

HYPER ISLAND

Disney

Learning Journey

2023

UNCOVER

SEPTEMBER 19th 2023

HYPER ISLAND

WELCOME BACK TO THE ISLAND



Stockholm — Karlskrona — New York — Manchester — London — Singapore — São Paulo

REMEMBER



Check your
name is
correct



Use Gallery
Mode in Zoom



mute when not
speaking



Share your thoughts
in the Chat but feel
free to open the
mic!



Camera on...
let us see that
smile!

Your facilitators

Hi again from the team that will facilitate and conduct these sessions where you will be the main actors



Beni



Vero



Tim



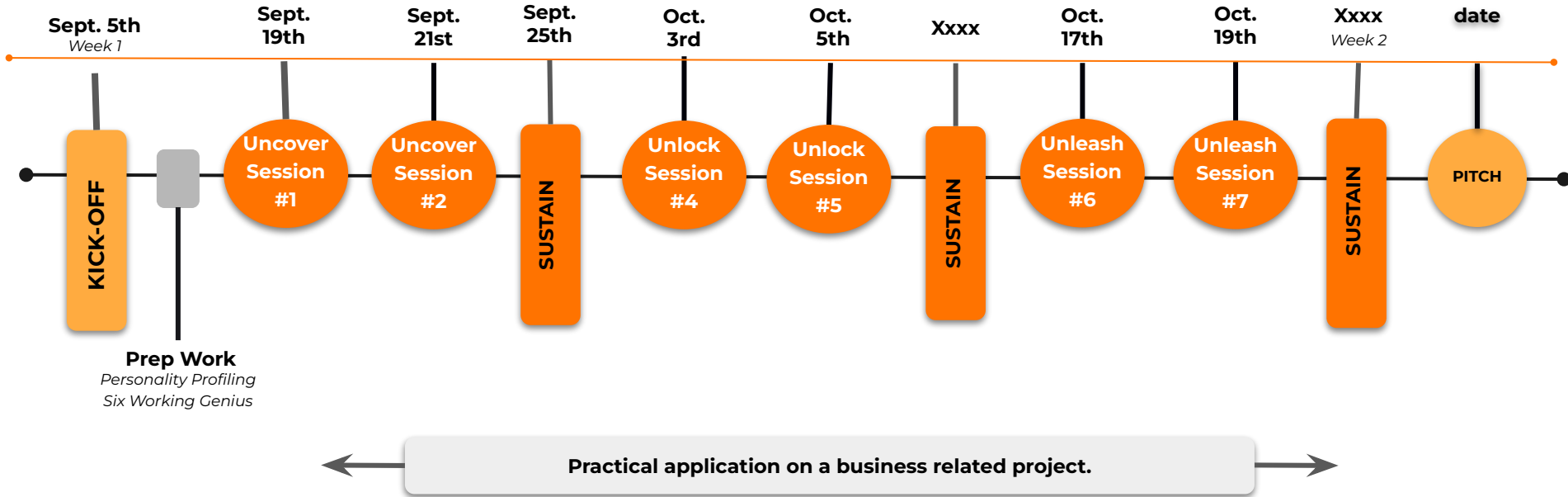
CHECK-IN

**If you could
think yourself
into any place
or situation,
where would
that be?**



PROGRAM OVERVIEW

You are here!



I.D.O.A.R.R.T

Intention

Desired Outcome

Agenda

Roles

Responsibilities

Time

Essential tool to efficiently manage a meeting or group process, establishing the purpose, structure and expected results.

**no
agenda,**

**no
attenda!**

Respecting the time and attention of others
Honor our own time and attention

I.DO.A.R.R.T

Intention	Identify and explore problems worth solving
Desired Outcome	Acquire an understanding of tools, techniques to be innovative and how to create a high performing innovative team.
Agenda	See next page
Rules	Take the time to be present during the whole session / speak up / feedback is a gift / listen actively
Responsibilities	Participate actively, share
Time	3 hours

AGENDA FOR TODAY

13.00	Welcome & check-in
13.30	Stinky Fish
13.50	Categorizing Complexity
14.40	Break
14.55	Decision Making Approaches
15.50	Check-out



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TALKING ABOUT IT

HYPER ISLAND



**Really
Rotten Herring**

Stinky Fish is a metaphor for ...

What-we-carry-but-it's-
Difficult-to-talk-about-and
-the-more-time-we-hide-
the-worse-we-get.



A Stinky Fish is something that causes

...

DOUBTS

FEAR

ANXIETY

DISCOMFORT

WORRY



What's your 'Stinky Fish'

When you think of
your current role (as
trainee / buddy)



STINKY
FISH?

STEP #1

INDIVIDUALLY | 3 min

**Each design a
Stinky Fish and
write them down**



STEP #2

10 min - 2 min PER PERSON

Share in groups of 5

- Show your drawing
- Share what you wrote
- Listen attentively



STEP #3

Share your reflections

- How was it?





STINKY
FISH

**Is an exercise of
trust and
vulnerability**



There's strength in vulnerability.

**But, what truly
is
vulnerability?**

“

**Vulnerability is feeling
uncertainty, risk and
emotional exposure**

**Being human means
being vulnerable.**



BRENÉ BROWN

“

**From vulnerability
comes creativity,
innovation and
transformation**



BRENÉ BROWN



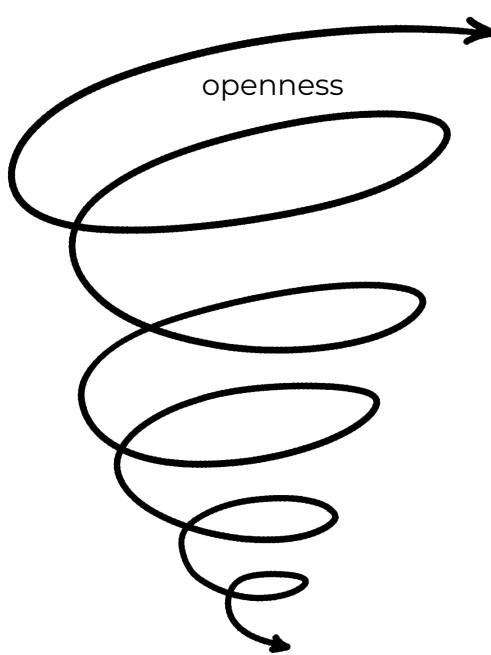
OPENNESS AND TRUST SPIRAL

**By investing in each other we
create an open space.**

More openness means more trust and vice versa.
But this virtuous spiral requires courage. Opening
up and exposing yourself requires courage, but
openness generates trust and so on.

OPENNESS AND TRUST SPIRAL

**DEPTH OF
RELATIONSHIP**

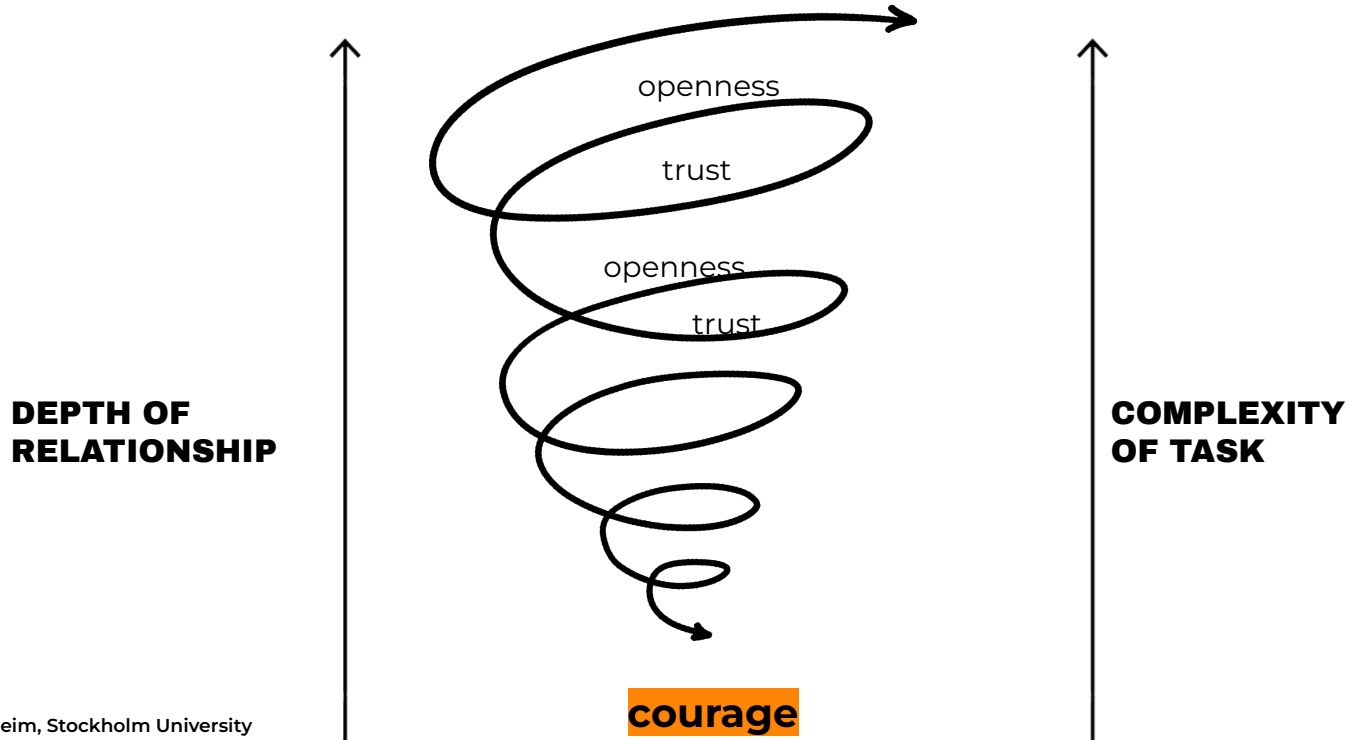


openness

**COMPLEXITY
OF TASK**



OPENNESS AND TRUST SPIRAL



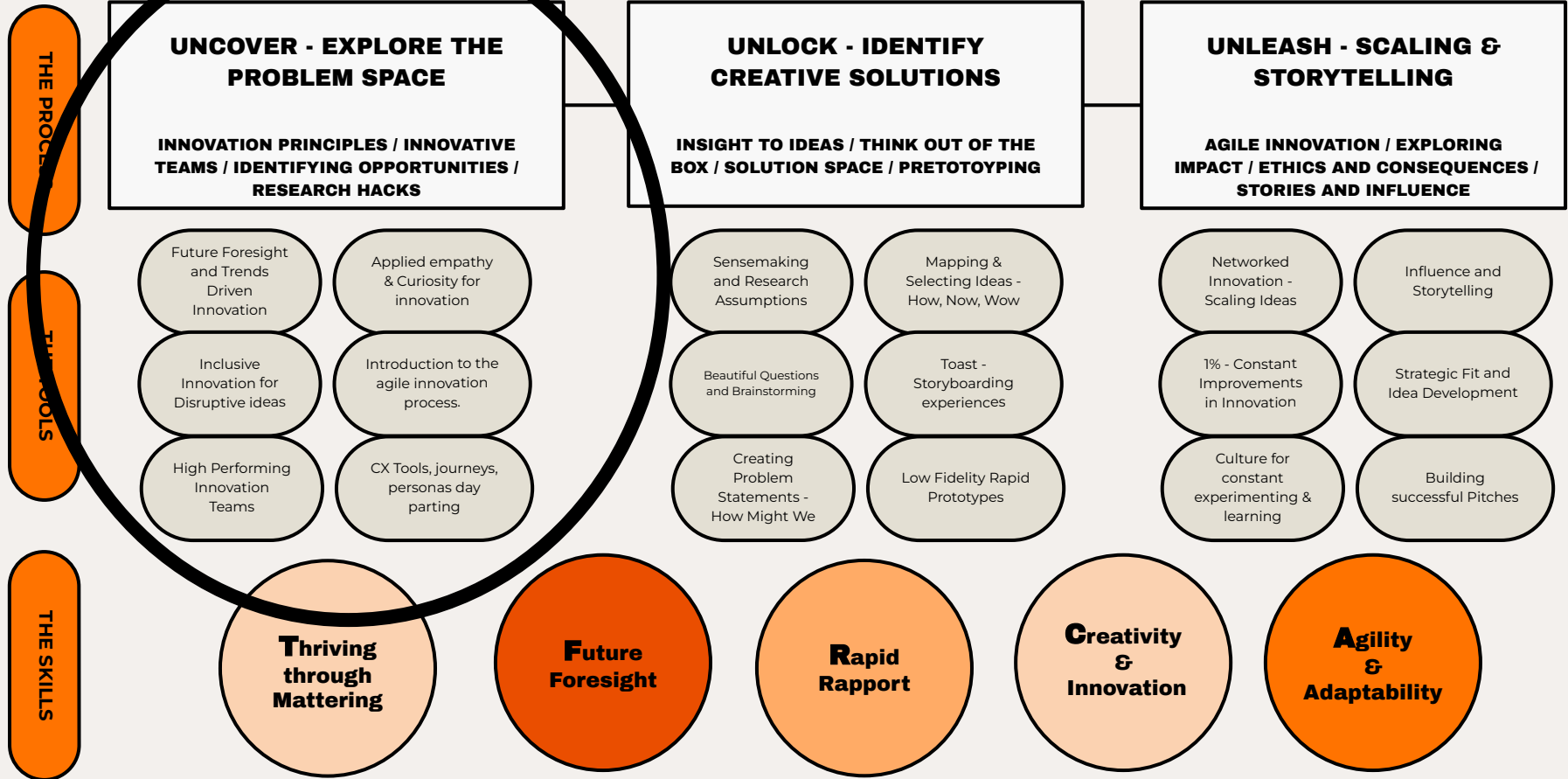
“Courage: the most important of all the virtues because without courage, you can’t practice any other virtue consistently.”

- Maya Angelou

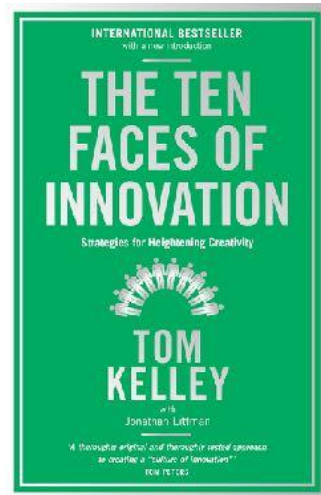


Inclusive Innovation

The Disney Learning Journey



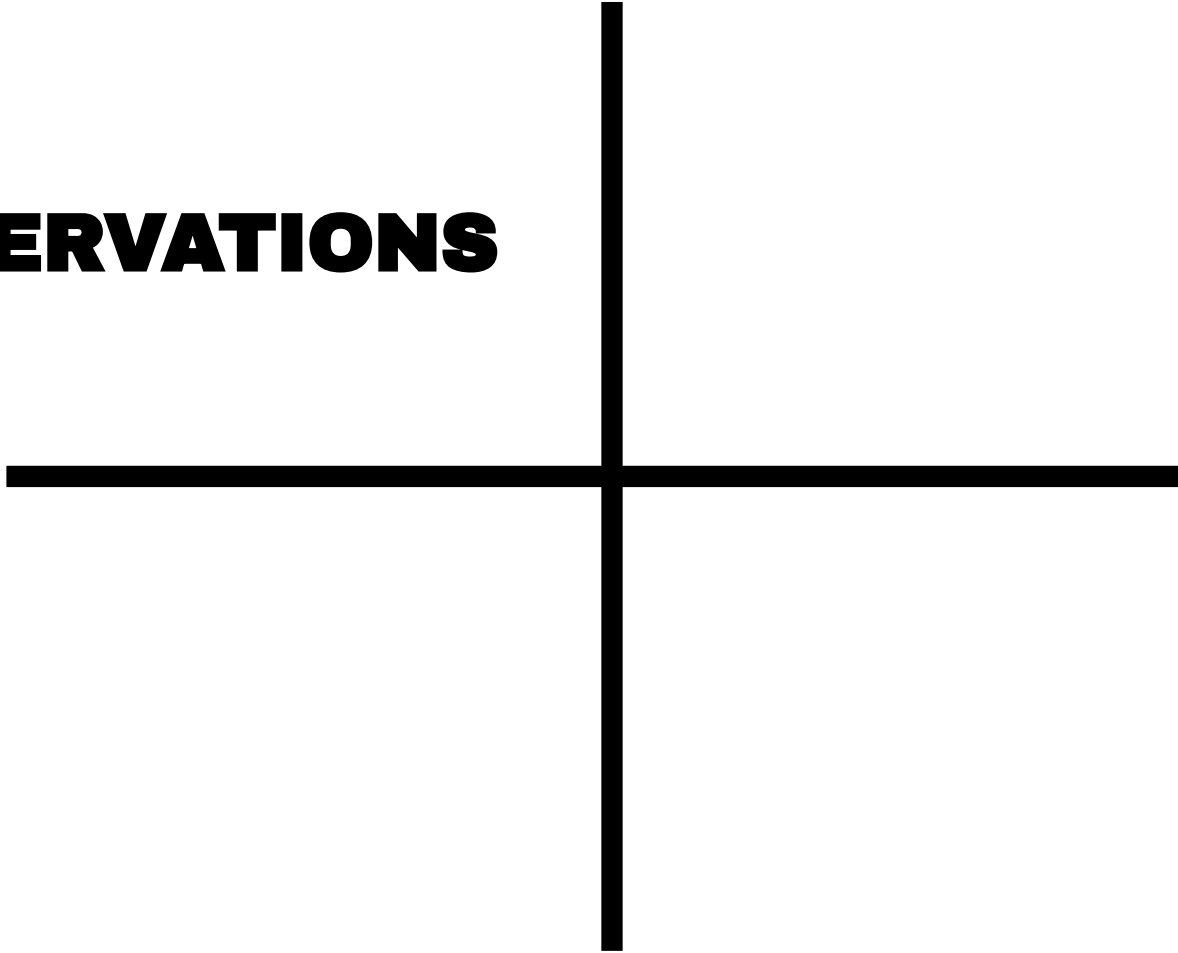
**Fall in love with
the problem
Not the solution.**



The anthropologist can observe behaviors; how people interact with products, services and experiences. With curiosity, empathy and intuition; the ability to "see" things that have gone unnoticed.



OBSERVATIONS





OBSERVATIONS

INTERPRETATIONS

NEEDS

IDEAS



HYPER ISLAND





73 Manchester News MEN ✓
@MENnewsdesk



Following

Asda's 'quiet hour' for autistic shoppers was so good that EIGHT other stores are doing the same



Asda held its first quiet hour for autistic and disabled shoppers - and now eig...

A superstore opened early for a 'quiet hour' to help autistic and disabled people.

manchestereveningnews.co.uk

[News](#) > [UK](#) > [Home News](#)

Tesco trialling a 'quiet hour' to help autistic customers do their shopping

'The often busy, loud and unpredictable environment of supermarkets can be disorientating and overwhelming,' says National Autistic Society spokesperson

Maya Oppenheim, Katie Forster | [@mayaoppenheim](#) | Sunday 12 February 2017 18:15 GMT | [5 comments](#)



[Like](#) Click to follow The Independent Online



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Shhh...

Autism Quiet Hour



To accommodate the needs of our shoppers with Autism, temporary changes have been made within store during this hour.

Please ask at Customer Services for more details.

**Saturdays
9-10am**

TESCO



Autism Parent Empower
A NEW GENERATION STARTS NOW



NEW 'QUIETER HOUR' IN ALL STORES

Enjoy a calmer shopping trip every Saturday from 9-10am

Quieter Hour

Every Saturday
9am - 10am



We are making all stores a calmer and
quieter environment every Saturday
between 9am - 10am



[Home](#) | [News](#) | [Latest news](#) | 2022



**Sainsbury's leads the UK's supermarkets in
pledging support to Autism Hour**

Asda rolls out 'Quieter Hour' and trains over 85,000 colleagues to better serve customers with additional needs



Asda has announced it has carried out extra training for over 85,000 colleagues to help better serve disabled customers through the Hidden Disabilities Sunflower Scheme. To coincide with Purple Tuesday, Asda has also announced the rollout of its new 'Quieter Hour' in stores which will see store noises diminished to aid customers with certain disabilities.

Additional News



Free From bargains at Asda this Coeliac Awareness Week

May 11, 2022



Living on the veg! Say hello to Asda's showstopping vegan summer BBQ range

May 9, 2022



Asda launches national food drive

May 5, 2022

**Fall in love with
the problem
Not the solution.**

INVISIBLE PROBLEMS

**That problem that we no longer consider a problem,
because we've gotten used to it, that we no longer
see and don't reflect on how we can do things
differently/better**

Disability



Personal
Health
Condition

Disability



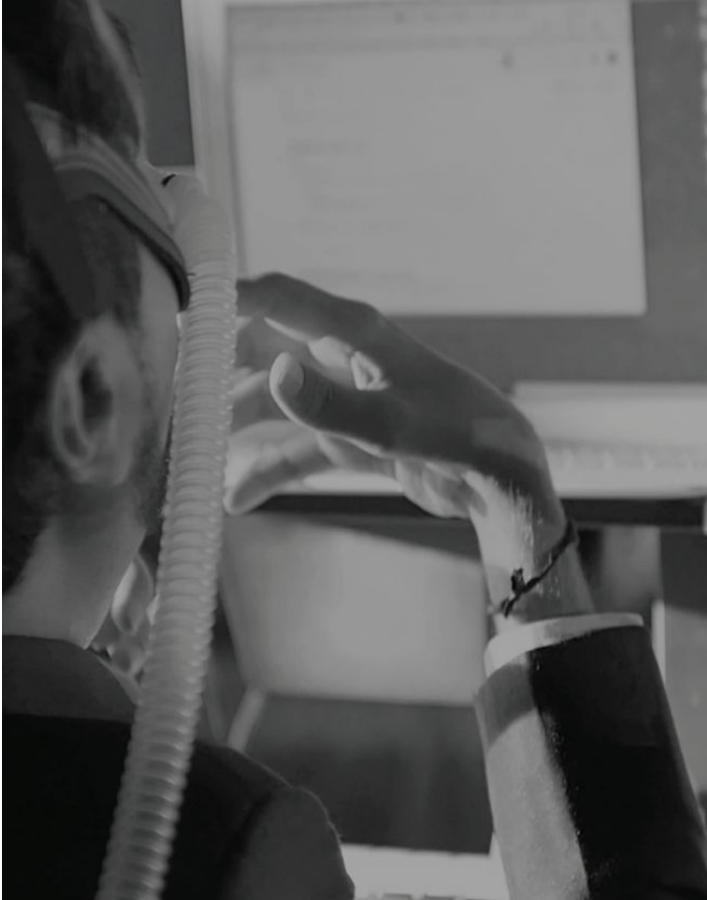
Mismatched
Human
Interactions

The insight is in the adaptation

When experiences don't serve people the way they should, people adapt.

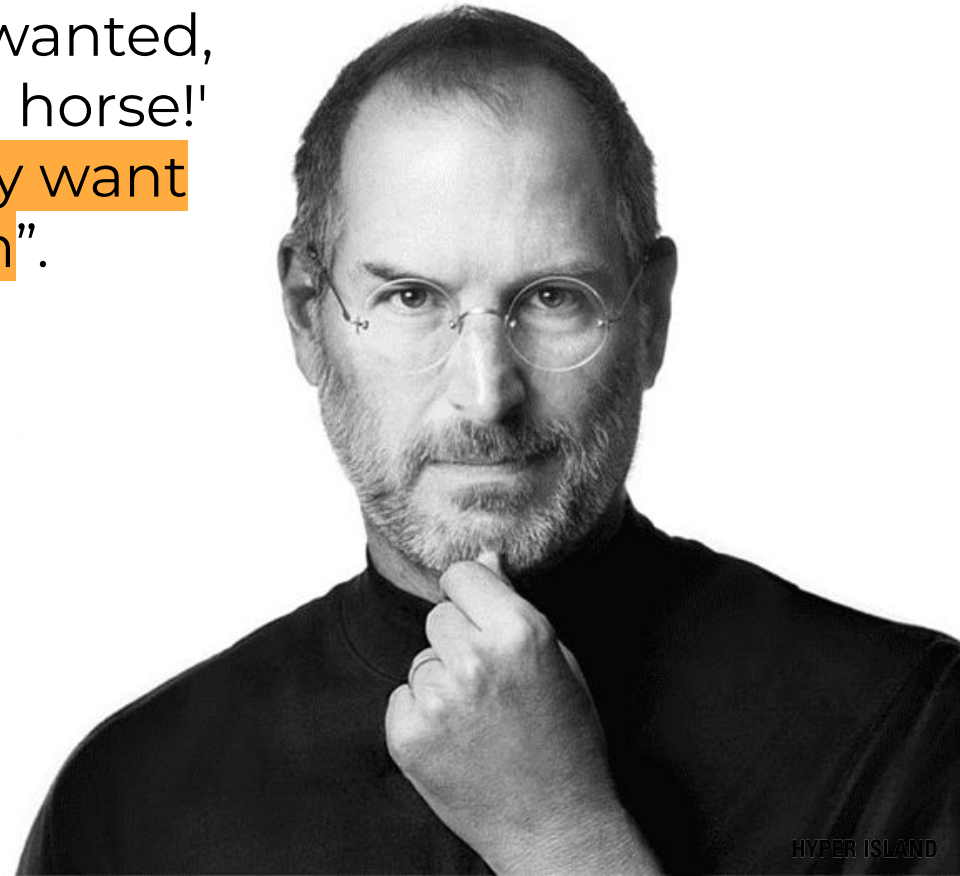
Sometimes in astonishing ways that the designers never intend. We can try to imagine how a person with a given set of abilities would use an experience, but we can't imagine their emotional context, what gives them joy or frustrates them.

Insights come when we understand those adaptations, and from what's shared across everyone's experiences.



“I think Henry Ford once said: If I had asked consumers what they wanted, they would have said 'a faster horse!'
People don't know what they want
until we show it to them”.

Steve Jobs



“I think Steve Jobs once said that
“Henry Ford once said: If I had asked
consumers what they wanted, they
would have said 'a faster horse!' People
don't know what they want until we
show it to them” But maybe they are
showing us what they want all the
time”.

Tim Lucas



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Desire Path



UX

Design

A high-angle, slightly blurred photograph of a person walking away from the camera on a dirt path in a park. The person is wearing a dark jacket and carrying a red bag. To the right of the path is a paved walkway with a low concrete curb, a young tree, and a park bench. The background shows more of the park with trees and a set of stairs. The overall tone is contemplative and slightly desaturated.

**You learn more with
people who break the
rules**



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PERSONA SPECTRUM



BLIND

Permanent



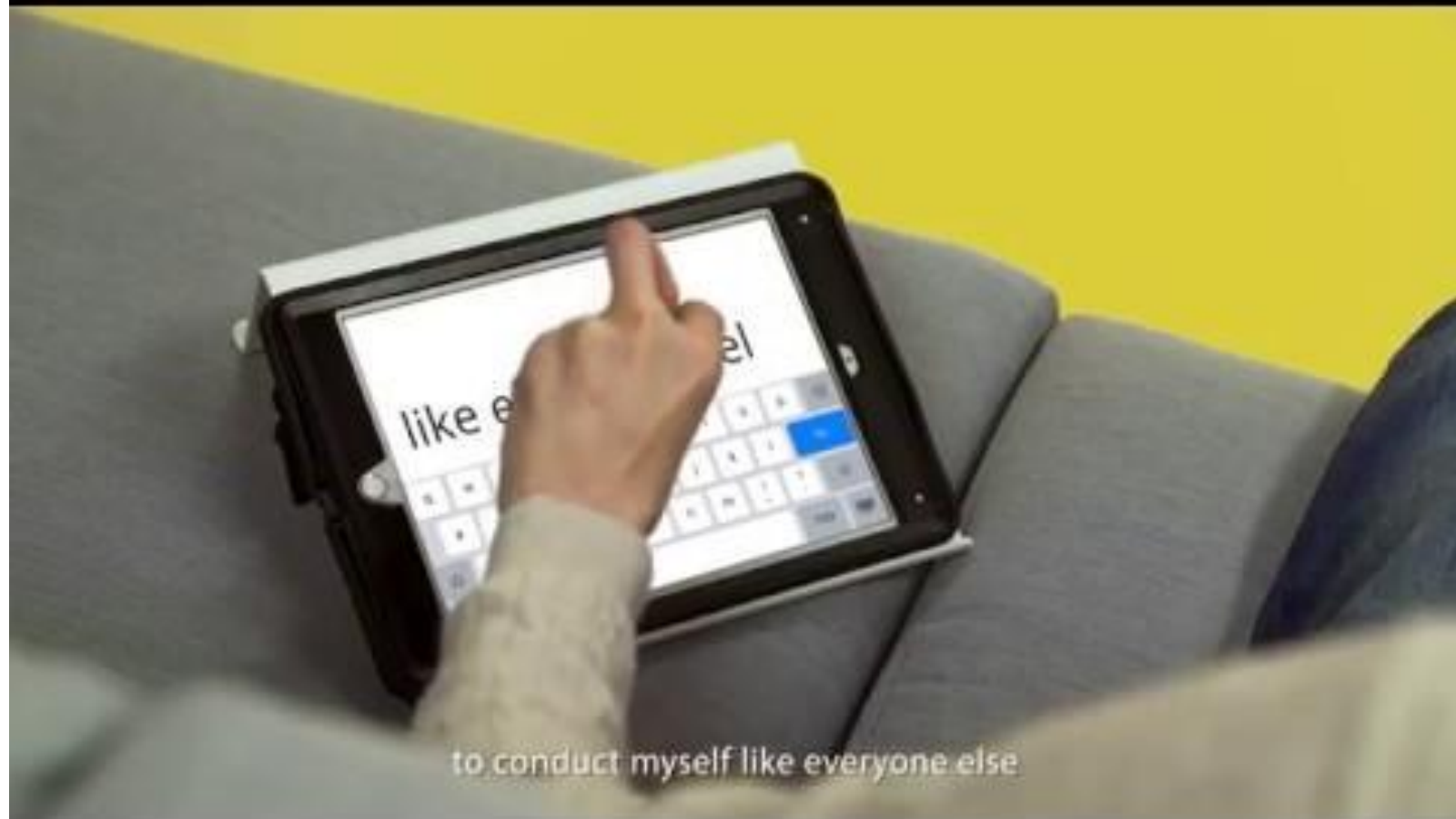
CATARACTS

Temporary

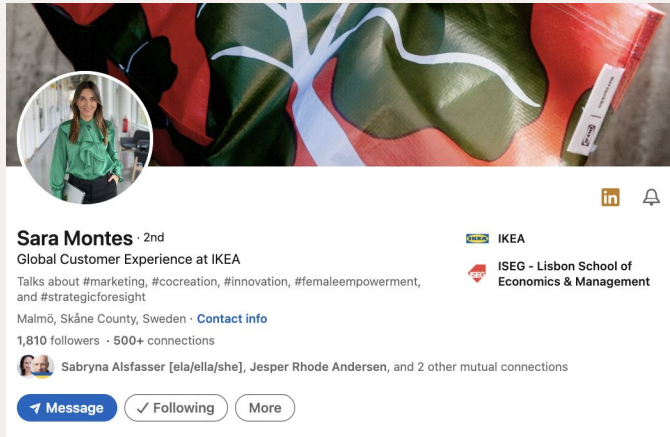


DISTRACTED DRIVER

Situational



to conduct myself like everyone else



"People used to hack IKEA products and we would take them to court. That was a mindset shift for us. Learning to apply empathy for the experiences our customers really wanted from our products and working with them."

An iceberg floating in a dark blue ocean. The tip of the iceberg, which is jagged and white, is visible above the water line. The much larger, submerged part of the iceberg is dark and textured, extending deep into the water. The background shows a distant, snow-capped mountain range under a clear sky.

**The problem for most companies is not
where they look for new ideas, instead is
where they don't**

**The stakeholders that you don't connect
with are the ones you are not listening to.**

These are your blind spots

idean × Cards for Humanity

Part of Copenhagen Summit

[About](#)

Cards for Humanity

A practical tool for inclusive design

We'll deal you two random cards, a person and a trait. Your challenge: work out how you can meet their needs.

Deal cards

Lucia, 55
is always upbeat



and is blind



How can you meet their needs?

About

Verla McPeters, 95
is **disorganised**



Deal new pair



and is not very
confident when using a
computer

How can you meet their needs?

About

Consider

Some people forget key
information and can easily get
confused.

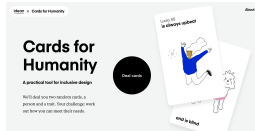
Some people may not necessarily
have key information to hand.

Deal new pair

Consider

Some people may have someone
helping them use a computer.

They may be much more
comfortable accessing a service
via a phone or a physical location.



How might we create a more inclusive and accessible event experience for Disney...an activation in a shopping mall

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idean x Cards for Humanity

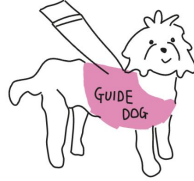
How can you meet their needs?

About

Afton Slovak, 60
is very impatient



Deal new pair



and is blind

idean x Cards for Humanity

How can you meet their needs?

About

Consider

Some people want things done immediately and get frustrated if that's not possible.

Some people may experience time differently, eg because of illness.

Deal new pair

Consider

People who are blind probably use an accessibility aid like a screen reader or have someone helping them.

Visual content needs to be described in text for the screen reader.

In 2012 there were 285 million visually impaired people in the world, of which 246 million had low vision and 39 million were blind. – World Health Organization





BREAK

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open mic



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HIGH PERFORMING INNOVATION TEAMS

1

Psychological Safety

Team members feel safe to take risks and be vulnerable in front of each other.

2

Dependability

Team members get things done on time and meet Google's high bar for excellence.

3

Structure & Clarity

Team members have clear roles, plans, and goals.

4

Meaning

Work is personally important to team members.

5

Impact

Team members think their work matters and creates change.

re:Work

GOOGLE
Projeto Aristóteles

Tuckman's Team Development Model

Task Behaviours

- ❖ establishing base level expectations
- ❖ identifying similarities
- ❖ agreeing on common goals

Forming

- ❖ making contact/bonding
- ❖ developing trust
- ❖ members are dependent

- ❖ identifying power and control issues
- ❖ gaining skills in communication
- ❖ identifying resources

Storming

- ❖ expressing differences of ideas, feelings and opinions
- ❖ reacting to leadership
- ❖ members independent/counterdependent

- ❖ members agree about roles and processes for problem solving

Norming

- ❖ decisions are made through negotiation and consensus building

- ❖ achieving effective and satisfying results
- ❖ members find solutions to problems using appropriate controls

Performing

- ❖ members work collaboratively
- ❖ members care about each other
- ❖ group establishes a unique identity

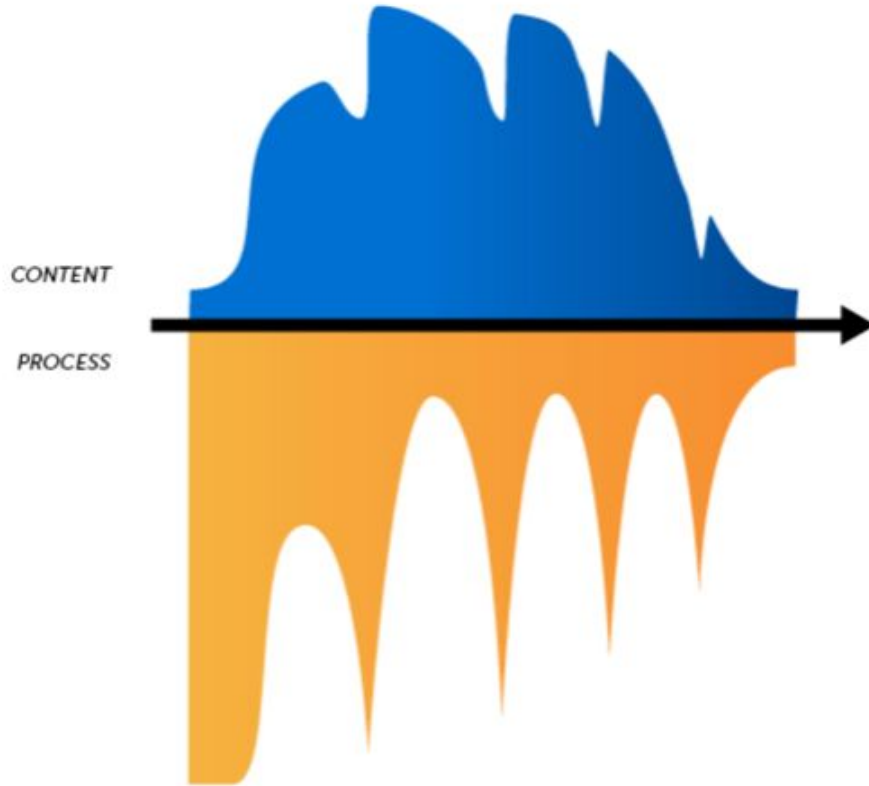
Interpersonal Behaviours

Remember

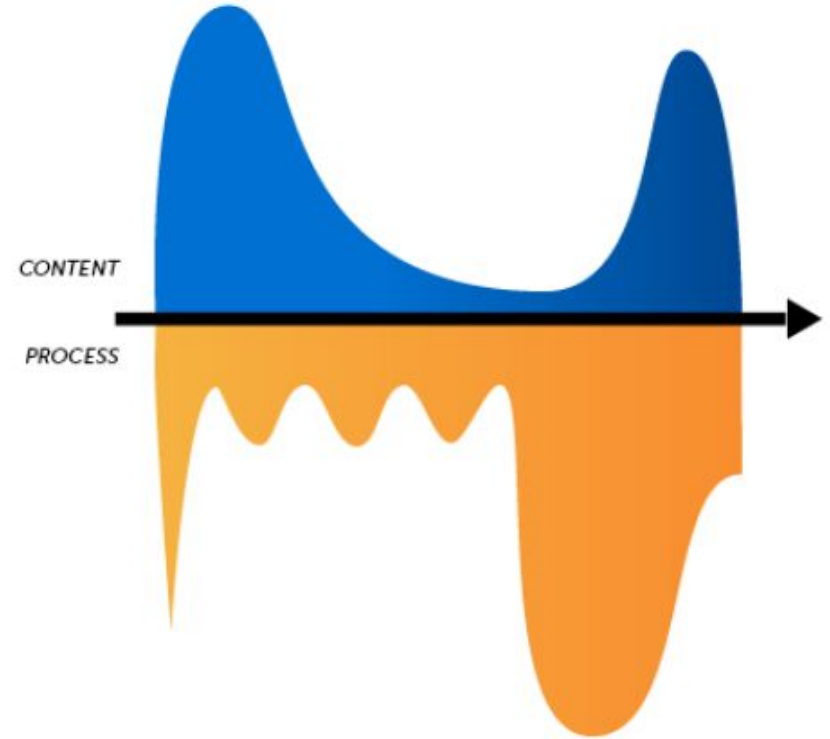
- Each step builds on the previous one
- Each step prepares for the performing stage
- Attempting to skip any step affects performing negatively
- With every new challenge, the process repeats

TUCKMAN'S Team Development Model

Ex: Successful project



Ex: Failed project



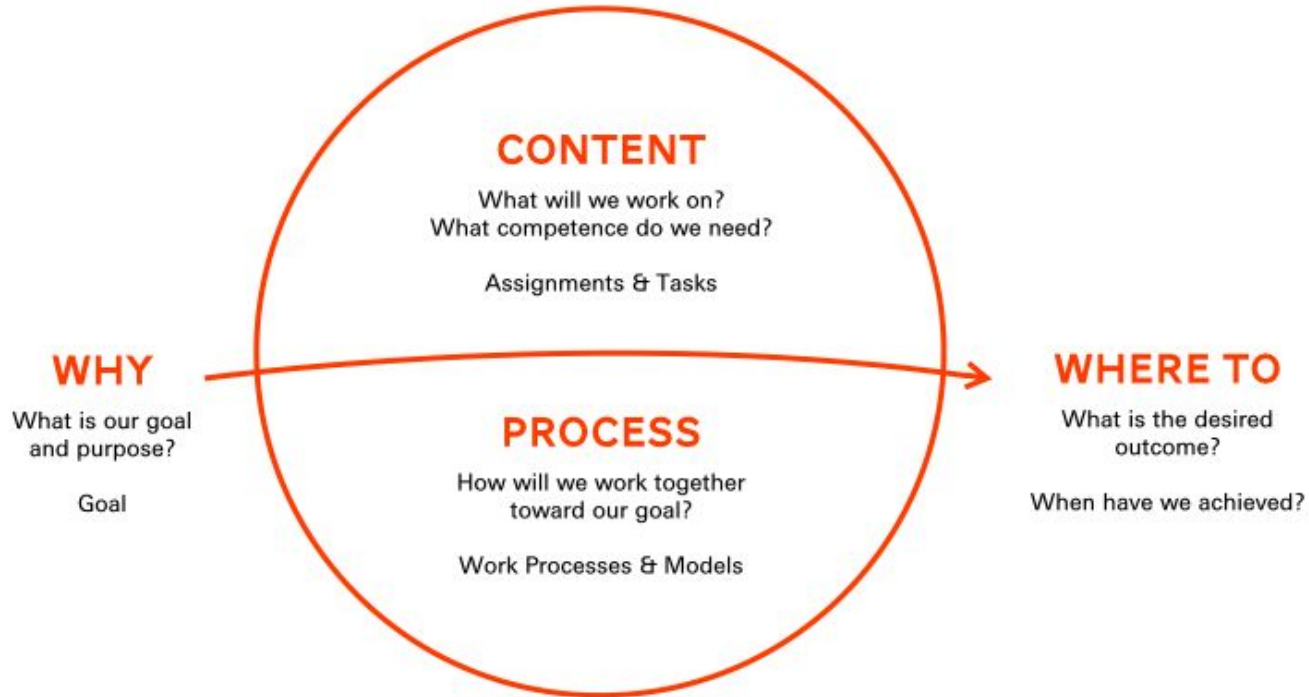
How



What

The Content and Process Model

BY SWEDISH DEFENCE UNIVERSITY / JARL SILFVERBERG



Tool #1

Crafting our Team Purpose

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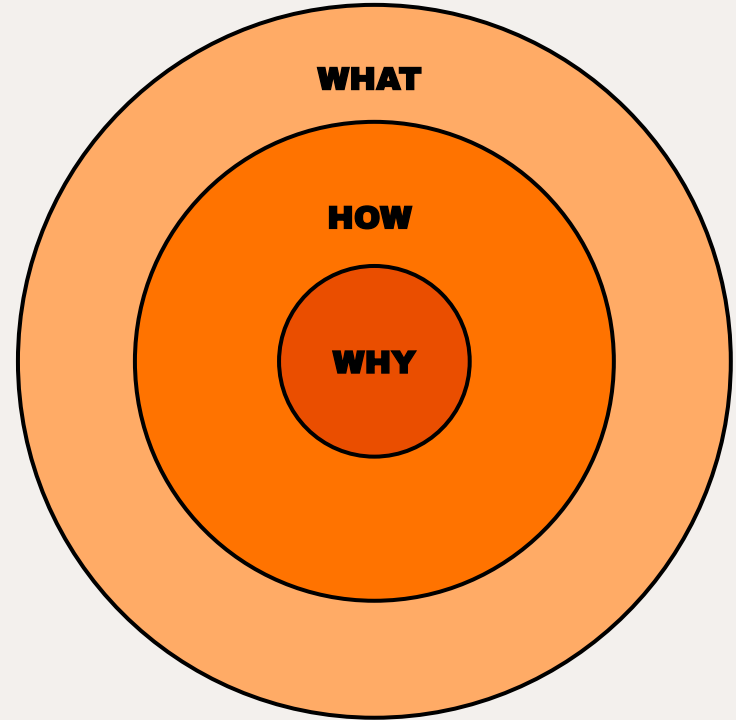
Simon Sinek

"Start With Why"



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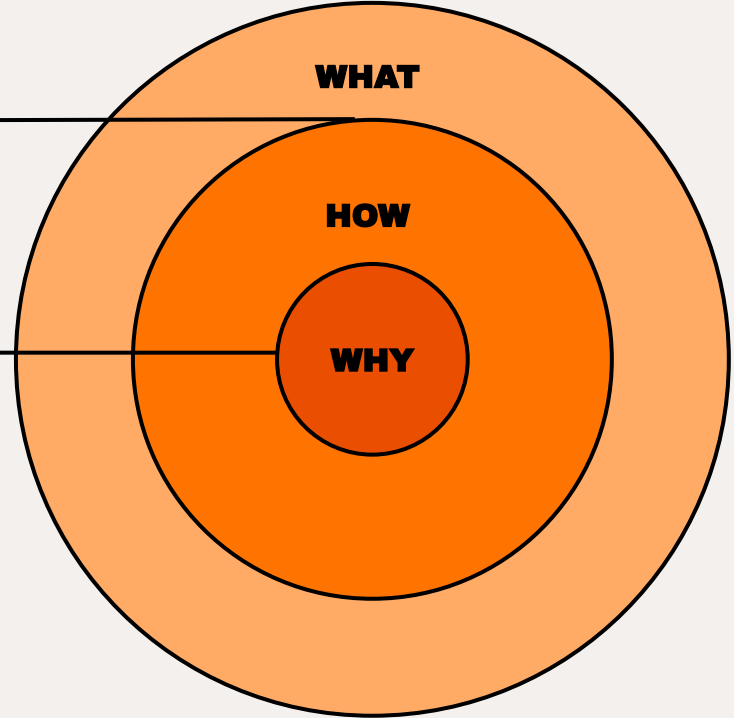
Golden Circle



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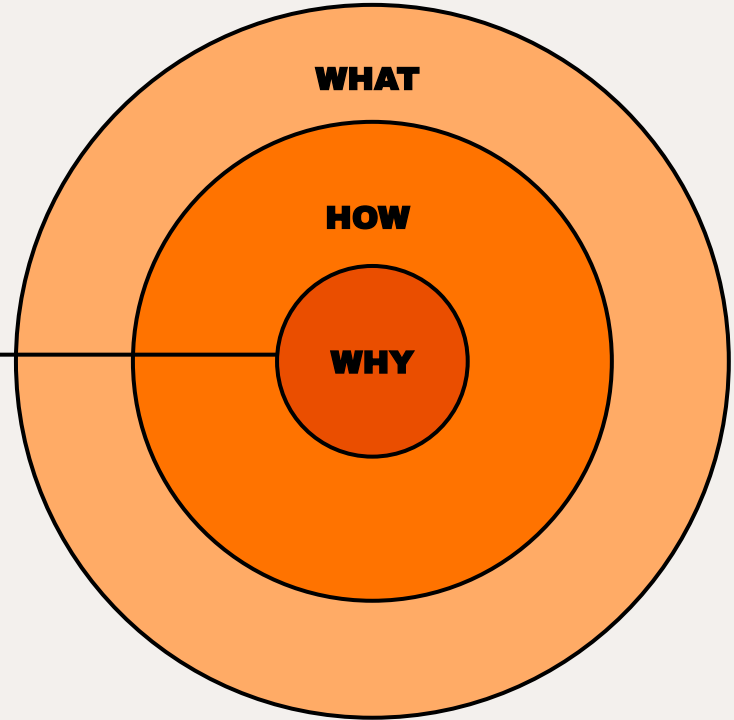
Reasons → Conclusions

Emotions → Actions



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**Great leaders communicate
inside - out**



Activity

Looking at the journey ahead work on the why for your Squad.

It is a starting point for developing a high performing Squad.



CHECK-OUT

Popcorn Style

**Share one key
learning or
insight you want
to take with you
+
checkout**