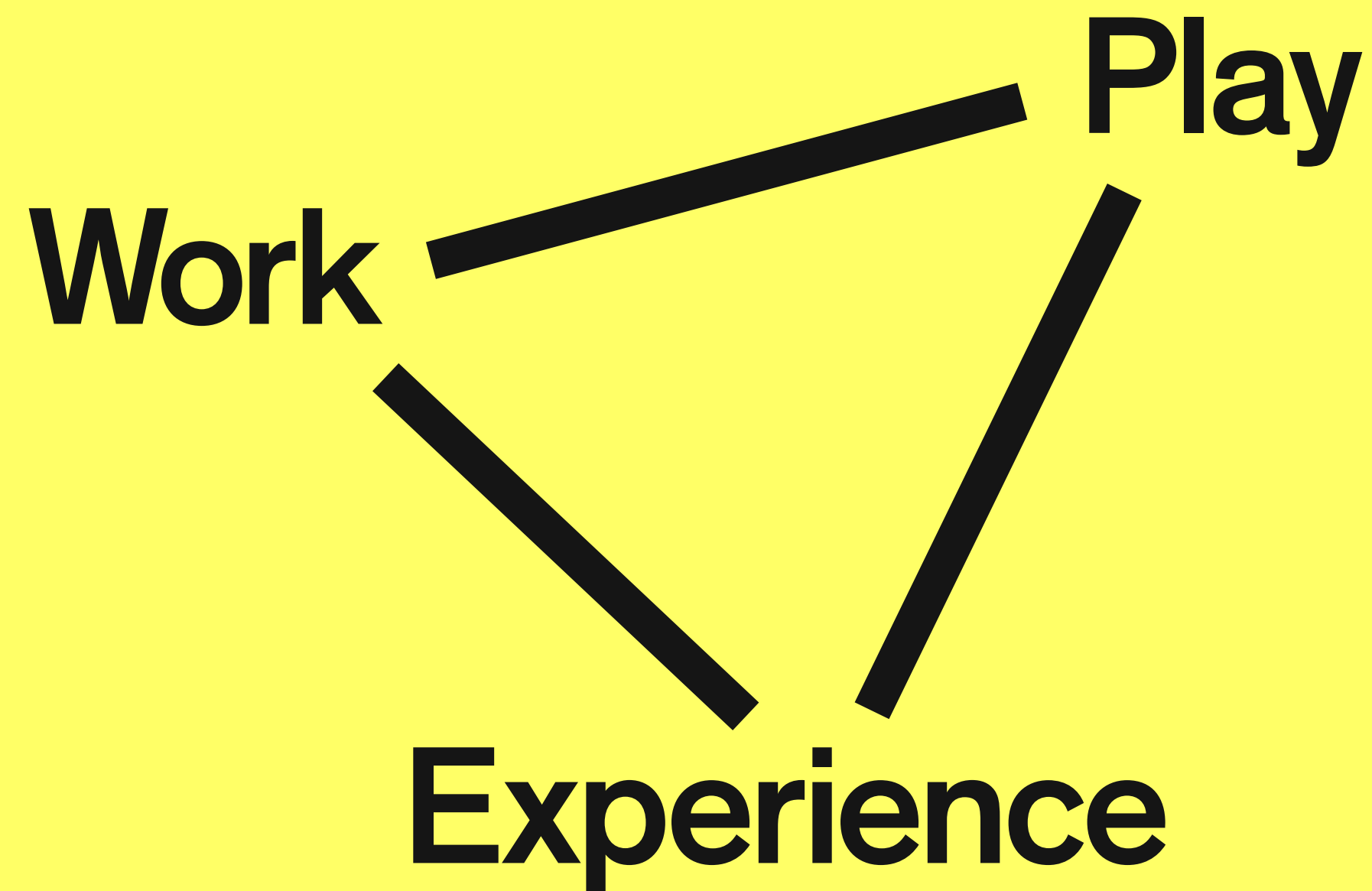




# Design as a motor & compass in CULTURE CHANGE



[www.workplayexperience.com](http://www.workplayexperience.com)

For WWJ, online / May 2021

**Let's  
co-create.**







**Let's**  
**debrief.**

**Hold that  
thought.**



# Recommended layout

You are viewing Ximena Durán's screen View Options

Turn Off Original Sound LIVE on YouTube

3 people entered the waiting room View X

43:31 View

**Welcome to the Decompression Zone**

**The program will start shortly, please make yourself comfortable.**  
(And yes we are hypnotizing you).

**The session will be recorded and broadcast on YouTube. If you do not want to be recorded, please turn off your camera.**

designthinkersgroup

Anupa Dasgupta Adam Lawrence Steven Bosak Ofri Hirsch

Wouter Wolters Hieke Sluijs Marc Bolick al gerra

YuenYen Tsai DANI CLIKMANAS Howard Mijares Jeff Belding

Ximena Durán Marian Krafft Don Gazara Marcel Krauss

Erik de Jong Jane Schek Tanja Lochschmied Bjarne Jensen

Mute Stop Video Security Participants 29 Chat Share Screen Record Breakout Rooms Reactions Leave



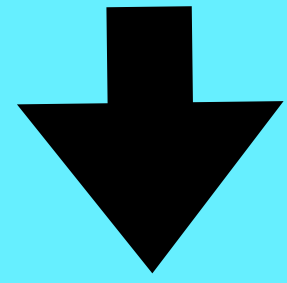
# Hello!



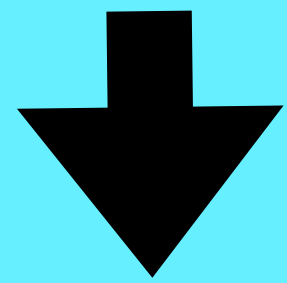
**I'm**

**Adam**

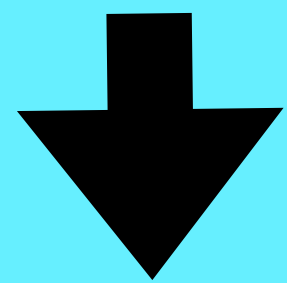
# Psychology



# Marketing



# Product development

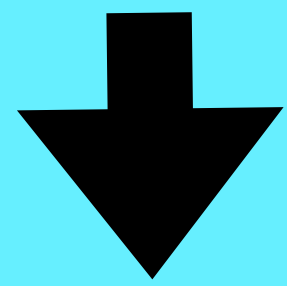


# Theater

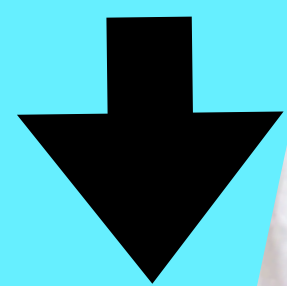




# Psychology



# Marketing



# Product development

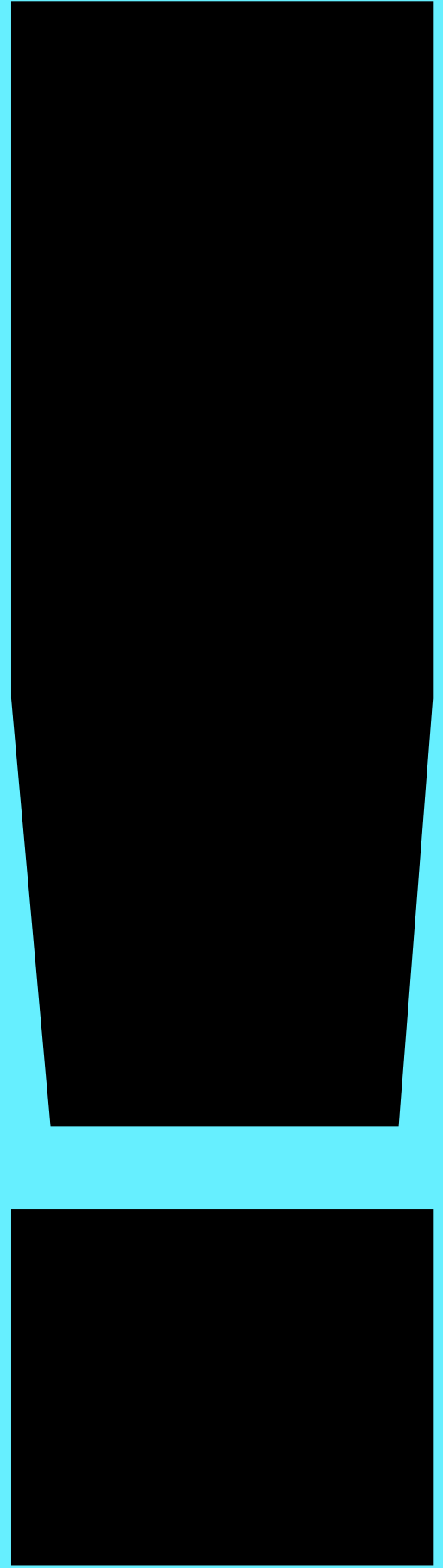


# Theater



# Weekends





# Work

**WorkPlayExperience:  
service innovation &  
human experience**

**servicedesign.de  
@adamstjohn**

# With...

**BASF, Cognizant India, Daimler,  
Deutsche Telekom, E.ON,  
Federal Government of  
Australia, Genesys, JMV Brazil,  
Siemens Energy, Siemens  
Health, Swisscom, Thailand  
national Centre for Design and  
Creativity, usw.**



# and...

**IE Business School, Madrid**  
**(adjunct professor),**  
**Hong Kong University of Science**  
**and Technology, AHO**  
**Architecture & Design Oslo,**  
**Management Centre Innsbruck,**  
**FAU Erlangen-Nürnberg, usw.**

# With Marc & Markus & Jakob...



EN

PT

CN

JP

# With Markus...



**“You have 48 hours to change the world.”**





**... the world's biggest service innovation event.**



# #doingNOTtalking



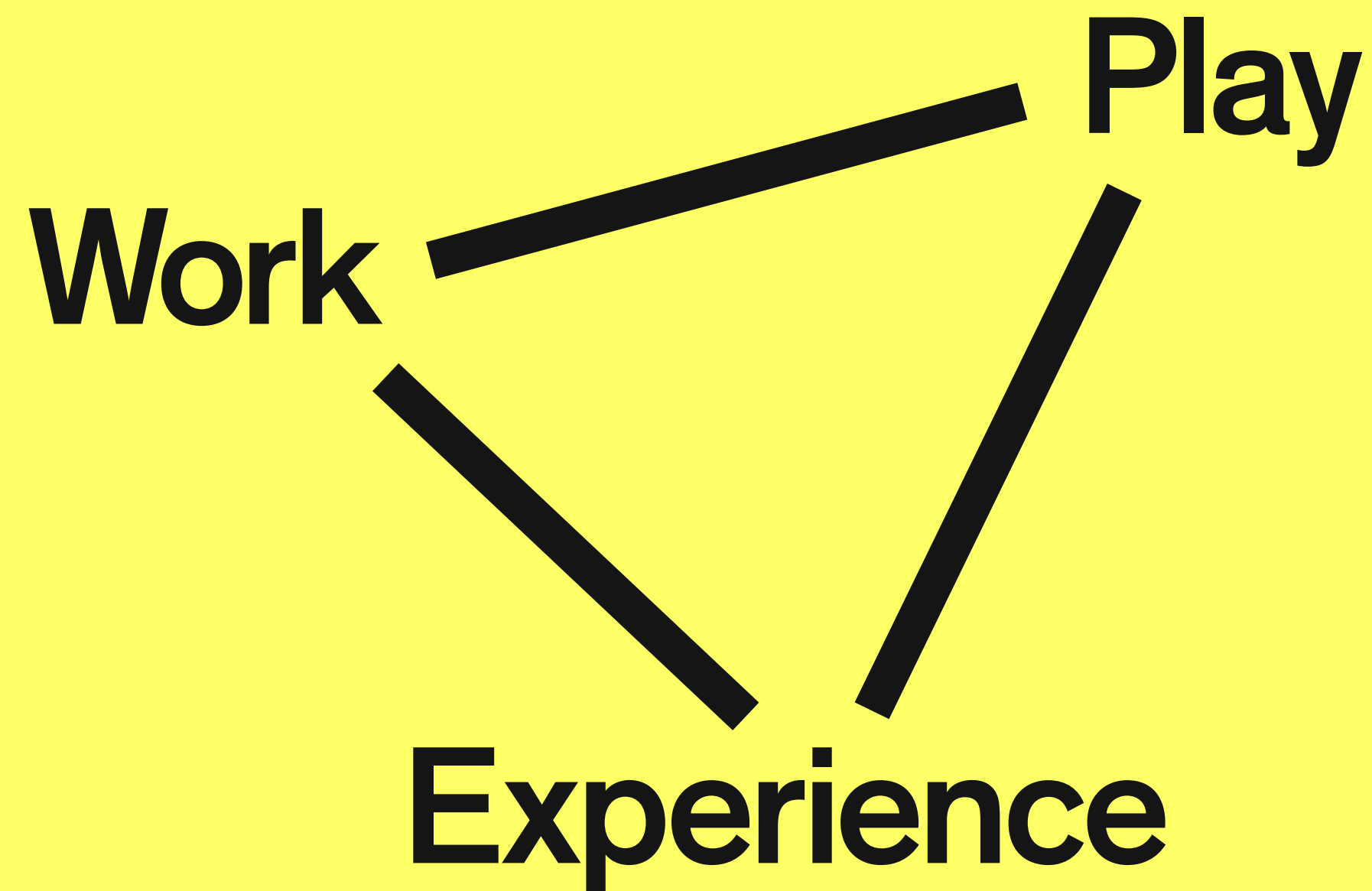


# #GSJam





# Design as a motor & compass in CULTURE CHANGE



[www.workplayexperience.com](http://www.workplayexperience.com)

For WWJ, online / May 2021

# Let's go!

**I will put you in small groups.  
Work in alphabetical order of names.**



**You will create a  
story together, one  
word at a time.  
Grammar is not  
important.**

**Once...**

**there...**

**was...**

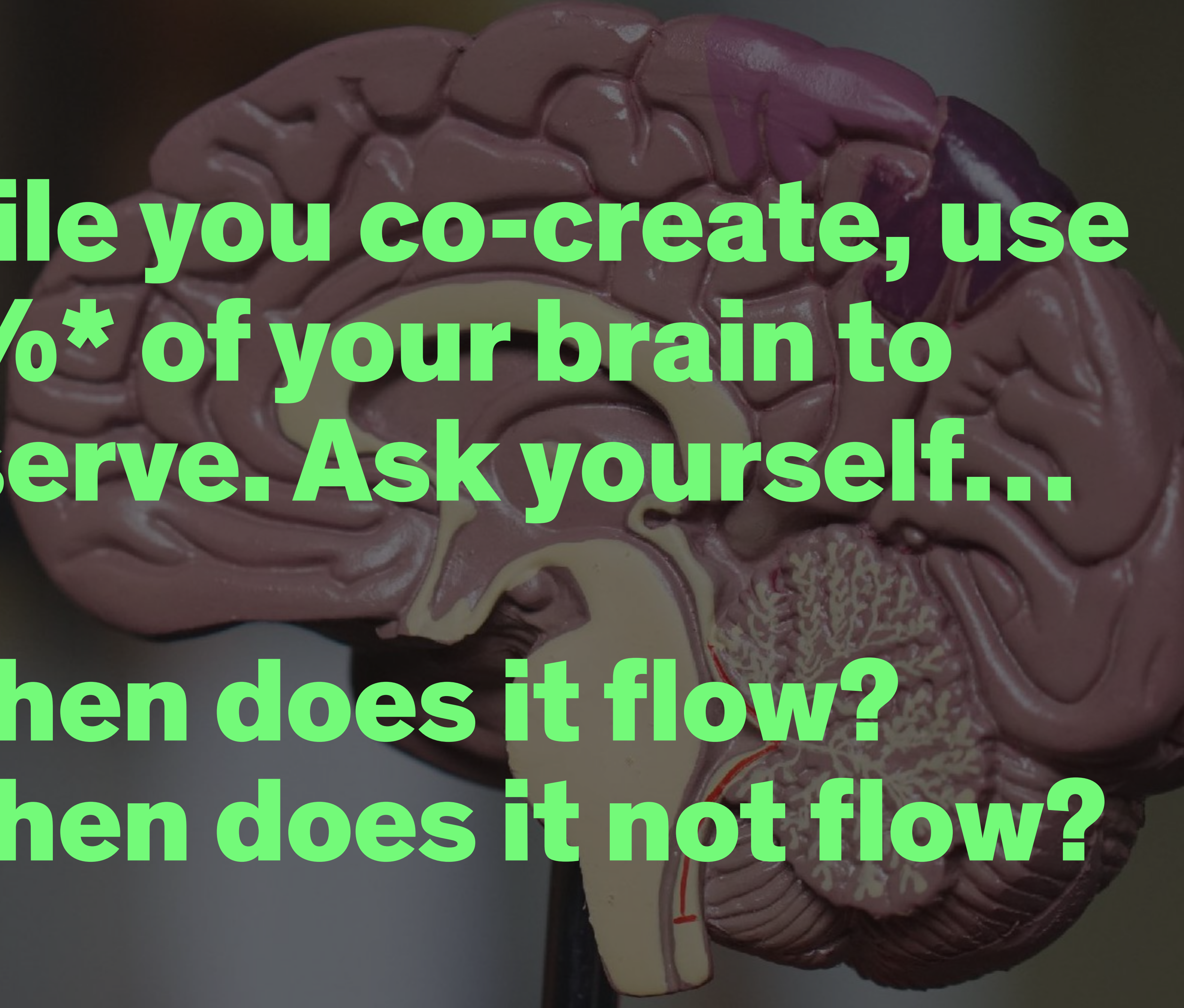
**a...**

**girl...**

**who...**

# Flow





**While you co-create, use  
17%\* of your brain to  
observe. Ask yourself...**

- **when does it flow?**
- **when does it not flow?**

**\*a made-up number**

**Once...**

**there...**

**was...**

**a...**

**girl...**

**who...**

# Have fun!



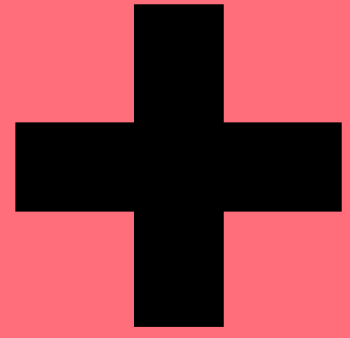
# Debrief

+

**What  
helped  
the flow?**

—

**What  
blocked  
the flow?**



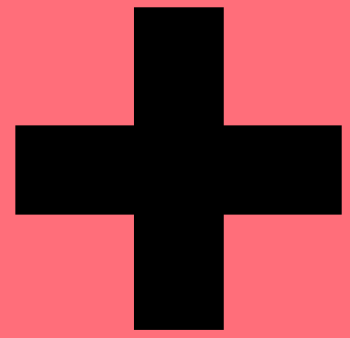
- **Letting go**
- **Just trying something**
- **Listening well**
- **Building on others ideas**



- **Sticking to the vision**
- **Thinking a lot**
- **Trying to predict the future**
- **Being smart**
- **Following rules**



# Freedom



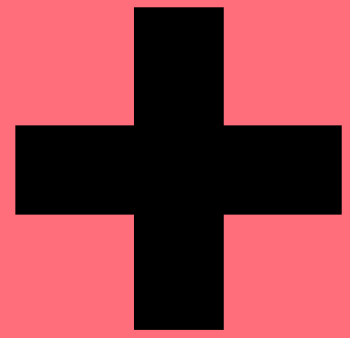
- **Letting go**
- **Just trying something**
- **Listening well**
- **Building on others ideas**

# Structure



- **Sticking to the vision**
- **Thinking a lot**
- **Trying to predict the future**
- **Being smart**
- **Following rules**

# Freedom



- **Letting go**
- **Just trying something**
- **Listening well**
- **Building on others ideas**

# Structure

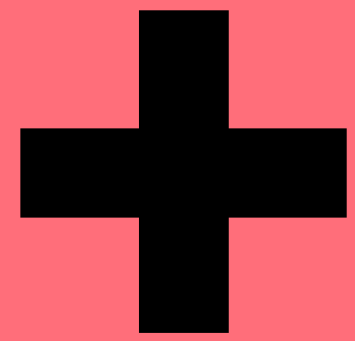


- **Sticking to the vision**
- **Thinking a lot**
- **Trying to predict the future**
- **Being smart**
- **Following rules**





# Freedom



- **Letting go**
- **Just trying something**
- **Listening well**
- **Building on others ideas**

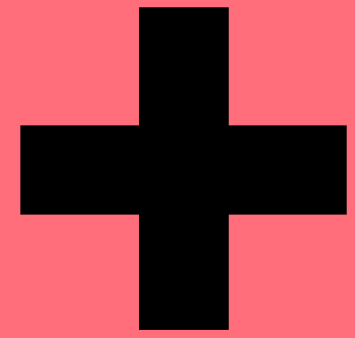
# Structure



- **Sticking to the vision**
- **Thinking a lot**
- **Trying to predict the future**
- **Being smart**
- **Following rules**

**This is facilitation**

# Freedom



- **Letting go**
- **Just trying something**
- **Listening well**
- **Building on others ideas**

# Structure

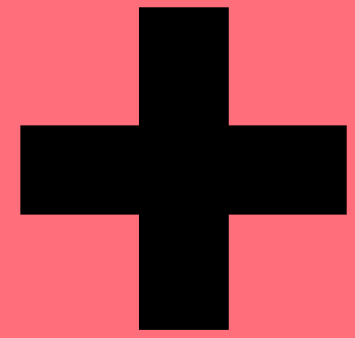


- **Sticking to the vision**
- **Thinking a lot**
- **Trying to predict the future**
- **Being smart**
- **Following rules**

**This is leadership**



# Freedom



- **Letting go**
- **Just trying something**
- **Listening well**
- **Building on others ideas**

# Structure



- **Sticking to the vision**
- **Thinking a lot**
- **Trying to predict the future**
- **Being smart**
- **Following rules**

**This is design**

**When does design  
practice need  
freedom?**

**When does it need  
structure?**



# Freedom

**+** **(Trust)**

- **Letting go**
- **Just trying something**
- **Listening well**
- **Building on others ideas**

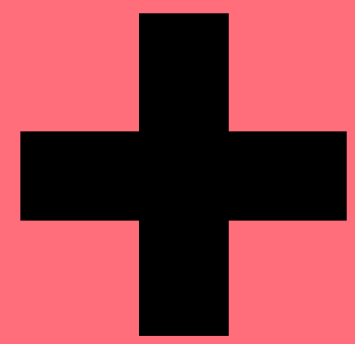
# Structure

**—** **(Fear)**

- **Sticking to a vision**
- **Thinking a lot**
- **Trying to predict the future**
- **Being smart**
- **Following the rules**



# Freedom



**(Trust)**

- Letting go
- Just trying something
- Listening well
- Building on others ideas

**Needed for new problems**

# Structure



**(Fear)**

- Sticking to a vision
- Thinking a lot
- Trying to predict the future
- Being smart
- Following the rules

**Great for familiar problems**

# Freedom vs. structure



Oh,  
orgs love  
straight  
lines





# Freedom



The Process of Design from a great height. Damien Newman.

# Structure



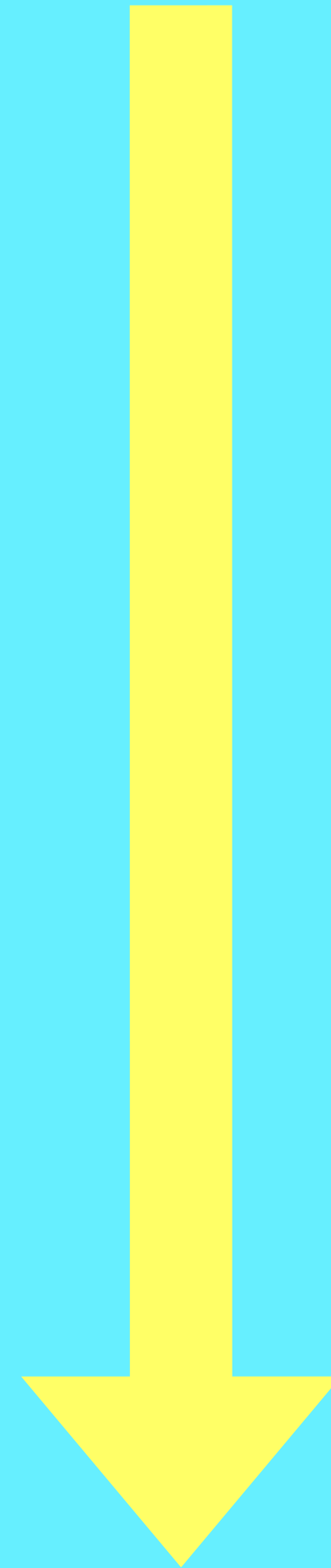
A straight line.

# Freedom



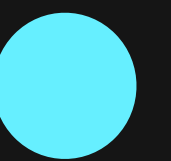
The Process of Design from a great height. Damien Newman.

# Structure



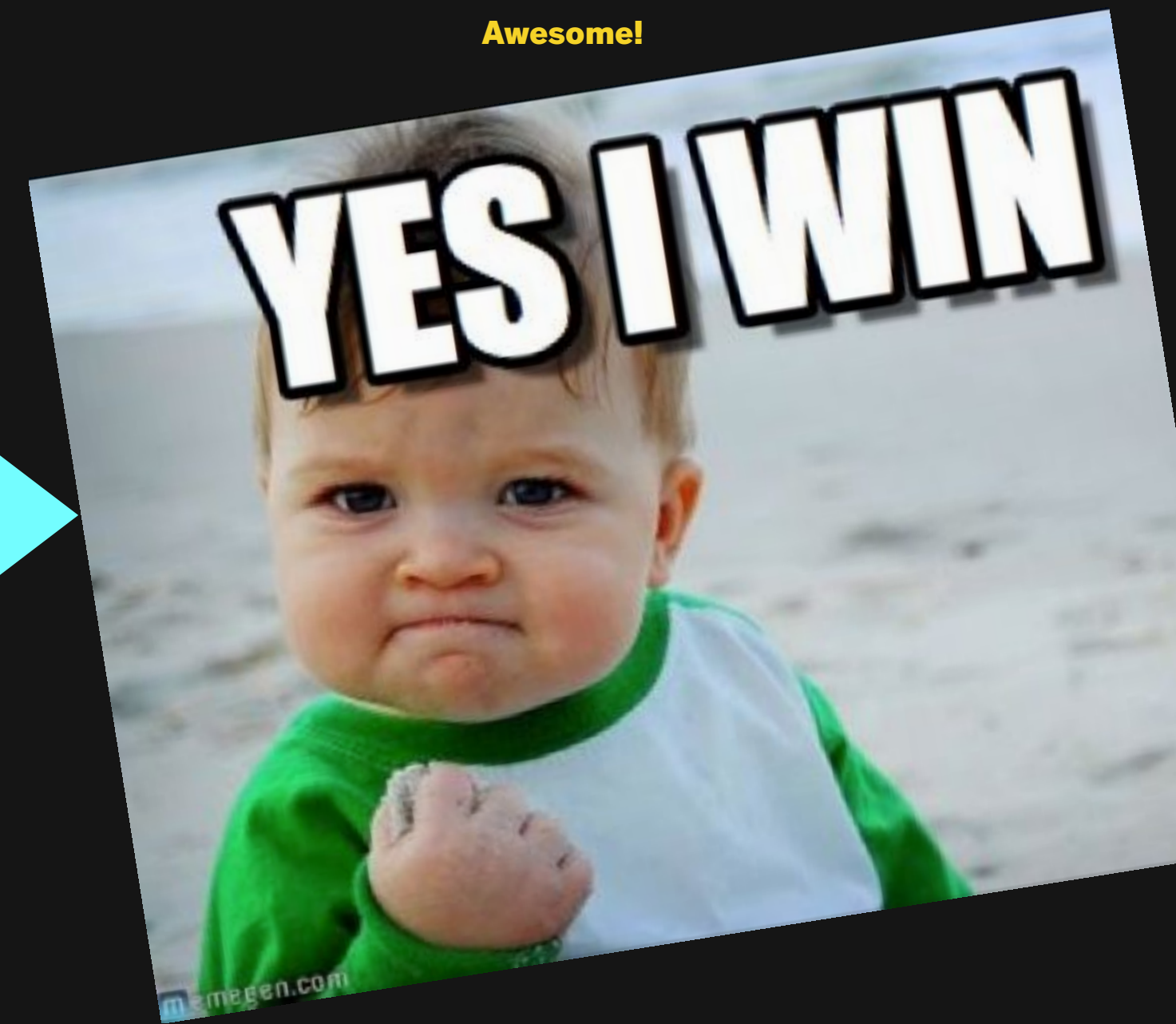
A straight line.

**The problem:  
if you work in  
straight lines, you  
need to be right.  
All the time.**





# How orgs believe the world changes



**Straight lines  
are fine in  
familiar  
territory.**

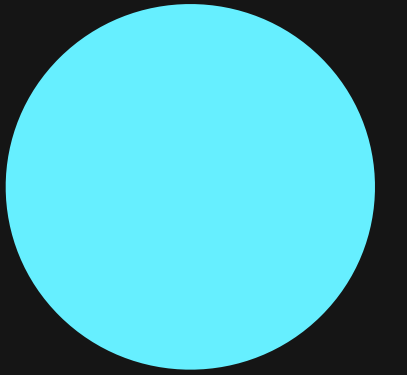
**But straight  
lines suck in  
new territory.**

**So... design.**

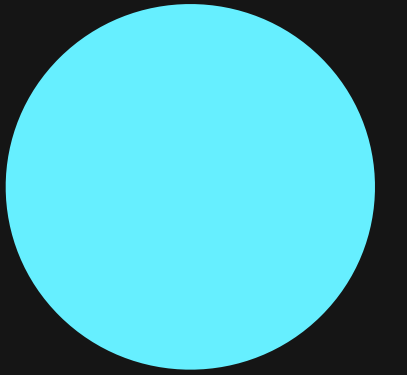




# Freedom VS. structure

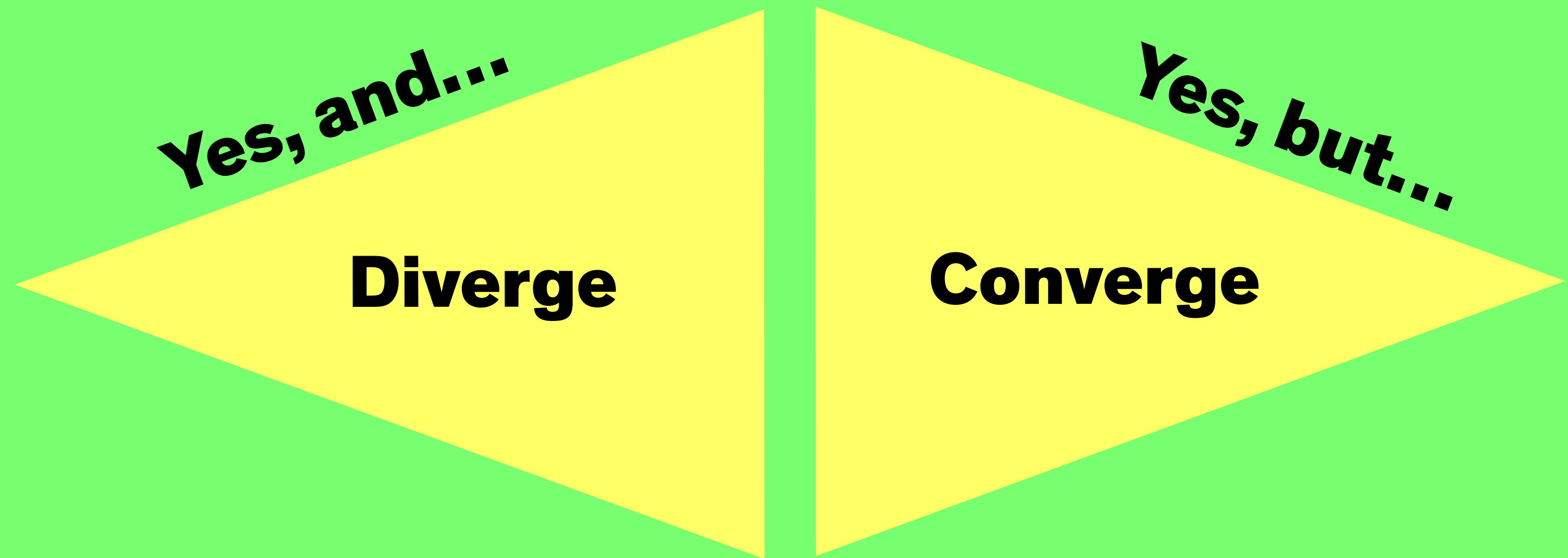


# Freedom **within** structure

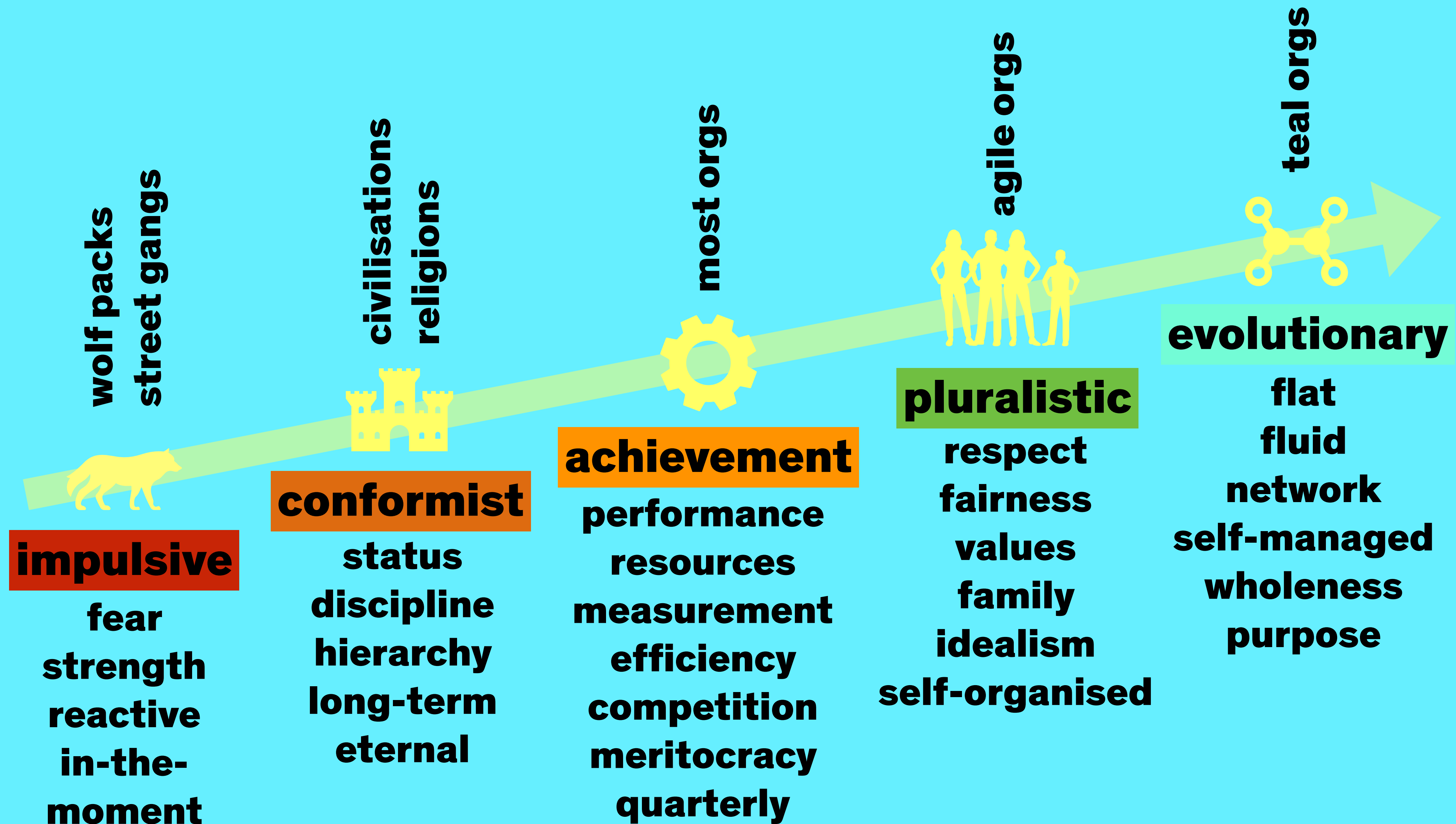




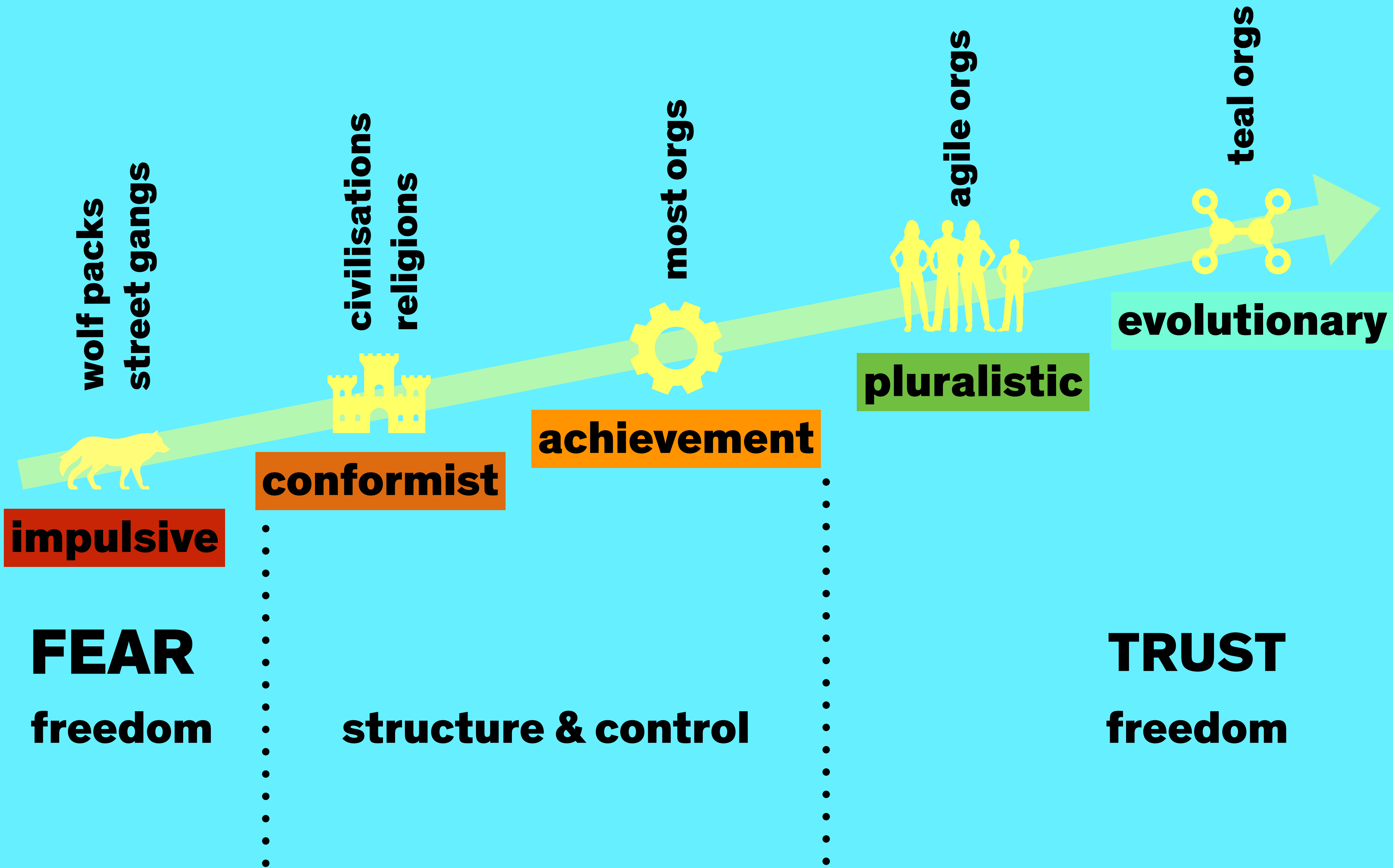
# Those diamonds...

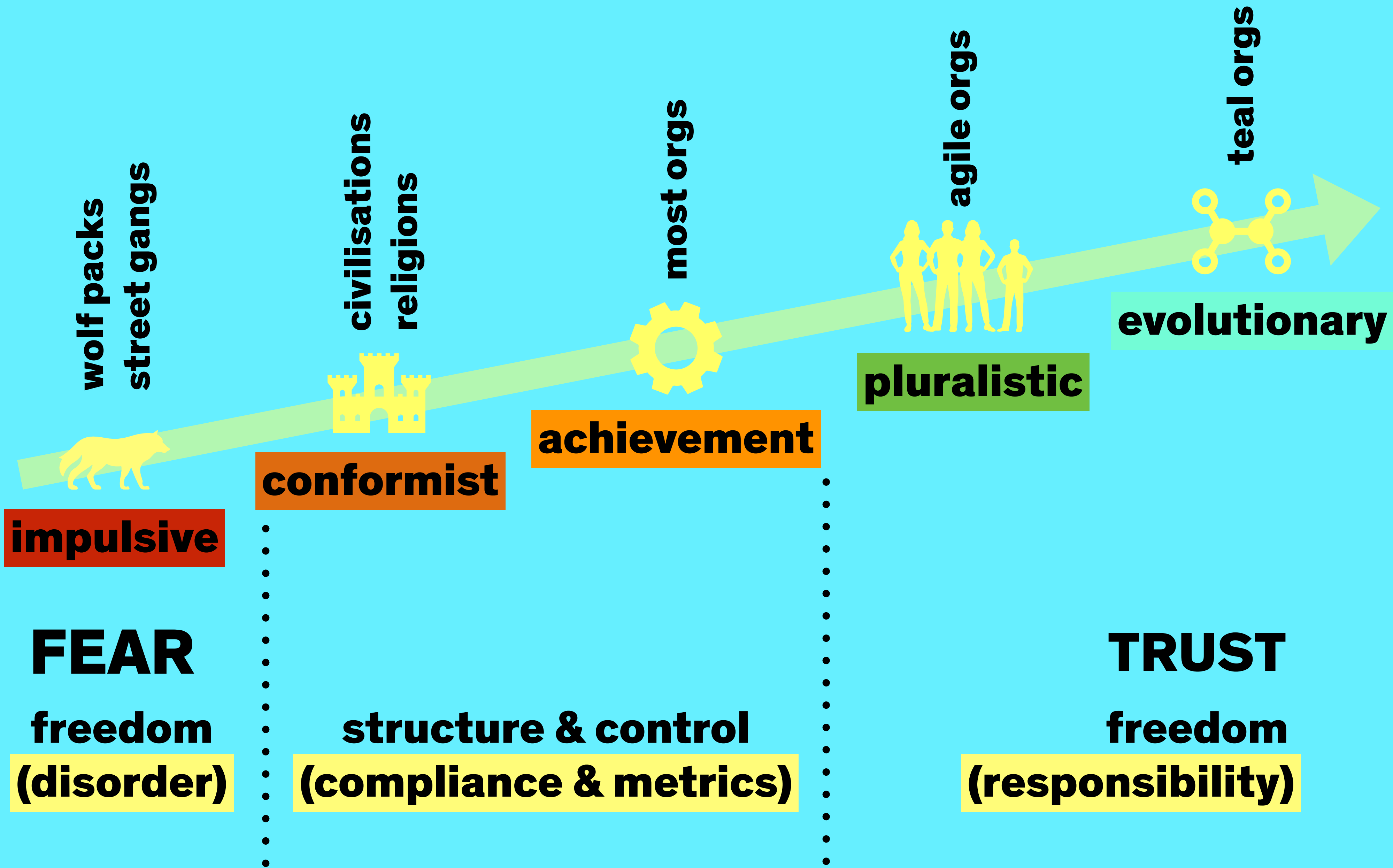


# Orgs are evolving









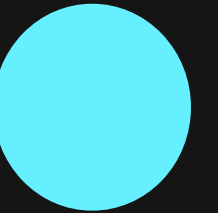
**When you have  
never seen  
freedom based on  
responsibility,  
all freedom looks  
like disorder.**

**When does your  
organisation use  
fear? Compliance  
& metrics? True  
responsibility?**





**Let's put it  
all together**



# Freedom (Trust?)

- **Letting go**
- **Just trying something**
- **Listening well**
- **Building on others ideas**

**Needed for new problems**

# Structure (Fear?)

- **Sticking to a vision**
- **Thinking a lot**
- **Trying to predict the future**
- **Being smart**
- **Following the rules**

**Great for familiar problems**

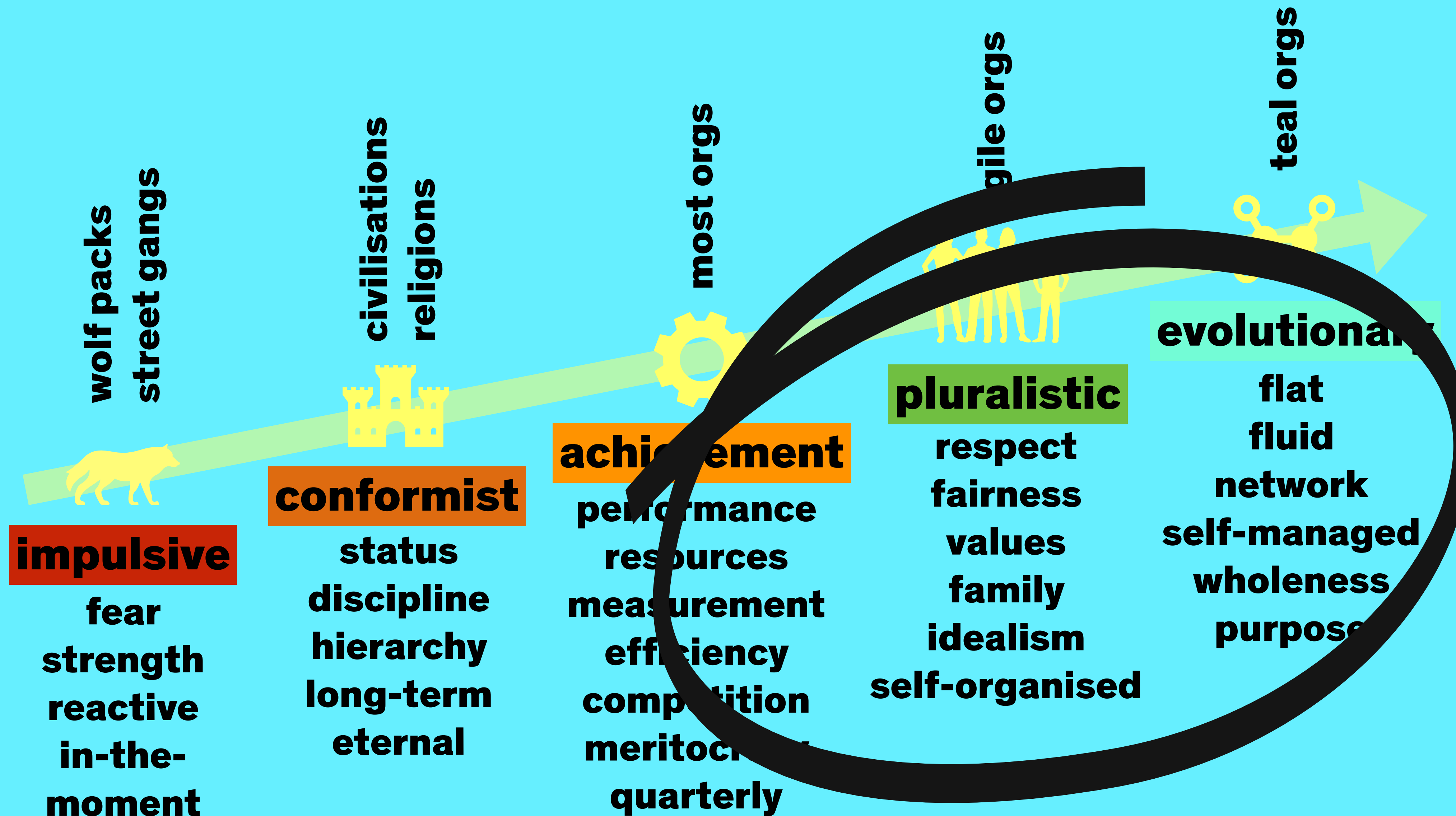
**Yes, and....**

**Diverge**

**Yes, but...**

**Converge**







A close-up photograph of a person's hands shaping a clay pot on a pottery wheel. The hands are covered in wet clay, and a metal tool is being used to smooth the rim of the pot. The pot is a reddish-brown color and is being shaped into a wide, shallow bowl. The pottery wheel is white and has some clay residue on it. The background is slightly blurred, showing more of the pottery wheel and some clay shavings.

**“The working material  
of a service designer is  
the organisation.”**

**Sarah Drummmond**





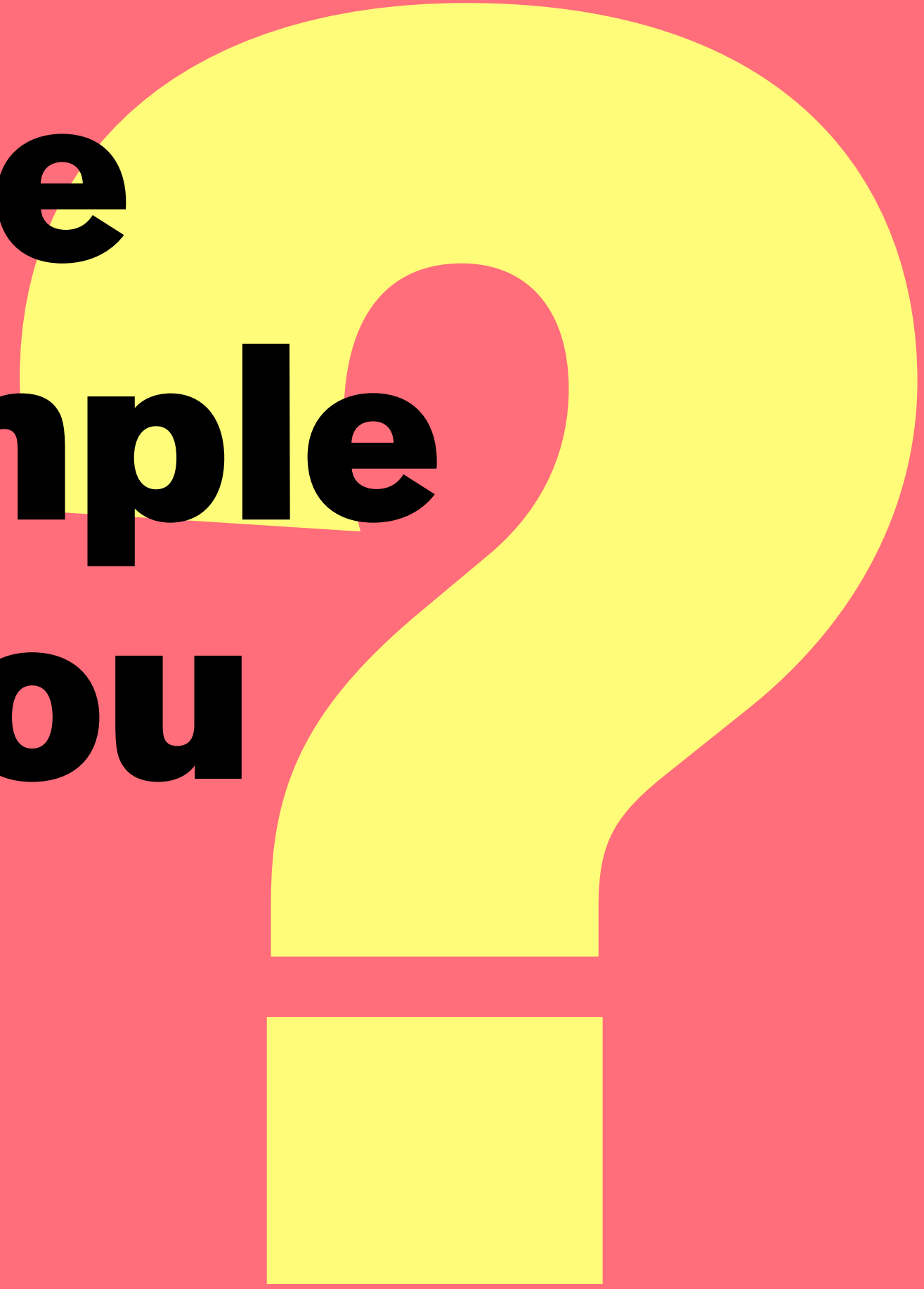
# Culture Project Session Moment

**You are always considering the layers  
above and below...**

**What choices can we make at the moment/session/project level, that will build a better culture for design in our org?**



**What was your  
personal choice  
today, for example  
when I asked you  
to play a ball  
game?**





# Next #doingnottalking steps



**Global Jams**

**Applied Improvisation Network**

**Prototype with us at  
Co-Creation School**

**[www.linktr.ee/adamstjohn](http://www.linktr.ee/adamstjohn)**

# Thanks for listening.



WorkPlayExperience GbR  
Adam Lawrence

Oedenberger Weg 14  
D90571 Schwaig b. Nürnberg  
Germany

+49 157 7374 3115  
@adamstjohn  
adam@workplayexperience.com  
[www.workplayexperience.com](http://www.workplayexperience.com)



## Books, downloads & schools at [tisdd.com](http://tisdd.com)