Learning Journey 2023

Unleash III - session 11
December 1st 2023

HYPER ISLAND
WELCOME TO TODAY'S SESSION
Stockholm — Karlskrona — New York — Manchester — London — Singapore — São Paulo

Our schedule

Session #		DAY	DATE	TIME (BR, ARG)	DURATION	**Phase**
1	☑	Tuesday	**5th**	11-13	2	Kickoff
2	☑	Tuesday	**19th**	11-13	3	Uncover
3	☑	Friday	**29th**	11-13	2	Uncover
4	☑	Monday	**2nd**	11-13	2	Uncover
5	☑	Monday	**9th**	11-13:30	2.5	Uncover final
6	☑	Friday	**20th**	11-13:30	2.5	Unlock
7	☑	Friday	**27th**	11-13	2	Unlock
		~~Monday~~	~~**6th** Nov.~~	~~11-13~~	~~2~~	~~Unlock~~
8	☑	Friday	**10th**	11-13:30	3	Unlock
9	☑	Friday	**17th**	12-14	2	Unleash
10	☑	Friday	**24th**	12-14	2	Unleash
11	☐	Friday	**1st Dec.**	12-14	2	Unleash
12	☐	Friday	**8th**	11-14	3	Pitch
13	☐	Friday	**15th**	12-14	2	Retrospectiva

Our journey

Disney HYPER ISLAND

UNCOVER

LEARNING TO EXPLORE THE PROBLEM SPACE, UNCOVERING OPPORTUNITIES

INNOVATION PRINCIPLES
INNOVATIVE TEAMS
IDENTIFYING OPPORTUNITIES
RESEARCH HACKS

KICK-OFF	19 SEPT.	29 SEPT.	Oct. 2nd	Oct. 9th
5 SEPT.	IDOARRT	PERSONALITY PROFILING WITH MBTI	FUTURES MINDSET / PLAY IN THE FUTURE	ACTIVE LISTENING ACTIVITY
WELCOME & INTRO TO THE PROGRAM	STINKY FISH	DISCOVER YOUR AREAS OF GENIUS WITH 6 WORKING GENIUS	JOBS TO BE DONE ACTIVITY	CX TOOLS
MASH UP INNOVATION	INCLUSIVE INNOVATION FOR DISRUPTIVE IDEAS			PLANNING RESEARCH
	HIGH PERFORMING TEAMS			
2 hrs.	3 hrs.	2 hrs.	2 hrs.	2 .5 hrs.

Our journey

Disney HYPER ISLAND

UNLOCK

IDENTIFYING CREATIVE SOLUTIONS

INSIGHT TO IDEAS
THINK OUT OF THE BOX
SOLUTION SPACE

UNLEASH

SCALING & STORYTELLING

PRETOTYPING
AGILE INNOVATION
EXPLORING IMPACT
ETHICS AND CONSEQUENCES
STORIES AND INFLUENCE

Oct. 20th	Oct. 27th	Nov. 10TH	Nov. 17TH	Nov. 24th	Dec. 1st
NETWORKS HOW MIGHT WE STATEMENTS	HOW MIGHT WE STATEMENTS CREATIVE THINKING MINDSET	INTRO TO IDEATION & IDEATION SELECTION WITH HOW-NOW-WOW STORYBOARDING WITH TOAST	BEHAVIOURAL DESIGN FOR CX PEAK MOMENTS	LOW FIDELITY RAPID PRETOTYPE	
2 .5 hrs.	2 hrs.	3 hrs.	2 hrs.	2 hrs.	2 hrs.

CHECK-IN

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When you think of December what comes to mind?

Sharing your prototype & collecting insights

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How was it?

Did you manage to share your prototype with at least 5 people, from within or outside the company as you see fit.

- What happened?
- What reactions did you get and what insights can you draw from this?
- What new assumptions emerged which you need to test?
- How would you iterate your prototype?

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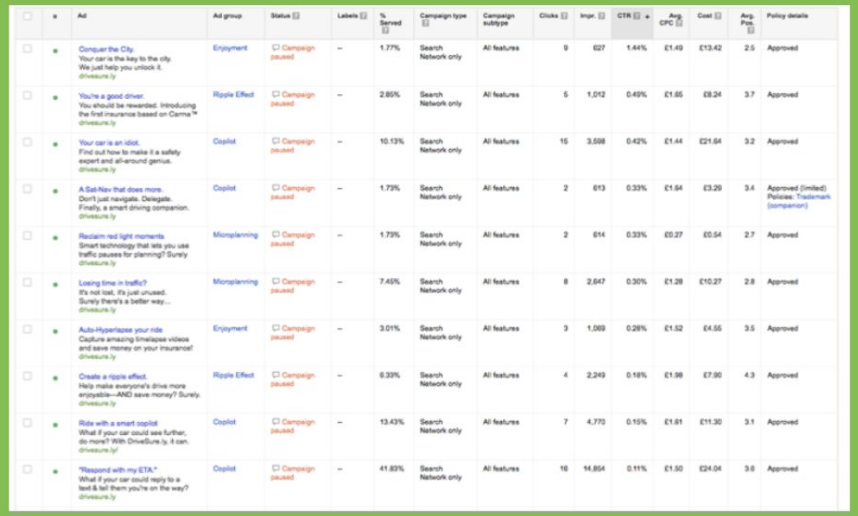
Guerilla Research

What assumptions could you test now?

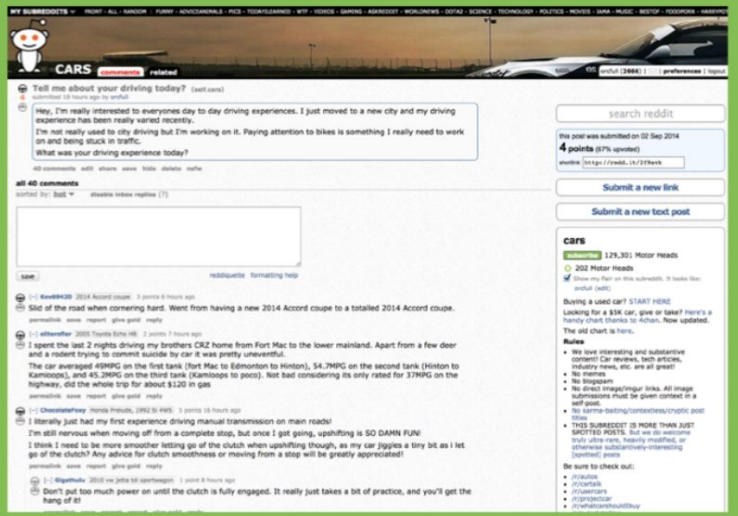
- How could you get more feedback to iterate your MLP version 1
- Who, when, where, how and what could you quickly test?
  - Think agile, networks, real-world

20 minutes

Guerrilla Research



		Ad	Ad group	Status	Labels	% Served	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Policy details
☐	●	Conquer the City. Your car is the key to the city. We just help you unlock it. drivesure.ly	Enjoyment	Campaign paused	--	1.77%	Search Network only	All features	9	627	1.44%	£1.49	£13.42	2.5	Approved
☐	●	You're a good driver. You should be rewarded. Introducing the first insurance based on Carma™ drivesure.ly	Ripple Effect	Campaign paused	--	2.85%	Search Network only	All features	5	1,012	0.49%	£1.65	£8.24	3.7	Approved
☐	●	Your car is an idiot. Find out how to make it a safety expert and all-around genius. drivesure.ly	Copilot	Campaign paused	--	10.13%	Search Network only	All features	15	3,598	0.42%	£1.44	£21.64	3.2	Approved
☐	●	A Sat-Nav that does more. Don't just navigate. Delegate. Finally, a smart driving companion. drivesure.ly	Copilot	Campaign paused	--	1.73%	Search Network only	All features	2	613	0.33%	£1.64	£3.29	3.4	Approved (limited) Policies: Trademark (comparison)
☐	●	Reclaim red light moments Smart technology that lets you use traffic pauses for planning? Surely drivesure.ly	Microplanning	Campaign paused	--	1.73%	Search Network only	All features	2	614	0.33%	£0.27	£0.54	2.7	Approved
☐	●	Losing time in traffic? It's not lost, it's just unused. Surely there's a better way... drivesure.ly	Microplanning	Campaign paused	--	7.49%	Search Network only	All features	8	2,647	0.30%	£1.28	£10.27	2.8	Approved
☐	●	Auto-Hyperlapse your ride Capture amazing timelapse videos and save money on your insurance! drivesure.ly	Enjoyment	Campaign paused	--	3.01%	Search Network only	All features	3	1,069	0.28%	£1.52	£4.55	3.5	Approved
☐	●	Create a ripple effect. Help make everyone's drive more enjoyable—AND save money? Surely. drivesure.ly	Ripple Effect	Campaign paused	--	6.33%	Search Network only	All features	4	2,249	0.18%	£1.98	£7.90	4.3	Approved
☐	●	Ride with a smart copilot What if your car could see further, do more? With DriveSure.ly, it can. drivesure.ly/	Copilot	Campaign paused	--	13.43%	Search Network only	All features	7	4,770	0.15%	£1.61	£11.30	3.1	Approved
☐	●	"Respond with my ETA." What if your car could reply to a text & tell them you're on the way? drivesure.ly	Copilot	Campaign paused	--	41.83%	Search Network only	All features	16	14,854	0.11%	£1.50	£24.04	3.6	Approved



Get creative

What is around you?

Stay focussed

Ethics

PRESENTATIONS
& feedbacks

Learn how to share your prototype with the world!

2

What elements, characteristics would you say explains each of these two situations?

What elements, characteristics would you say explains each of these two situations?

Messenger
Shouting to be heard
Focused only on what he wants to say, no empathy or care for the audience

Message
In form & content unable to reach the audience, irrelevant

Audience
Disengaged

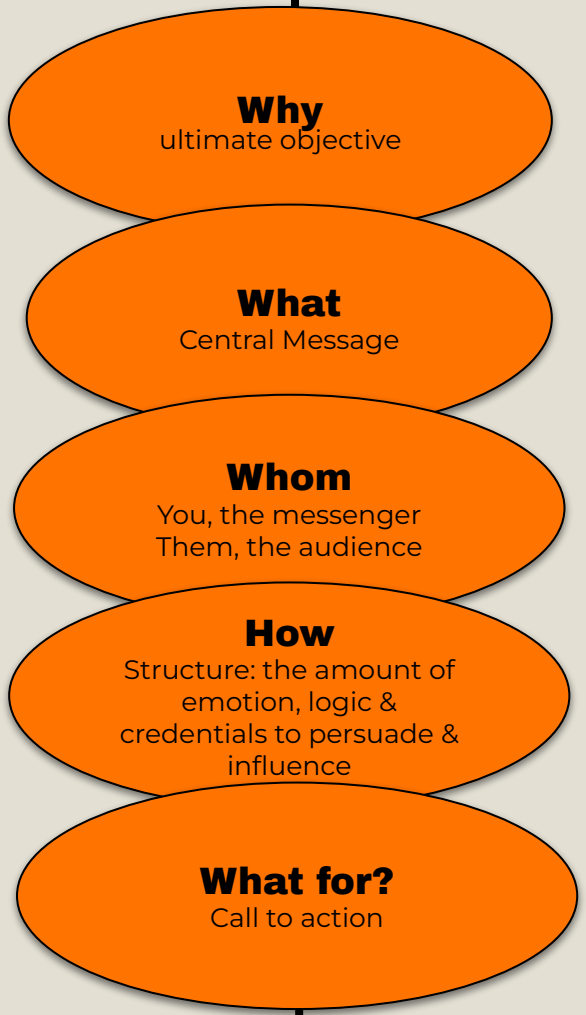
The Messenger IS the message
Fully present, mind & body & emotions good energy connects with the audience

Message
Crafted to be relevant, speaks to the audience

Audience
Engaged

STORYTELLING

FOR PRESENTING YOUR PROTOTYPE



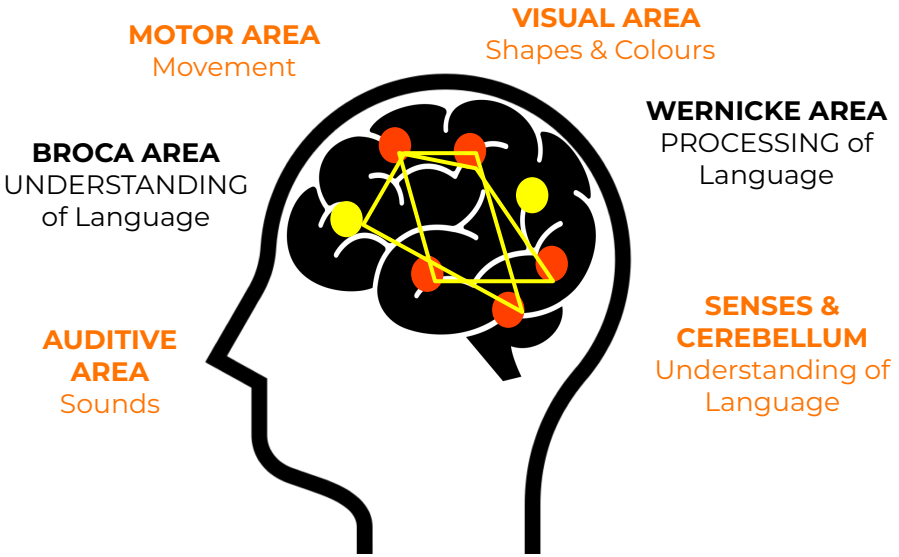
“The human mind is a story processor, not a logic processor.”

Jonathan Haidt

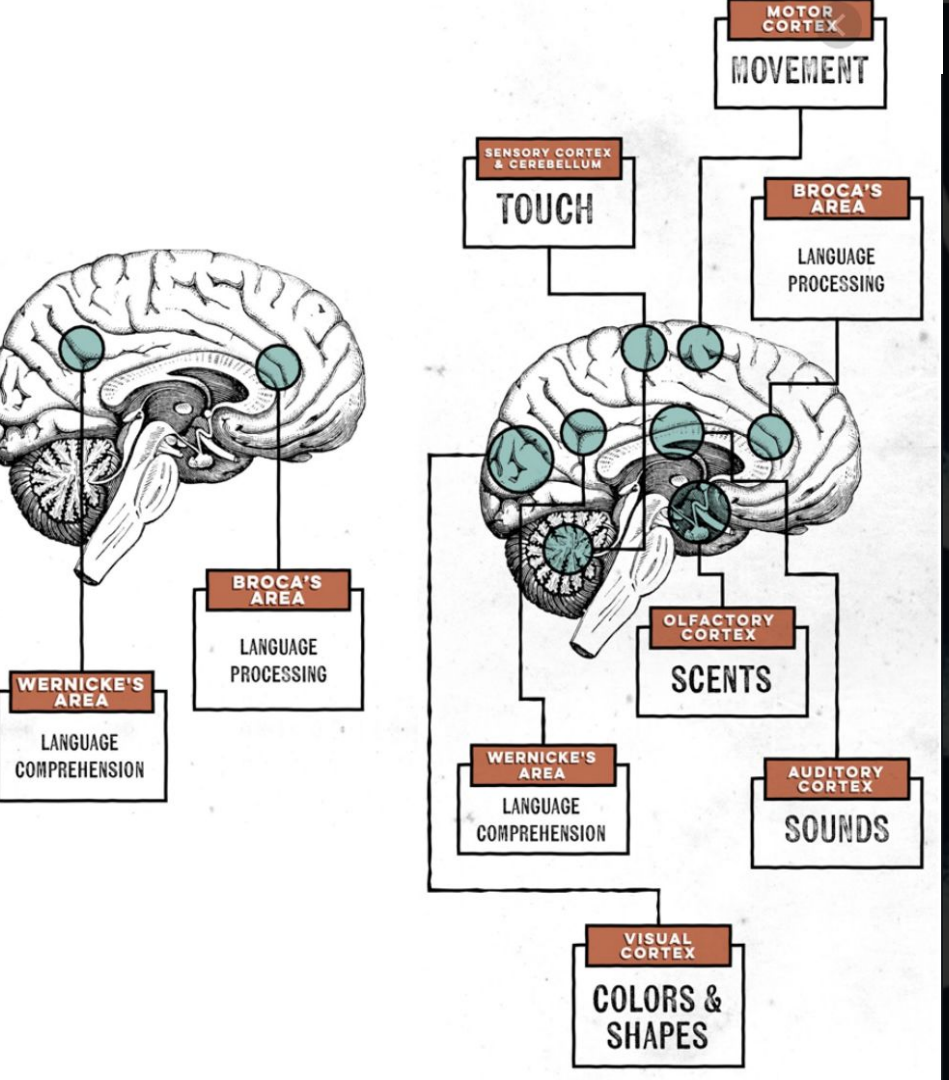
BRAIN & DATA

REASON → CONCLUSION

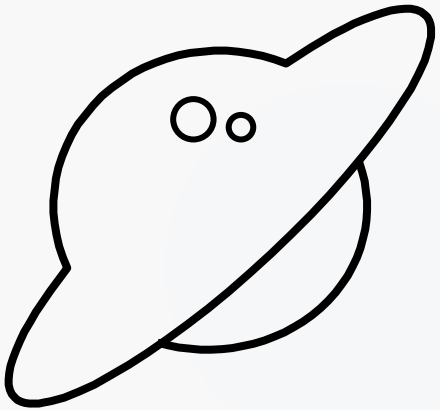
BRAIN & STORIES



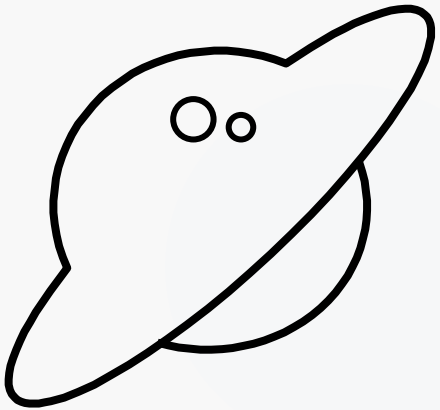
EMOTION → ACTION


BROCA'S AREA
LANGUAGE PROCESSING
WERNICKE'S AREA
LANGUAGE COMPREHENSION
MOTOR CORTEX
MOVEMENT
SENSORY CORTEX & CEREBELLUM
TOUCH
BROCA'S AREA
LANGUAGE PROCESSING
OLFACTORY CORTEX
SCENTS
WERNICKE'S AREA
LANGUAGE COMPREHENSION
AUDITORY CORTEX
SOUNDS
VISUAL CORTEX
COLORS & SHAPES

WORLD
STORIES STICK.
STATISTICS DON'T.



Storytelling is about guiding people towards the **Universe** we want to create.



To make them part of the story: to take action.

Why
ultimate objective

What
Central Message

Whom
You, the messenger
Them, the audience

How
Structure: the amount of emotion, logic & credentials to persuade & influence

What for?
Call to action

Why
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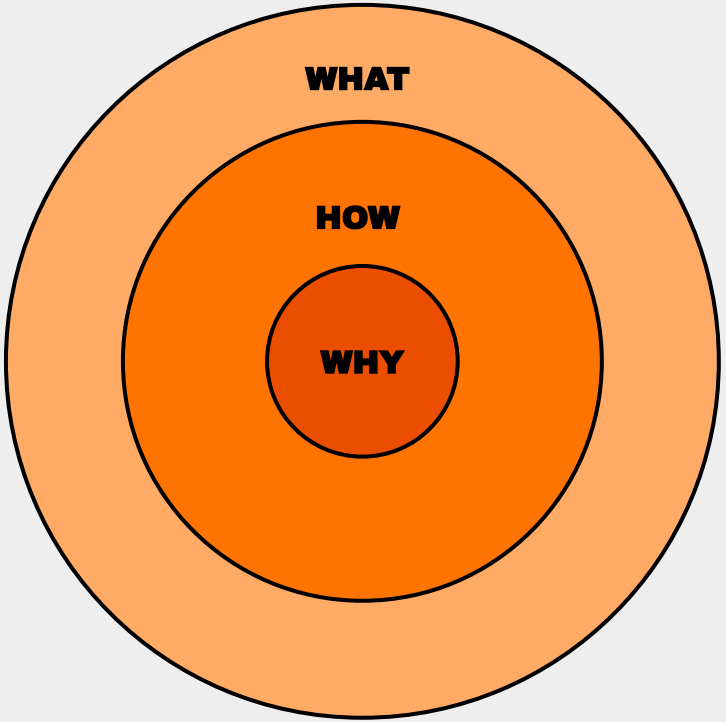
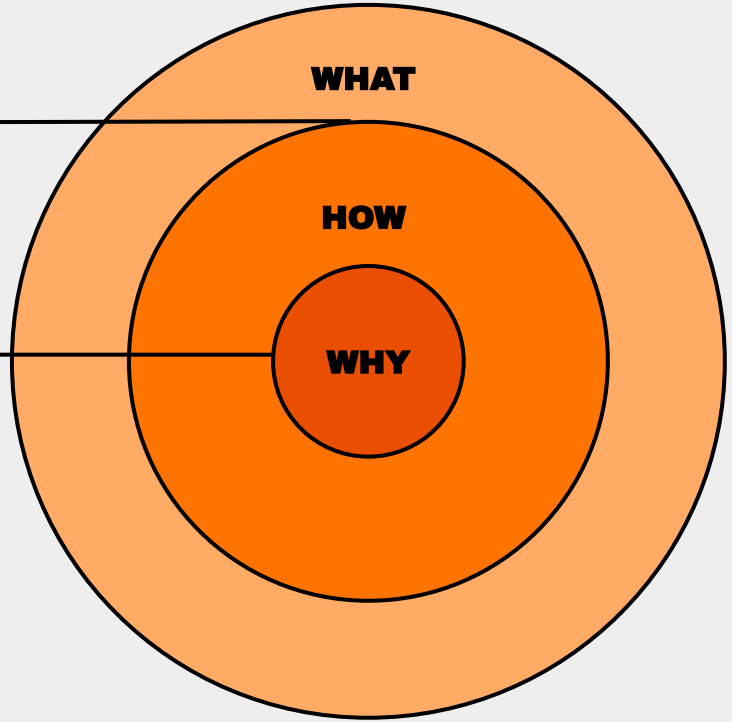
Golden Circle



Reason

Emotions & Actions



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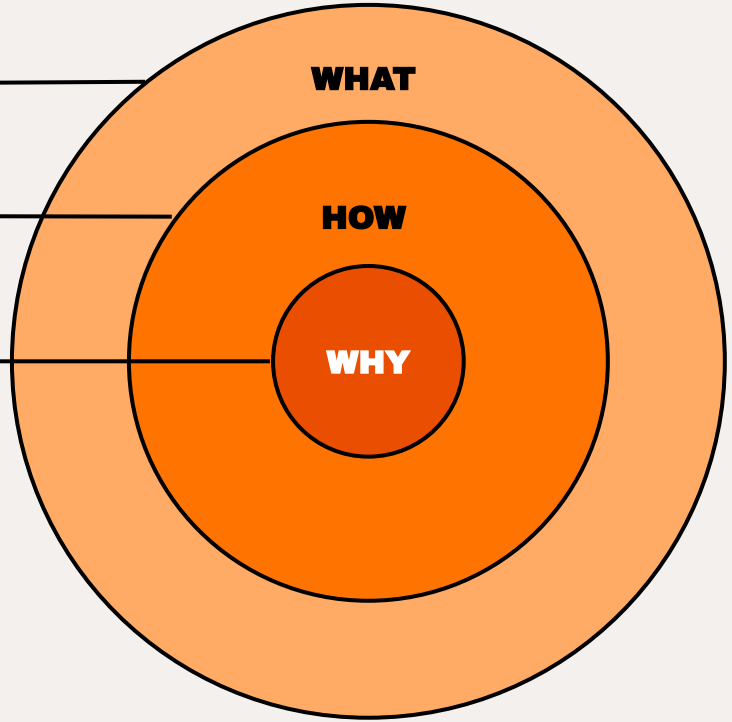
INNOVATIVE PRODUCTS

PRODUCTS WITH REVOLUTIONARY DESIGN & INTERFACE

CHALLENGE THE STATUS QUO, DARE TO THINK DIFFERENT



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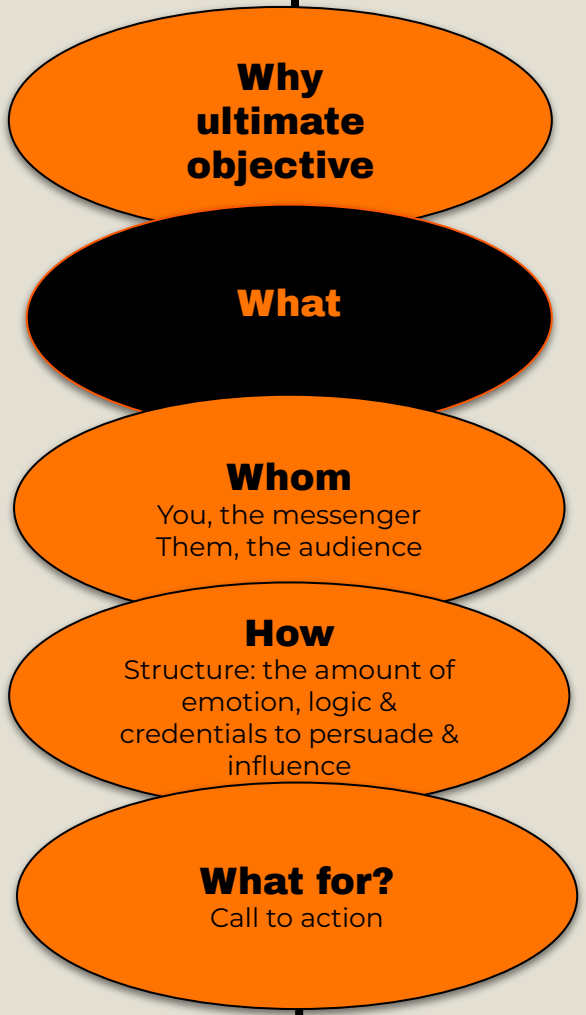
Why ultimate objective
What
Whom
You, the messenger
Them, the audience
How
Structure: the amount of emotion, logic & credentials to persuade & influence
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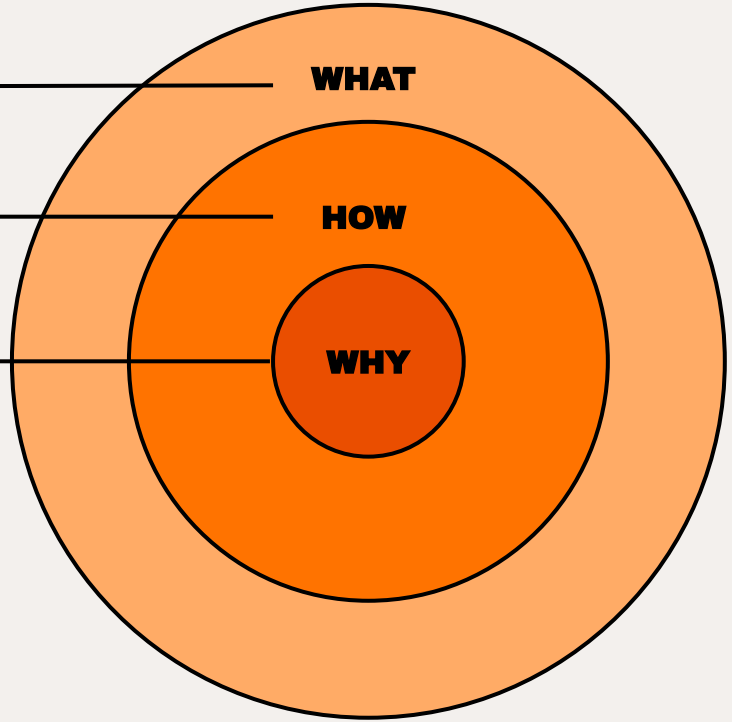
INNOVATIVE PRODUCTS

PRODUCTS WITH REVOLUTIONARY DESIGN & INTERFACE

CHALLENGE THE STATUS QUO, DARE TO THINK DIFFERENT

THINK DIFFERENT



One why,
Infinite messages

One brief,
Infinite possibilities

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“Recycle Life. Donate organs"

“Absurd is burying something much more valuable than a Bentley: your organs”."

“Fanatics to the point of wanting to support their team forever. Now it is possible."

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“We bring back your loved one: become an organ donor”

ONE WHY

DONATE ORGANS

VARIOUS CENTRAL MESSAGES

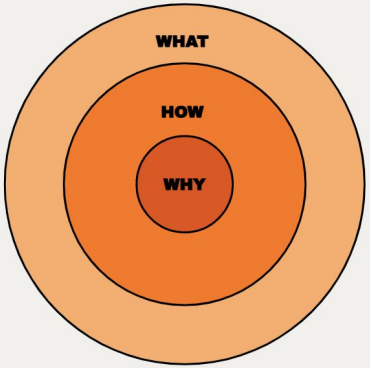
RECYCLE LIFE. DONATE ORGANS

DON'T BURY THE MOST PRECIOUS THING YOU HAVE.

SUPPORT YOUR TEAM BEYOND DEATH

KEEP YOUR LOVED ONE ALIVE IN SOMEONE ELSE.

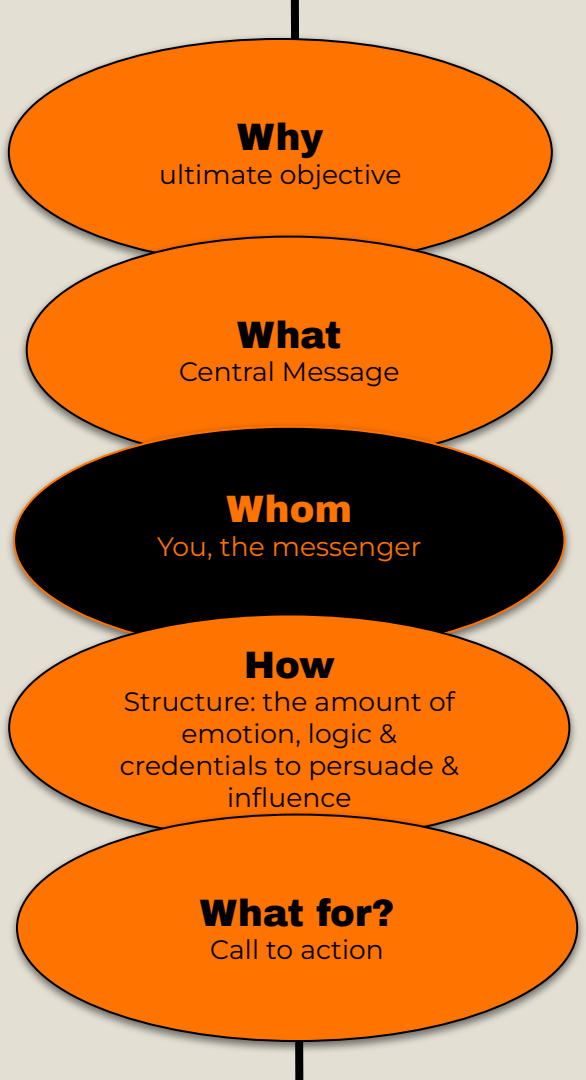
With reference to your area at Nubank?



Identify

- **The What**
- **The Why**
- **The How**
- **The Central Message** (in the form of a tagline or combination of words)

3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You, the messenger

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THE MEDIUM IS THE MESSAGE
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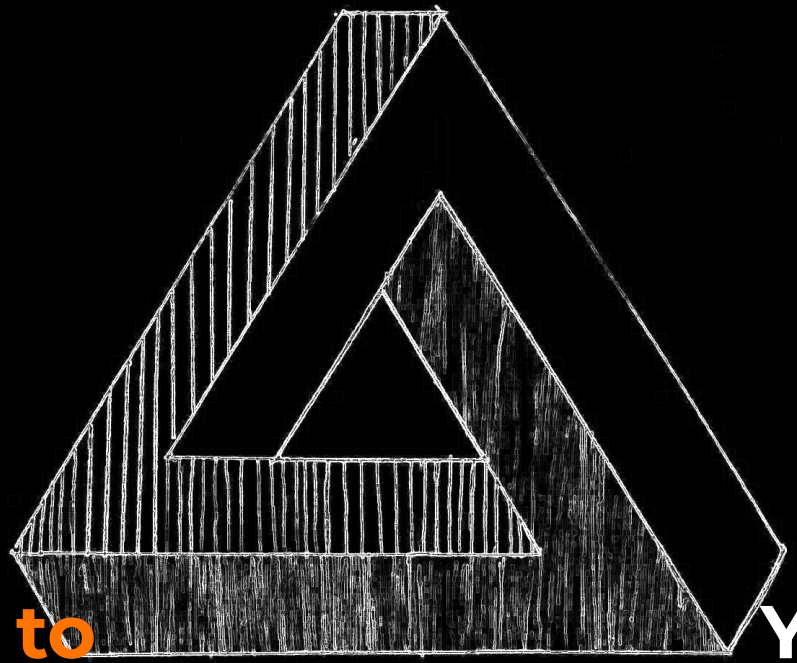
THE MEDIUM IS THE MESSAGE
The messenger is the message

“We don't see things as they are; we see things as we are”
Anais Nin

Your energy



Your ability to invite to act

Your ability to engage

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Public narrative in action

1. James Croft

Which story does James start with?

Then where does he move?

How does he draw the US in his narrative?

For another potent example of public narrative in action, check out this 7-minute clip of Barack Obama giving his famous 2004 speech at the Democratic National Convention. It's a perfect example of all three elements above — He moves seamlessly from his own *story of self*, to a *story of us* and finally a *story of now*...

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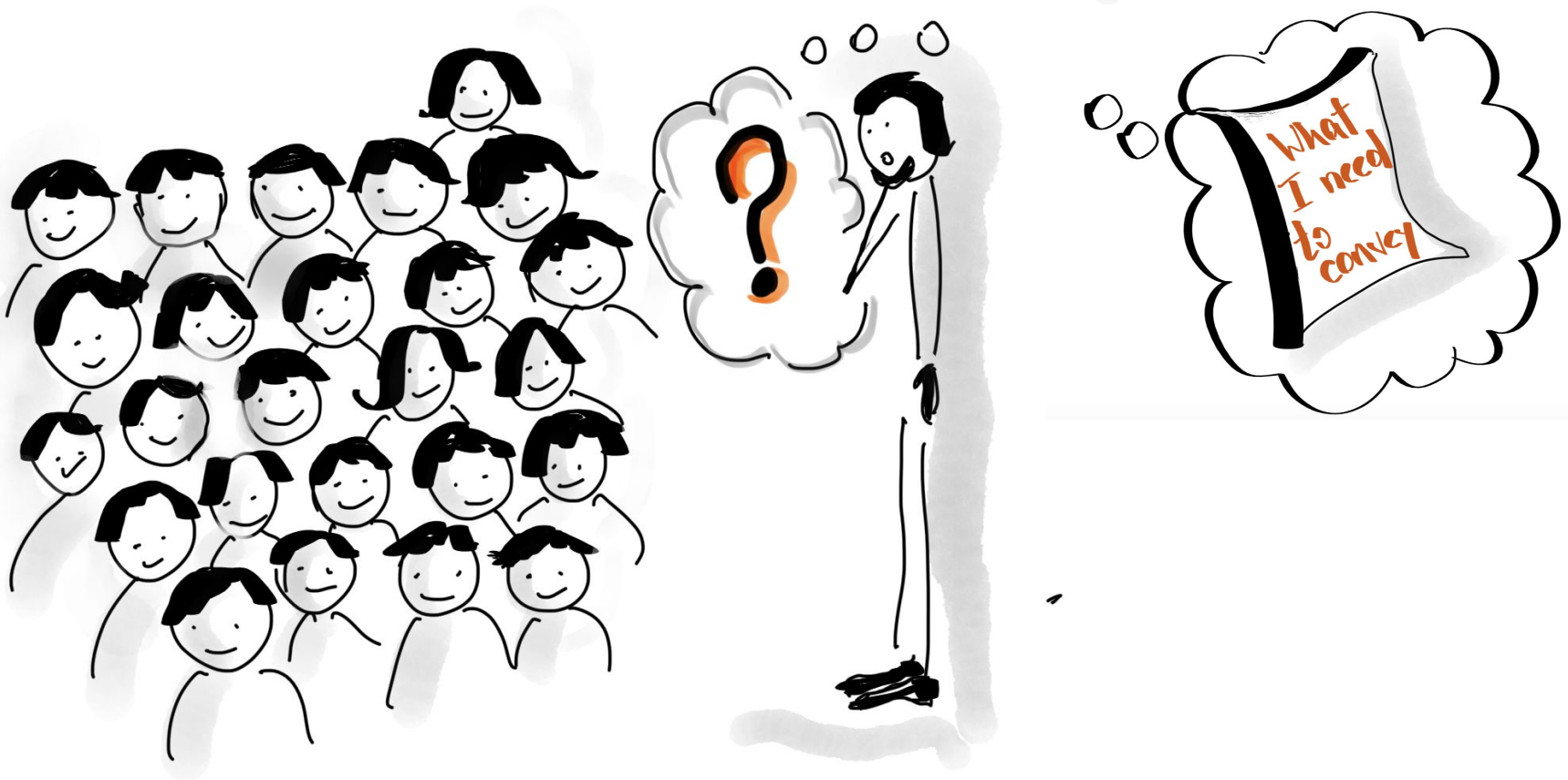
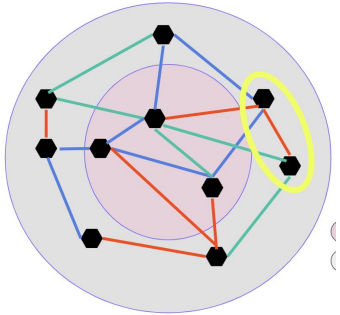
Them, the audience

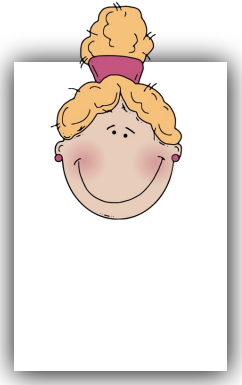
Getting to know your audience



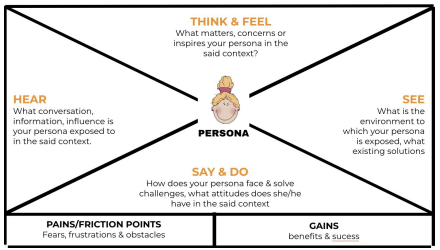
TOOLS TO GET TO KNOW YOUR AUDIENCE



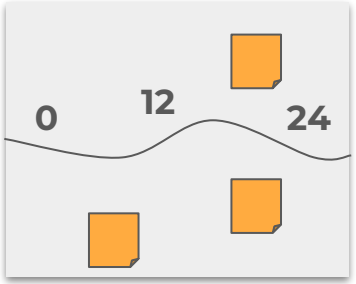
Stakeholder mapping



Persona



Empathy Map



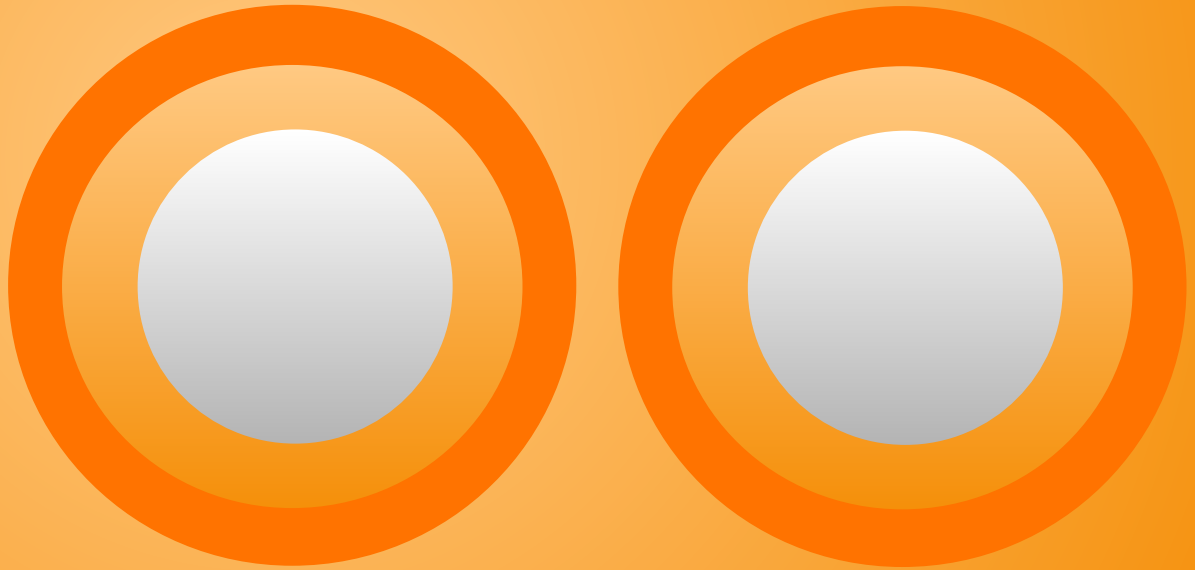
Dayparting

TOOLS TO GET TO KNOW YOUR AUDIENCE

Empathy mapping of stakeholders

STEP 1
Identify all players in these three areas

- Champions
- Decision-makers
- Affected by change



CHAMPIONS
Your allies & evangelists

Incentives
Why would they do it? What's in it for them?

Blockers
Resistance & fear of change

Enablers
mindset & abilities

DECISION-MAKERS
who have authority within the system

Incentives
Why would they do it? What's in it for them?

Blockers
Resistance & fear of change

Enablers
mindset & abilities

AFFECTED BY CHANGE

Incentives
Why would they do it? What's in it for them?

Blockers
Resistance & fear of change

Enablers
mindset & abilities

Empathy mapping of stakeholders

STEP 2

- Rate the relationships between the different players.
- Dotted line, weak, scarce
- Thin line, existing but not very frequent
- Thick line, strong and high frequency

Persona

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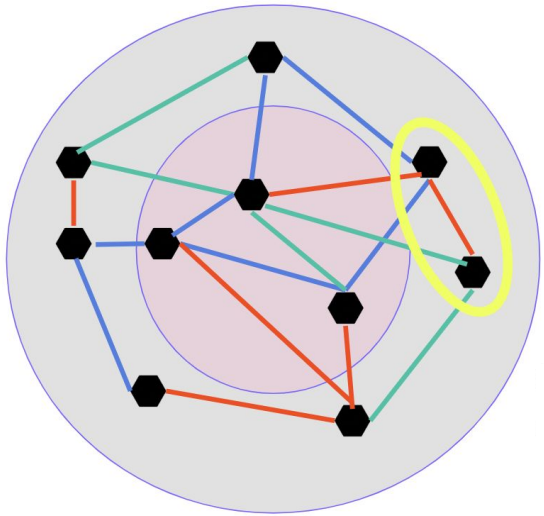
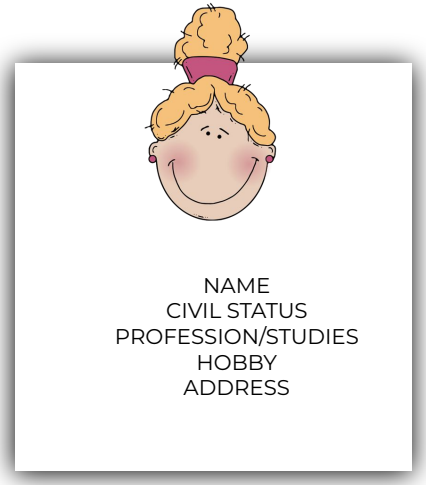
Identify a person (real or not) who is part of the relationship you have chosen in the stakeholder map.





Person & context

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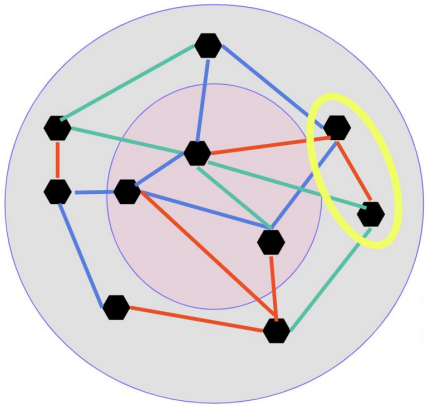
Think of a specific context for your Persona

ecosystem



persona

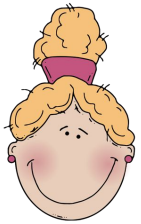
persona in specific context

THINK & FEEL

What matters, concerns or inspires your persona in the said context?

HEAR

What conversation, information, influence is your persona exposed to in the said context.



PERSONA

SEE

What is the environment to which your persona is exposed, what existing solutions

SAY & DO

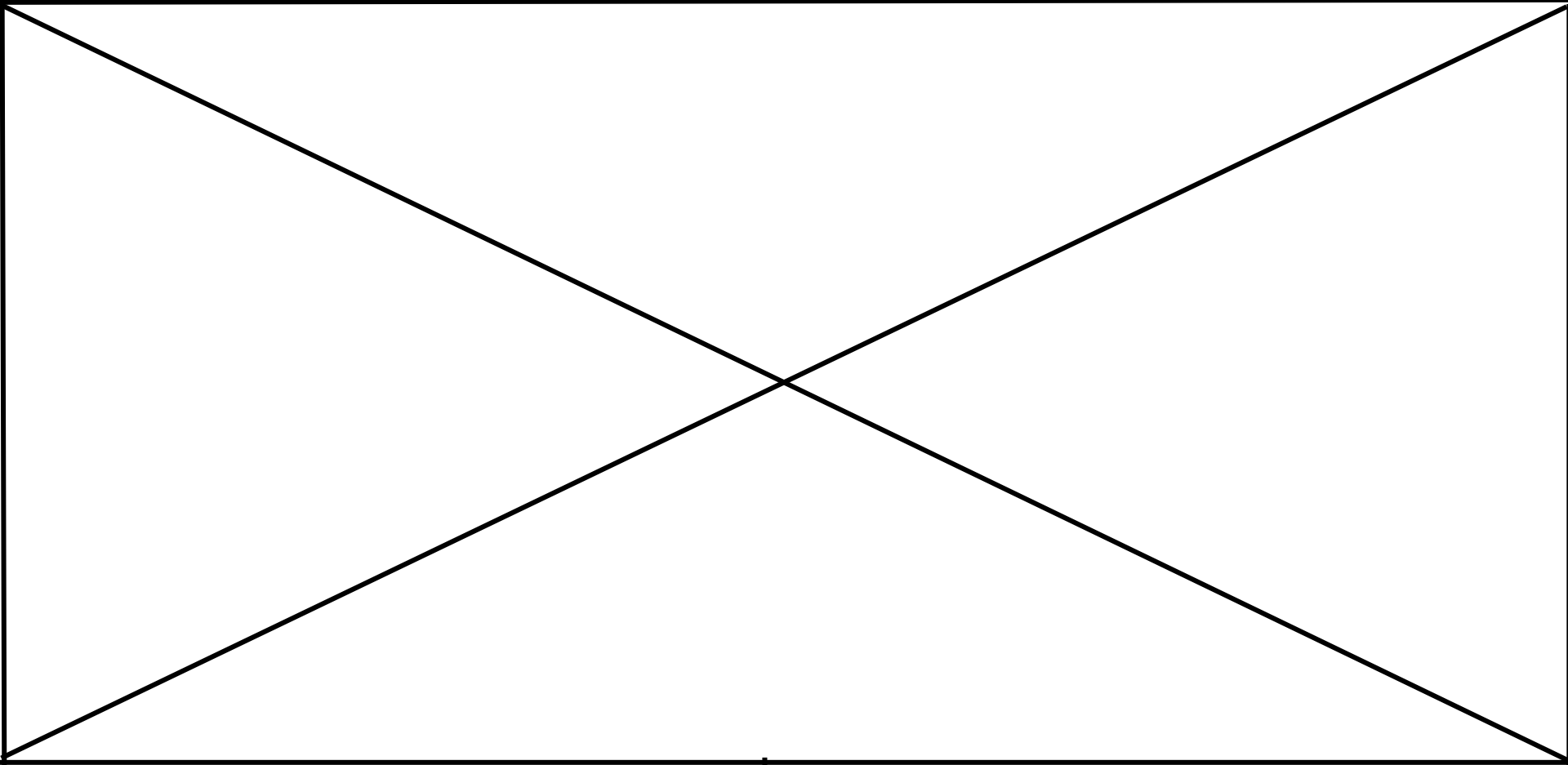
How does your persona face & solve challenges, what attitudes does she/he have in the said context

PAINS/FRICTION POINTS

Fears, frustrations & obstacles

GAINS

benefits & sucess



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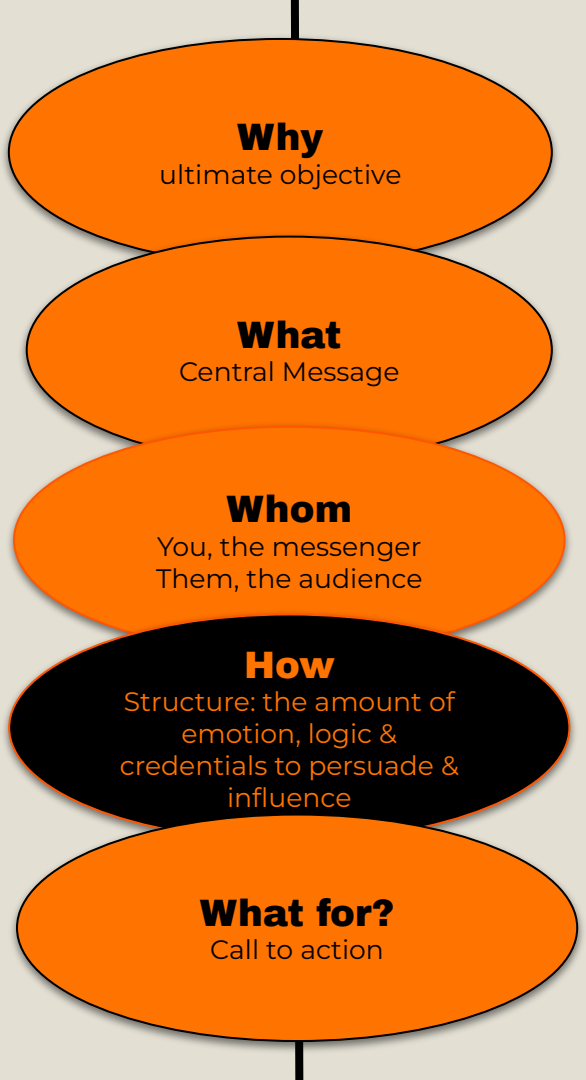
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METHODS OF PERSUASION

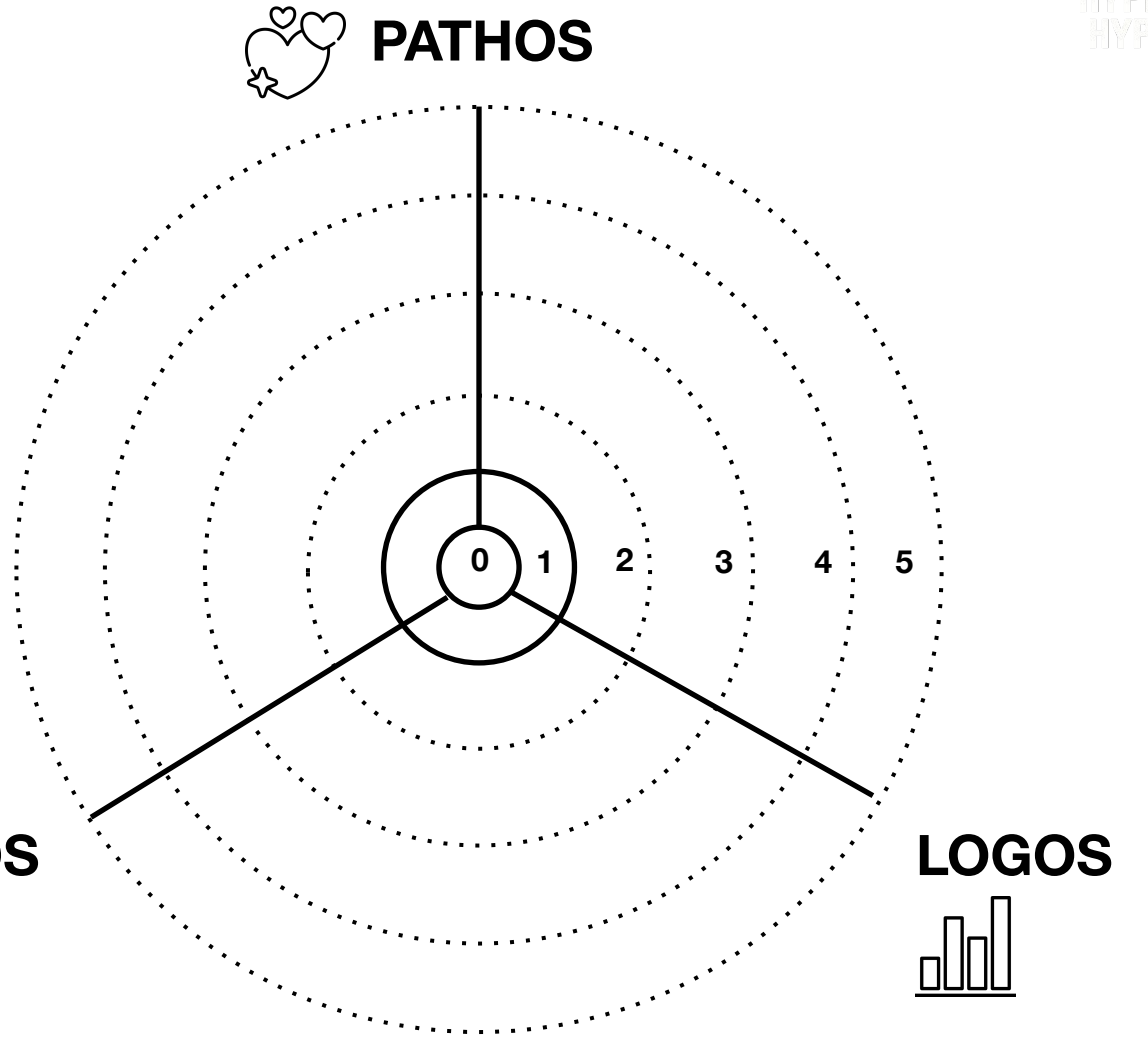
Credentials
Success Cases
Titles & Experience
Recognition
Personal Marketing

Personal Stories
Identification
Frustration & Fears
Desires & Needs

Pitch Structure:
beginning/middle/end
Data, statistics, market studies

Who is your audience?

In what quantities do you need ethos/pathos/logos to achieve your goal?



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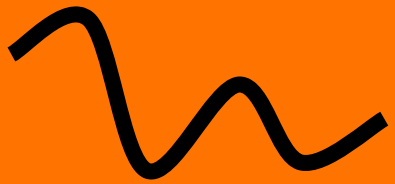
Narrative Structure

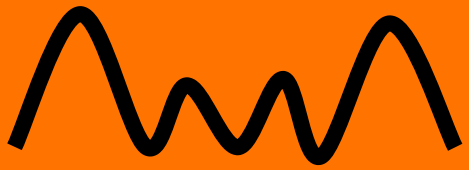
Classic

Suspense

Emergent

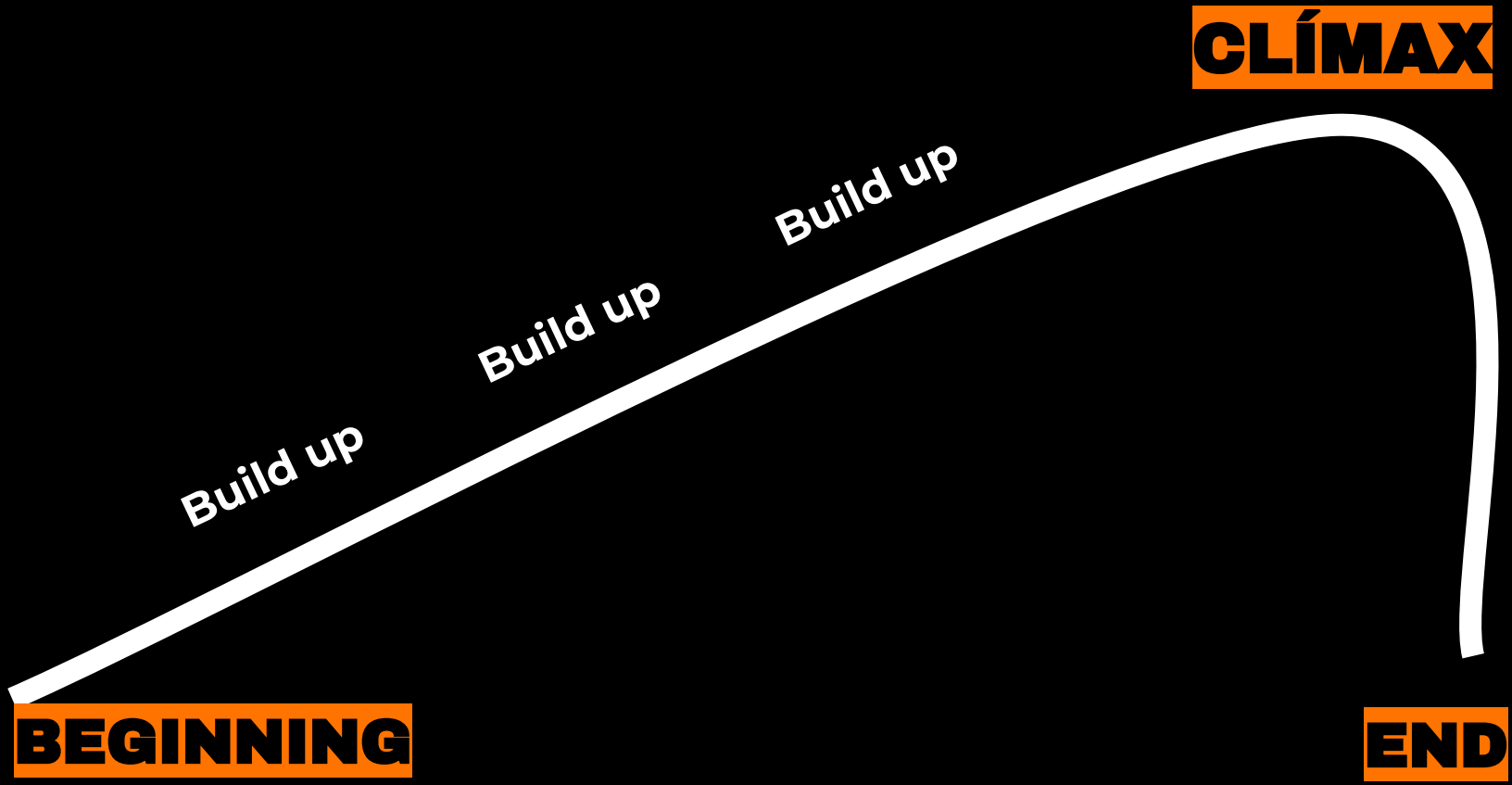


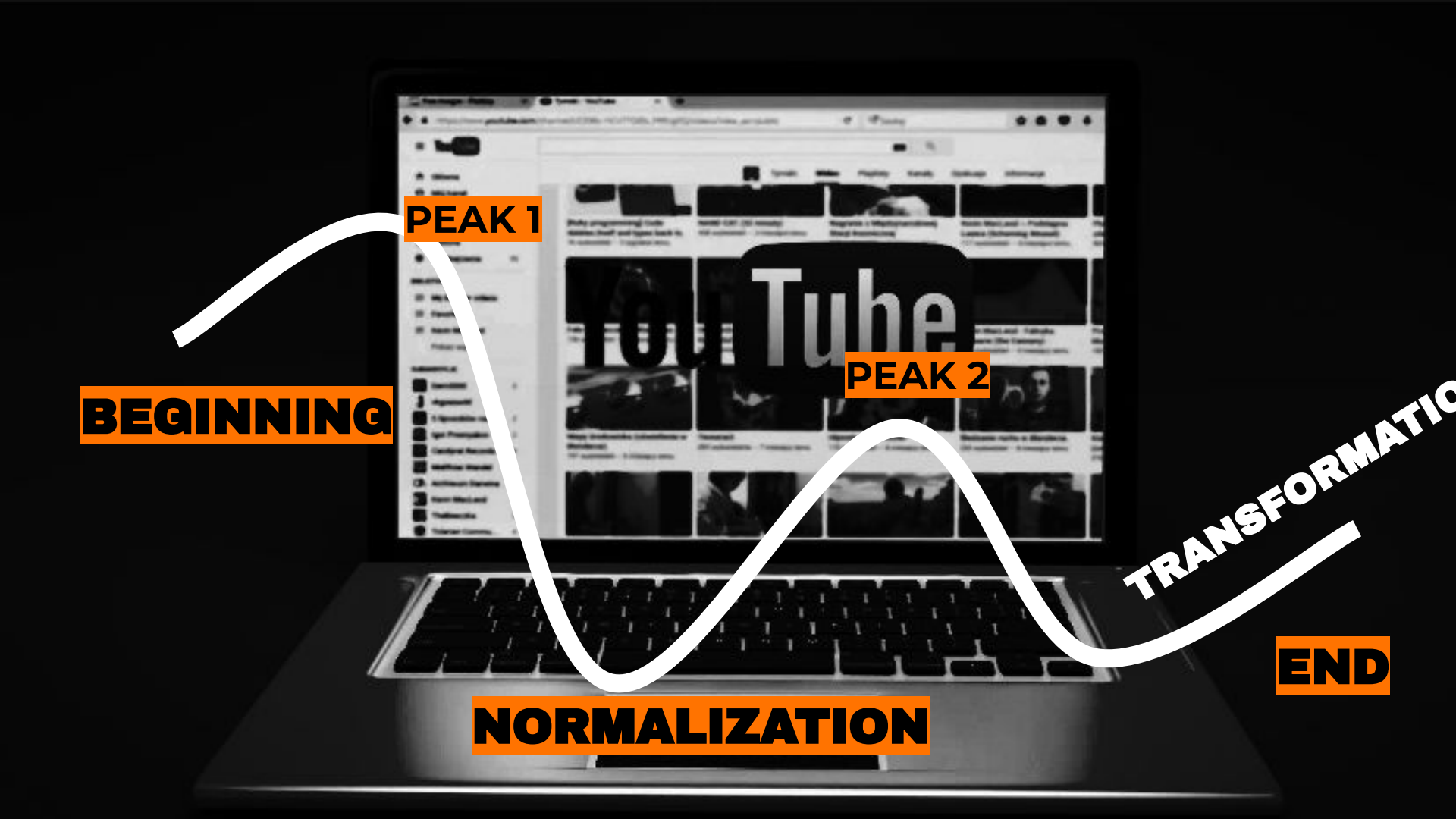
Pixar

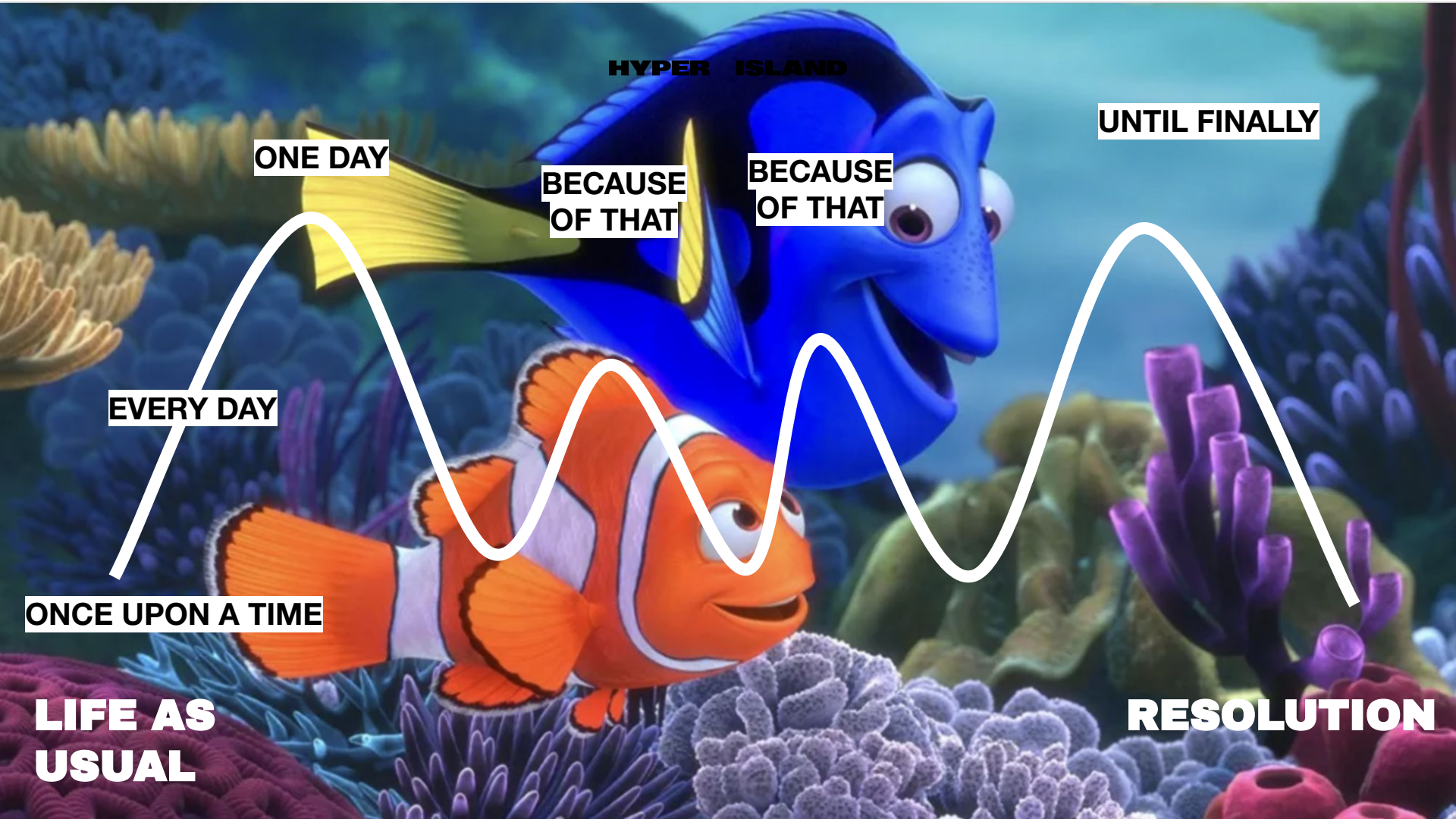


Parallelism

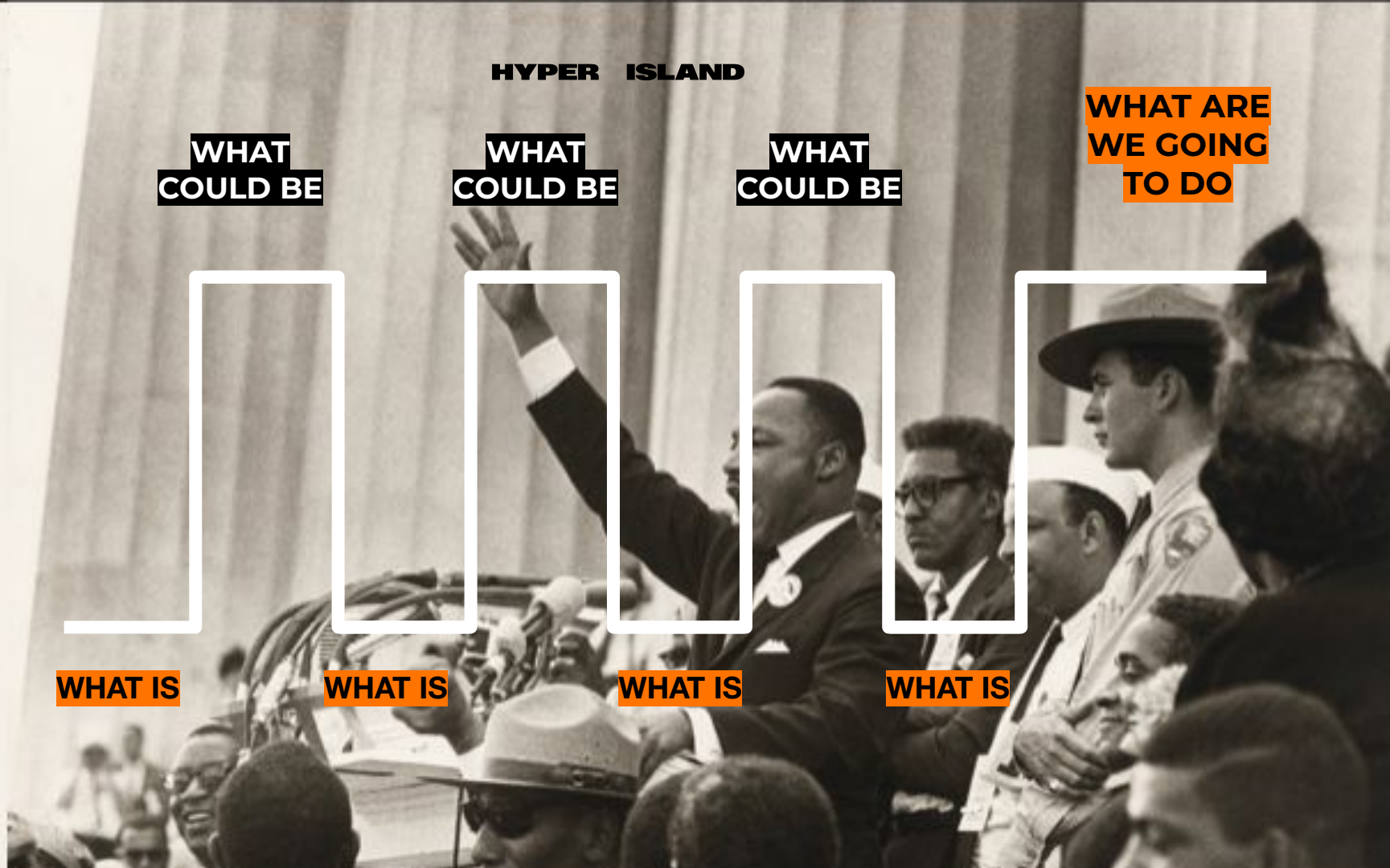
HYPER ISLAND


CLÍMAX
Build up
Build up
Build up
BEGINNING
END


PEAK 1
BEGINNING
PEAK 2
TRANSFORMATIO
END
NORMALIZATION


HYPER ISLAND
ONCE UPON A TIME
EVERY DAY
ONE DAY
BECAUSE OF THAT
BECAUSE OF THAT
UNTIL FINALLY
LIFE AS USUAL
RESOLUTION

HYPER ISLAND



HYPER ISLAND

HYPER ISLAND

Story Time

1. **Present**
   [2 minutes]
2. **Self reflect**
   [I LIKE, I WISH, I WONDER]
3. **Ask for feedback**
   [What if, have you thought of...]

Key elements to make your presentation persuasive, engaging & convincing

Practicing Delivery

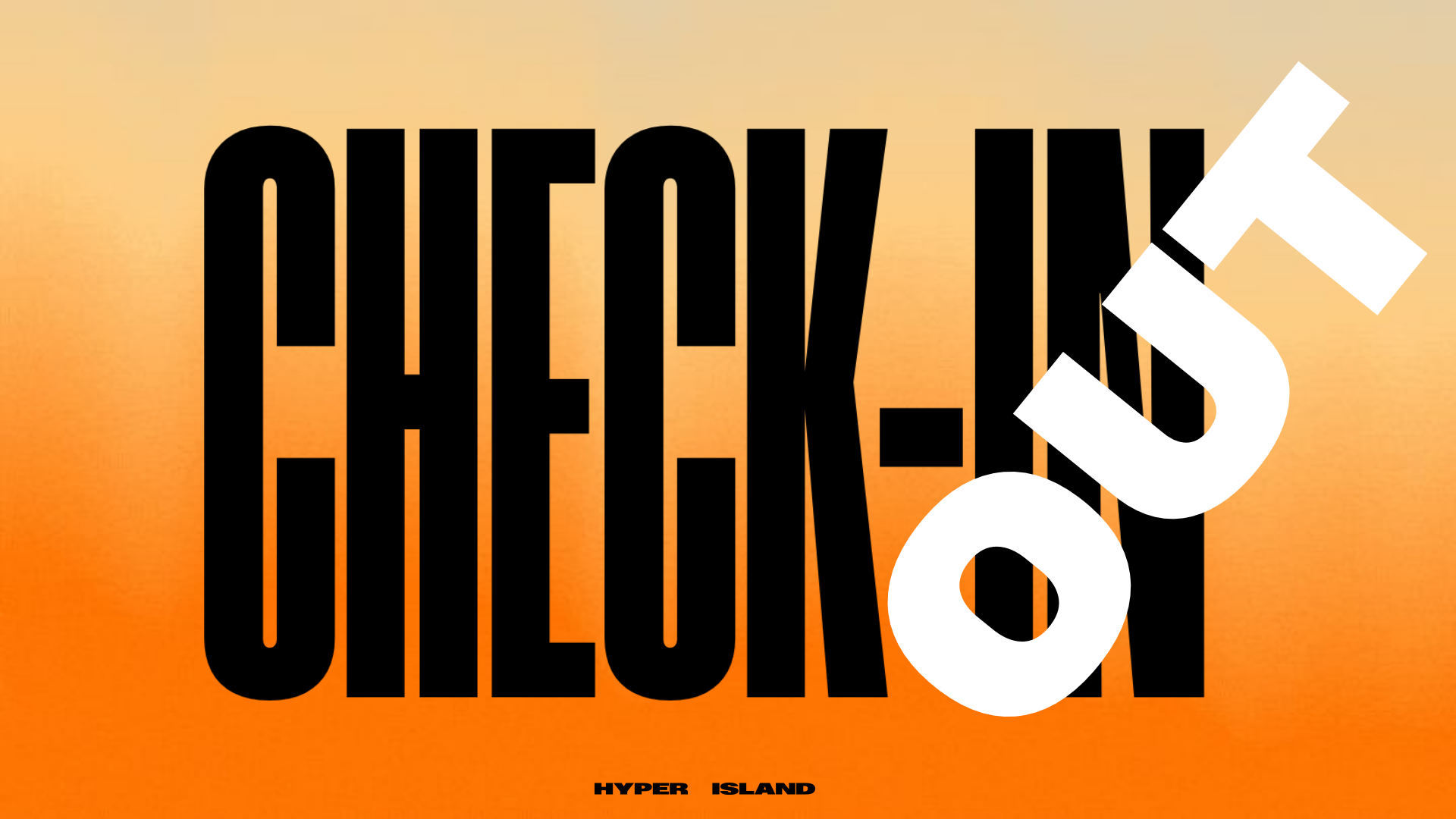
- Confidence: Practice to build confidence. Familiarity with the content eases anxiety.
- Body Language and Tone: Use appropriate body language and tone to convey enthusiasm and conviction.

Handling Questions and Feedback

- Preparation: Anticipate potential questions and prepare thoughtful responses.
- Active Listening: Be attentive to feedback and show willingness to adapt or clarify.

Follow-Up

- Recap and Next Steps: After the presentation, provide a summary and next steps in a follow-up communication.


CHECK-IN
out
HYPER ISLAND

What are you like when it comes to buying presents?

Give a gift voucher

Last minute impulses & ideas (usually more expensive!)

You forget

You buy something at the baker's

You choose it well in advance

It can't be missing the ribbon and heartfelt card

A good bottle of wine will do the trick!