



HYPER ISLAND

Learning Journey **2023**

UNLOCK - session
October 20th 2023

HYPER ISLAND

WELCOME BACK TO THE ISLAND



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



Beni



Vero



Tim

YOUR FACILITATORS

Schedule

DAY	DATE	TIME (BR, ARG)	DURATION		Phase
Tuesday	5th	11-13	2	<input checked="" type="checkbox"/>	Kickoff
Tuesday	19th	11-13	3	<input checked="" type="checkbox"/>	Uncover
Friday	29th	11-13	2	<input checked="" type="checkbox"/>	Uncover
Monday	2nd	11-13	2	<input checked="" type="checkbox"/>	Uncover
Monday	9th	11-13:30	2.5	<input type="checkbox"/>	Uncover final
Friday	20th	11-13:30	2.5	<input type="checkbox"/>	Unlock
Friday	27th	11-13	2	<input type="checkbox"/>	Unlock
Friday	3rd Nov.	11-13:30	2.5	<input type="checkbox"/>	Unlock
Friday	10th	11-13:30	2.5	<input type="checkbox"/>	Unleash
Friday	17th	11-13	2	<input type="checkbox"/>	Unleash
Friday	24th	11-13	2	<input type="checkbox"/>	Unleash
Friday	1st Dec.	11-13	2	<input type="checkbox"/>	Pitch
Friday	8th	11-14	3	<input type="checkbox"/>	Retrospectiva
Friday	15th	11-13	2	<input type="checkbox"/>	Extra session

JOURNEY, 3 phases

LEARNING TO EXPLORE THE PROBLEM SPACE, UNCOVERING OPPORTUNITIES

INNOVATION PRINCIPLES
INNOVATIVE TEAMS
IDENTIFYING OPPORTUNITIES
RESEARCH HACKS

UNCOVER

KICK-OFF

5 SEPT.

WELCOME &
INTRO TO THE
PROGRAM

MASH UP
INNOVATION

2 hrs.

19 SEPT.

IDOARRT

STINKY FISH

INCLUSIVE
INNOVATION
FOR
DISRUPTIVE
IDEAS

HIGH
PERFORMING
TEAMS

3 hrs.

29 SEPT.

PERSONALITY
PROFILING
WITH MBTI

DISCOVER
YOUR AREAS
OF GENIUS
WITH 6
WORKING
GENIUS

2 hrs.

Oct. 2nd

FUTURES
MINDSET / PLAY
IN THE FUTURE

JOBS TO BE
DONE
ACTIVITY

2 hrs.

Oct. 9th

ACTIVE
LISTENING
ACTIVITY

CX TOOLS

PLANNING
RESEARCH

2.5 hrs.

UNLOCK IDENTIFYING CREATIVE SOLUTIONS

INSIGHT TO IDEAS
THINK OUT OF THE BOX
SOLUTION SPACE
PRETOTYPING

Oct. 20th

NETWORKS

HOW MIGHT
WE
STATEMENTS

2.5 hrs.

UNLEASH SCALING & STORYTELLING

AGILE INNOVATION
EXPLORING IMPACT
ETHICS AND
CONSEQUENCES
STORIES AND INFLUENCE

Y, 3 phases

UNCOVER LEARNING TO EXPLORE THE PROBLEM SPACE, UNCOVERING OPPORTUNITIES

INNOVATION PRINCIPLES
INNOVATIVE TEAMS
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Intention	<p>Connecting the uncovering and the unlocking of possible solutions and continue exploring Disney.</p>
Desired Outcome	<p>Acquire insights and learnings about Disney by understanding people as part of networks and how to add value to them. Transforming insights into possible solutions.</p>
Agenda	<div data-bbox="457 475 786 577">NETWORKS</div> <div data-bbox="457 601 786 778">HOW MIGHT WE STATEMENTS</div>
Time	<p>2.5 hours</p>

CHECK-IN



"If you could have dinner with any Disney character (hero or villain), who would it be and why?"

Networks





Fig. 1. Sample photographs from videotape recordings of 2- to 3-week-old infants imitating (a) tongue protrusion, (b) mouth opening, and (c) lip protrusion demonstrated by an adult experimenter.

HYPER ISLAND





HYPER ISLAND

**“ Much of daily life is governed by norms.
They are society's expectations that
determine proper behavior - the
unwritten rules we follow to remain in
good standing as members of the
community. ”**

**- Sam Sommers
(Author, Situations Matter)**



news arts & life music topics · programs · listen

the salt WHAT'S ON YOUR PLATE

Your Fellow Diners' Size May Affect How Much You Eat

OCTOBER 02, 2014 3:34 PM ET

ALISON BRUZEK



SHARE



In one study, people who were in a buffet line served themselves a lot more of an unhealthy pasta dish if they were next to or behind a person perceived to be overweight.

[iStockphoto](#)

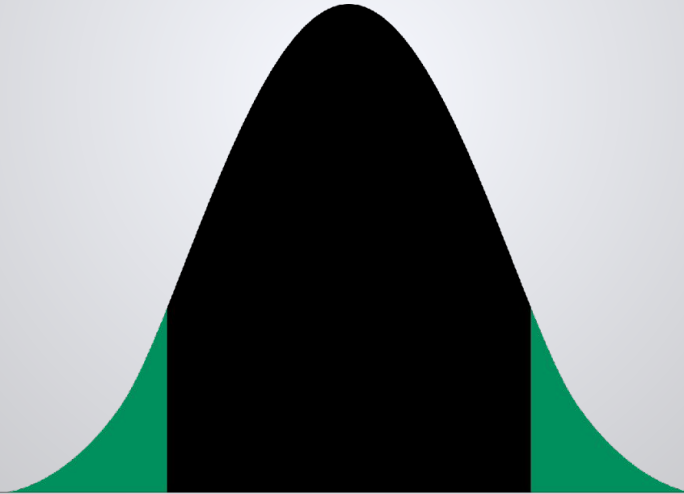
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HYPER ISLAND

Are you normal?



HYPER ISLAND

facebook.



71

GENDER
IDENTITIES?!

Unilever says no to 'normal' with new positive beauty vision

09/03/2021

London - Unilever today announced it will eliminate the word 'normal' from all of our beauty and personal care brands' packaging and advertising, as part of the launch of our new Positive Beauty vision and strategy.

Positive Beauty, which sets out several progressive commitments and actions for our beauty and personal care brands, including Dove, Lifebuoy, Axe and Sunsilk, will champion a new era of beauty which is equitable and inclusive, as well as sustainable for the planet.

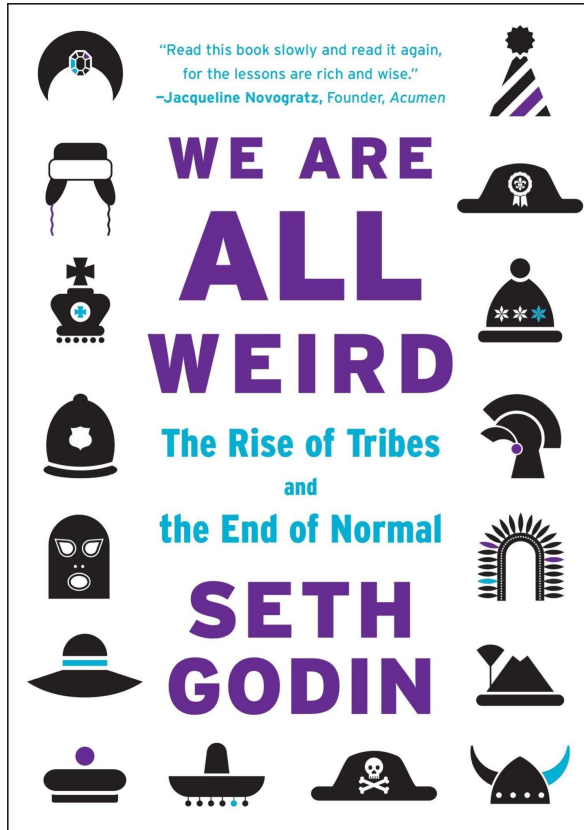
Using Unilever's world class innovation and technology, Positive Beauty will also help to drive a transformation in how our products are designed and formulated so that they do more good for both people and the planet, deliver a superior product experience, and tap into consumer trends.

The decision to remove 'normal' is one of many steps that we are taking to challenge narrow beauty ideals, as we work towards helping to end discrimination and advocating for a more inclusive vision of beauty. It comes as global research into people's experiences of the beauty industry reveals that using 'normal' to describe hair or skin makes most people feel excluded.

The 10,000-person study, which was commissioned by Unilever, was conducted across nine countries¹. It found that:

- More than half of people (56%) think that the beauty and personal care industry can make people feel excluded.
- People want to see the beauty and personal care industry focusing more on making people feel better, than just looking better (74%).
- More than half of people (52%) say they now pay more attention to a company's stance on societal issues before buying products.



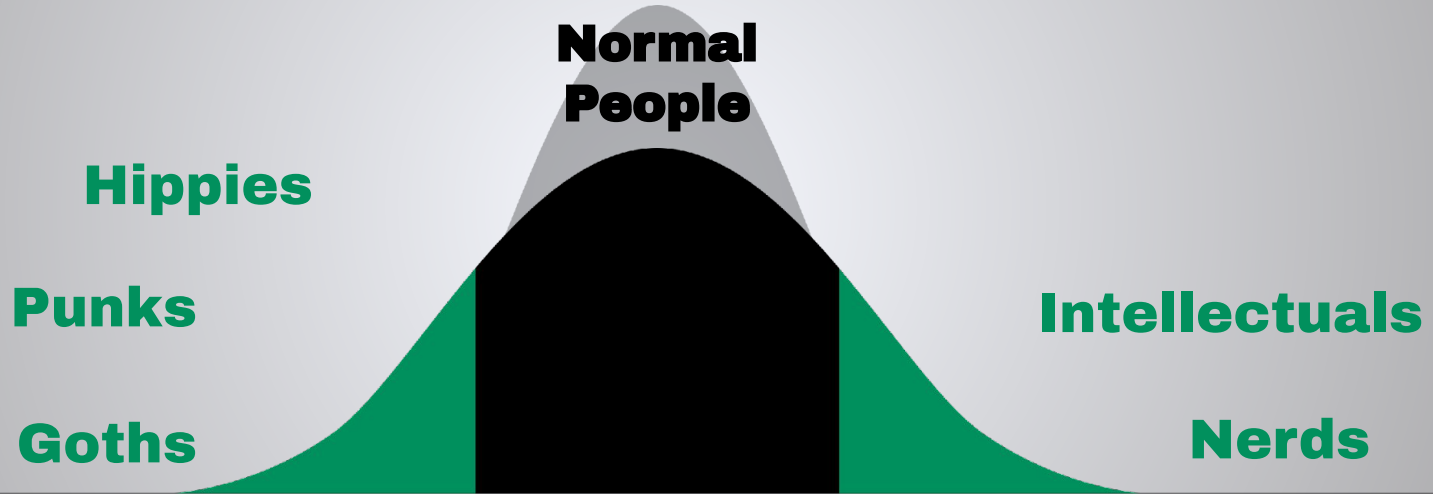


**Normal
People**

Anarchists

Rockabillies

The 50s



The 70's

**Zero packaging
community**

**Post-punk vinyl
collector**

**Cryptocurrency
nerds**

**Mindful sourdough
bakers**

Twitter addicts

Fashion bloggers

Beard enthusiasts

App developers

YouTubers

**Normal
People**

2010's

GOTH

A HISTORY

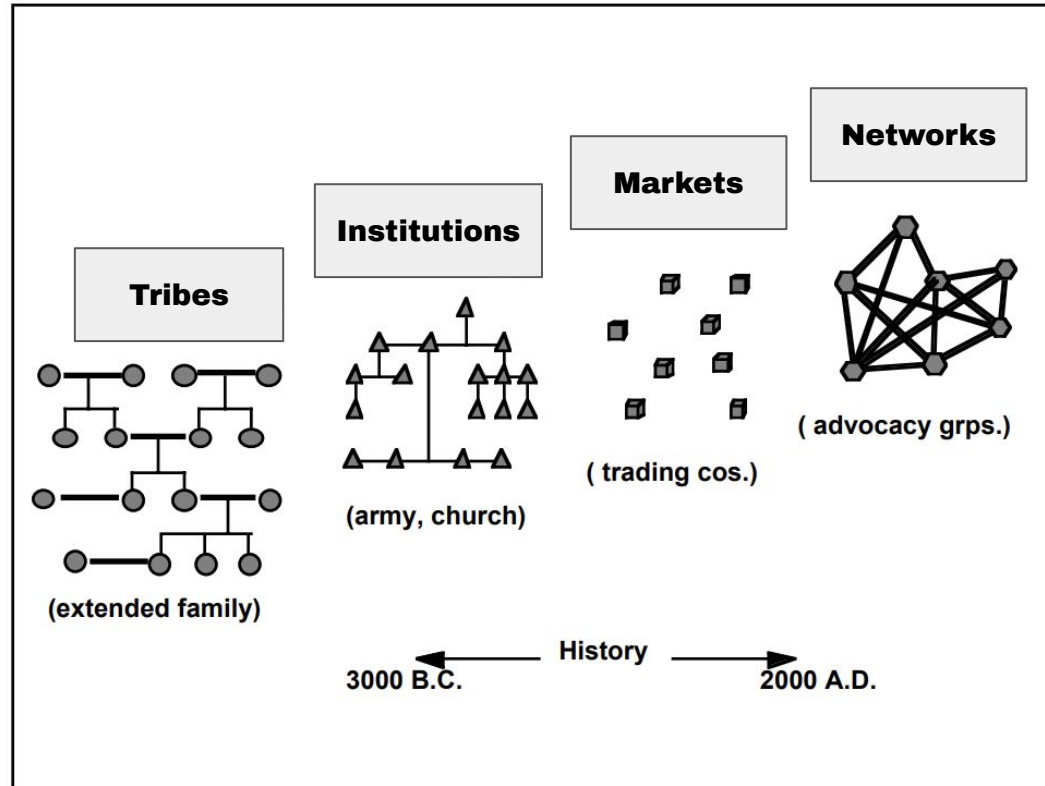


LOL TOLHURST
CO-FOUNDER OF THE CURE

T-I-M (N)

Societal evolution

HYPER ISLAND



Breaking The Booze Habit, Even Briefly, Has Its Benefits

June 23, 2019 - 7:00 AM ET

APRIL FULTON



ALLISON AUBREY



6-Minute Listen



No lust at first sight: why thousands are now identifying as 'demisexual'

For those who are not asexual but not celibate either, the new label is helping to define their love lives



THE TIMES

Today's sections

Past six days

Times Radio

THE TABLE

Mindful bakers, two-day vegans: the new food tribes

We are what we eat — and it's certainly not meat and two veg every day any more. Ben Machell dissects how our eating habits are shaping up in 2019

Ben Machell

Thursday February 28 2019, 12:01am GMT, The Times



Are you a red meat obtainer or a posh macaron obsessive?
GETTY IMAGES

HYPER ISLAND

Ad



Bikes Specialized -

Bicicletas, Roupas de Cicli Seguro

ACESSAR

Oh the shame of being married to a MAMIL (that's a Middle Aged Man In Lycra)

- Jennie Price from Surrey is a cycling widow
- Her husband Richard's transformation began five years ago
- To get fit, he bought a road bike but soon became obsessed
- Now he spends hours in the saddle
- He has also spent a fortune on bikes, cycling clothing and gadgets

Modern tribes: the cat guy

These scratches? Oh just Tiddles going off on one, they'll soon heal, I think he was hungry

8:00 AM

77



Modern tribes: the spring enthusiast

Here's my hellebores in an enamel jug, eight likes, well it was late

7:59 AM

103



Modern tribes: the clean sleeper

After just a week on his emergency Kwaknite Sleepclenze, my energy levels were incredible, my skin looked brighter and tauter

8:00 AM

52



Modern tribes: the art gallery show-off

Slow down darlings, I think the kind gallery man thinks you're going to spill your drinks on the nude with poppies

8:00 AM

16



Modern tribes: the sports day parent

You know I'm not even sure mothers' races set a good example for kids, all the coming first and body shaming that goes on?

8:00 AM

36



Modern tribes: the serial complainer

Yes I am complaining. See, you just have to take control. I don't care if it's embarrassing, that's what they depend on, people being too shy to make a fuss

8:00 AM

50



Modern tribes: the pregnant oversharer

We were only just thinking it might be a good time when, bam, the stick goes blue. Here, I'll show you... no?

8:00 AM

320



Modern tribes: the born-again royalist

Do you know that Prince Philip was actually a total feminist, supporting his wife, and apparently he's brilliantly clever, and so good-looking

8:00 AM

34



Modern tribes: the box set bore

Why don't you start with The Crown? All I'll say is, it's about the Queen, I can't wait to see how it turns out

8:00 AM

86



Modern tribes: the non-driver

You're not taking yours to football on Sunday are you? Brilliant, it's no fun carrying the kit for miles

8:00 AM

294



Modern tribes: the smart householder

Alexa, what's in my diary tomorrow? I'm getting the sack? What? That'll be her little joke

8:00 AM

11



Modern tribes: the discerning dater

Despite a hip replacement do not worry ladies, regular riding keeps me in great shape, no complaints so far!

8:00 AM

17



Modern tribes: the man-cave dweller

Cold beer, cider, ale? Just say what you like, I've my own secret fridge, can you spot it - hidden behind the tennis girl poster?

8:00 AM

4



Modern tribes: the period drama pedant

The Lord Melbourne thing, I've checked, he looked literally nothing like Rufus Sewell, he was fat, he had grey hair, he wasn't a global sex symbol

8:00 AM

3



Modern tribes: the manspreader

Why should Boris have to be body-shamed, just because he's not been castrated - now I mention it, my pair are a bit squashed, hang on, oof that's better

8:00 AM

43



Modern tribes: the Bake Off fan

Remember that time they were incredibly rude about madeira cake, talking about cracks. As in vaginas? Who are they going to find with that sort of talent?

8:00 AM

15





Insight

Gen Z's community apps

Jun 23, 2023

Young users are gravitating to new apps that flaunt positivity and connection.

EXPERTISE

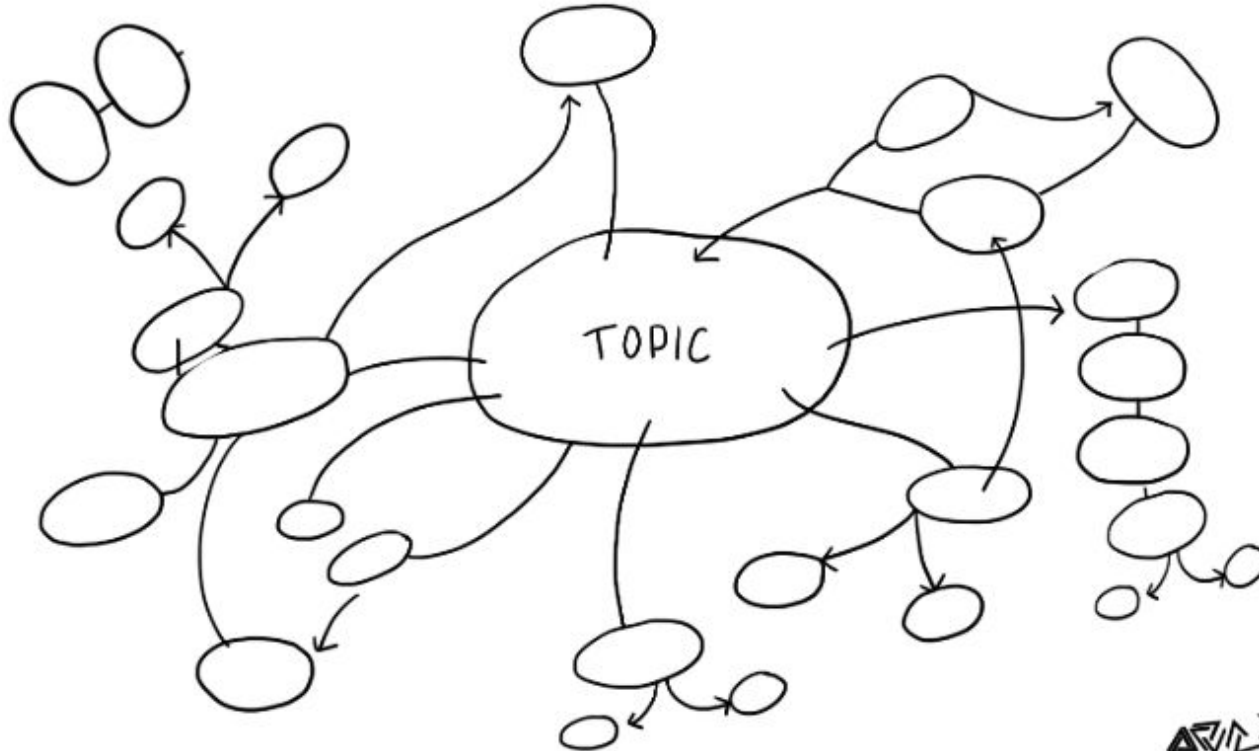
Intelligence

AUTHOR

Carla Calandra

What networks do you belong to?

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Explore your networks

- **shared beliefs**
- **unwritten rules**
- **rituals**
- **social norms**
- **unfulfilled desires**
- **aspirations**
- **how they create social bonds**

Activity

1/ Individually - 5 minutes

NETWORKS - ACTIVITY 1

NAME:

NAME:

NAME OF
TRIBE

DESCRIPTION

RITUALS

UNWRITTEN
RULES

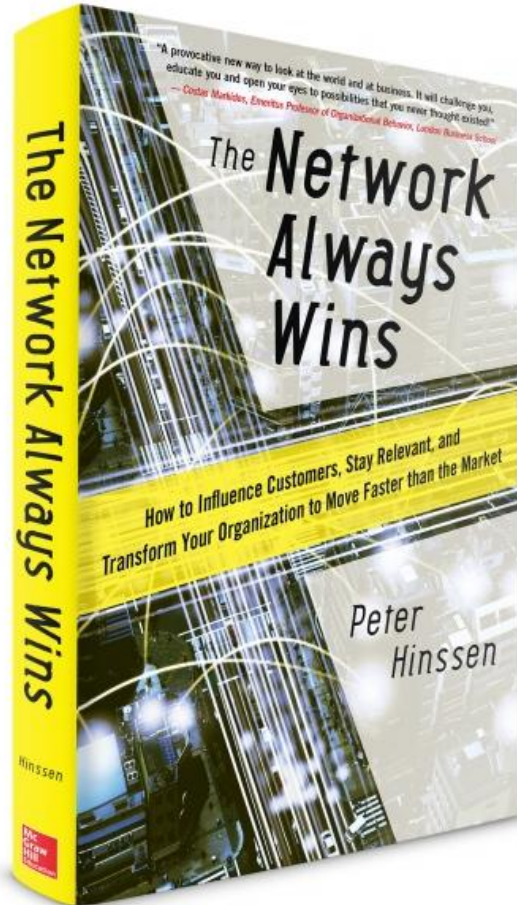
SOCIAL
BONDS

INFLUENCERS

Activity

1/ Individually - 5 minutes

2/ Share in groups - 7 minutes



**“if you understand
networks you will
understand the
future”**

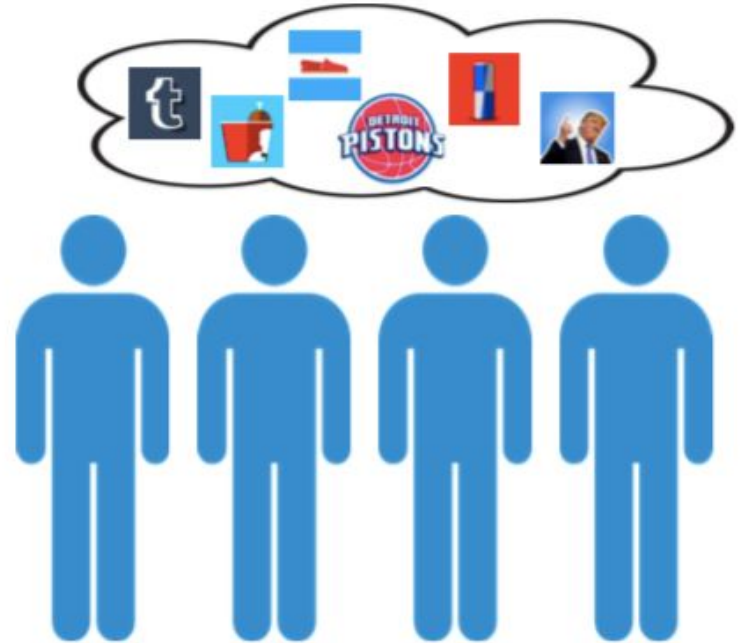
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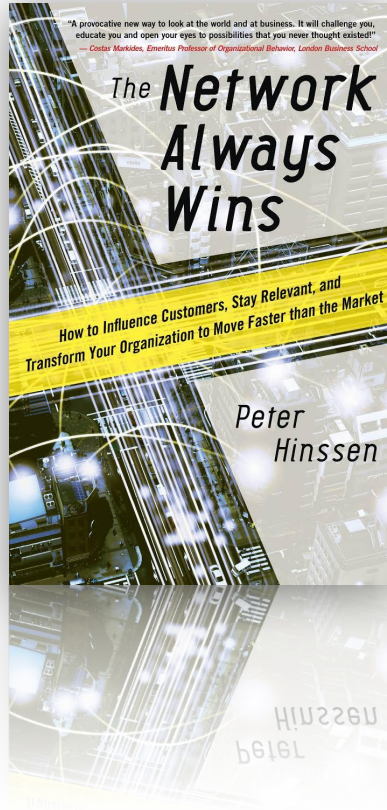
BREAK

MOST OF OUR DECISIONS



ARE BEING MADE OVER [HERE](#).





**Many markets have turned
into networks of intelligence.
Consumers have become
extremely informed network
thinkers who are influenced by
what they hear, see and read;
and they trust one another
more than commercial
messages.**

patientslikeme

HOME

CONDITIONS

TREATMENTS

SYMPTOMS

SEARCH

Sign in


Join now

Here, no one goes at it alone.

Find support from real people just like you and start taking charge of your health.

Meet Jackie

“How hard is it to adapt to the ketogenic diet?”



Jackie, Team of Advisors
Living with MS since 2006

Connect with Peers

Find answers, support, and a path forward with people just like you.

“When diagnosed, I felt overwhelmed and alone in the world. I joined PatientsLikeMe and found there were thousands of others with my condition. I felt such relief I was not alone.”

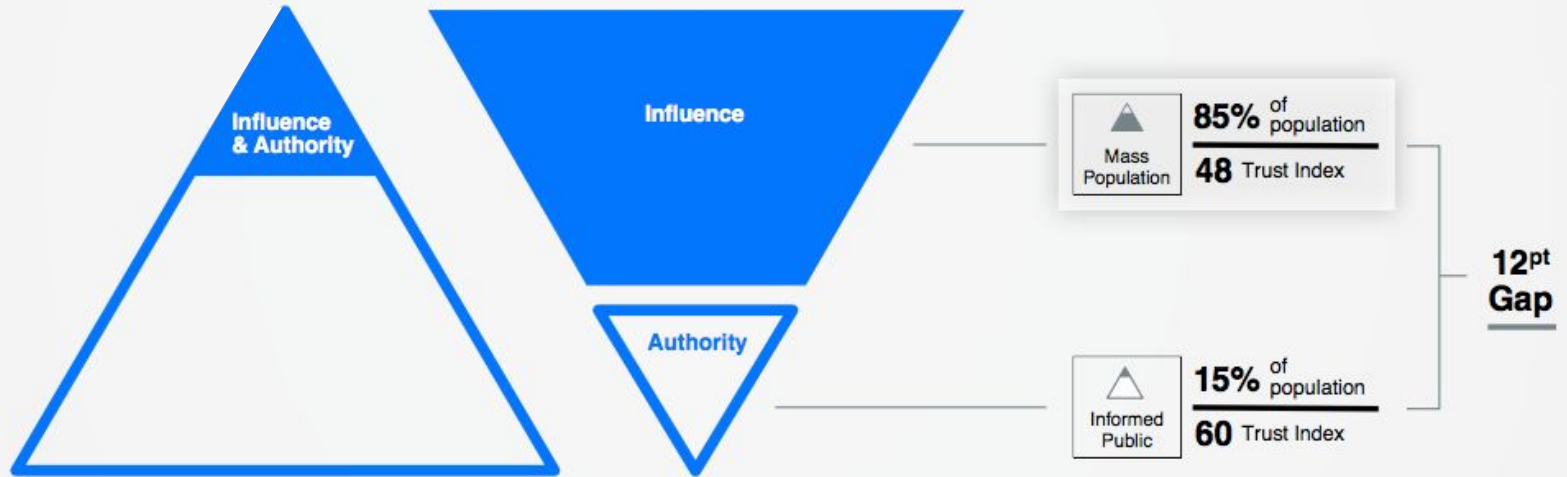


Craig
PatientsLikeMe member

Join over 850,000 members on the road to better health.

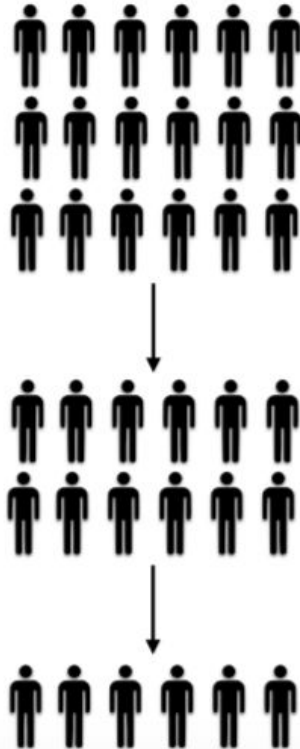
Join us

The inversion of influence

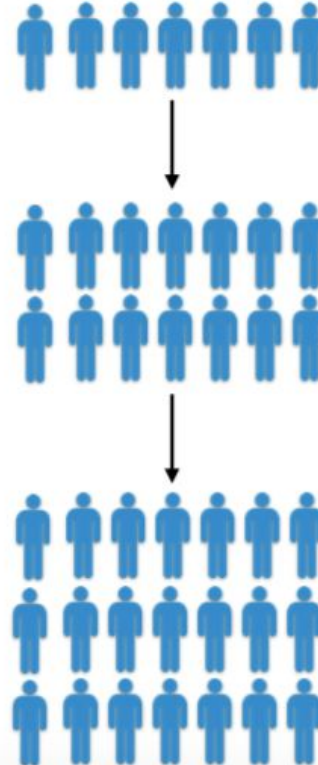


Source: 2017 Edelman Trust Barometer. The Trust Index is an average of a country's trust in the institutions of government, business, media and NGOs. Informed Public and Mass Population, 28-country global total.

TARGET AUDIENCES



TARGET NETWORKS



You no longer own the brand

You no longer control the message

Brand is a co-creation process

Message is now networked storybuilding

Stroytelling - Storybuilding - Storyliving












**Broadcast - conversation - participation -
collaboration**


Storybuilding

Shifting from authority to influence



KALLAX NOW FOR
ThisAbles

GLASS BUMPER 	MEGA SWITCH 	EASY HANDLE 
FRIENDLY ZIPPER 	CURTAIN GRIPPER 	CANE BY ME 
POPUH HANDLE 	COUCH LIFT 	SNAP CUP 
INSIDER 	SPOT ON SHELF 	STUFF READER 
FINGER BRUSH 		



BILLY NOW FOR
ThisAbles



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

**Select a possible
network for your brands**

Guerilla Research

**How much can you learn
in 10 minutes?**

Explore the network...

- **shared beliefs**
- **unwritten rules**
- **rituals**
- **social norms**
- **unfulfilled desires**
- **aspirations**
- **how they create social bonds**

**How might we add
value to the network?**

HOW MIGHT WE QUESTIONS

Turning insights into design
problems

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How Might We... is a question format.

It turns insights and problem areas into an invitation for a variety of solutions.

**PROBLEM
SPACE**

**SOLUTION
SPACE**

**insights and
problem areas**



**invitation for a
variety of solutions.**

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**VARIOS
OPEN-ENDED
SOLUTIONS**

**DIFFERENT
INDIVIDUALS
WORKING
TOGETHER**

HOW MIGHT WE...?

**OPENS UP TO
POSSIBILITIES &
INVITES TO
CREATE**



How might we reinvent dessert?

➡ **Too open**

How might we design an ice cream cone that won't let the ice cream dribble all over your hand?

➡ **Too closed!**



How might we reinvent an icecream dessert for kids to be able to carry around?

➡ **Just right!**

HMW...

**increase opportunities
for mid-career professionals
to transition into very different roles?**

HMW...

redesign public transport

so it's both comfortable for riders

and sustainable

for the environment?

HMW...

**improve communication between
foreign asylum seekers and local
doctors,
for the foreign asylum seekers
to easily understand complex medical
prescriptions?**

Do's

- Keep it broad. Create a rich ground for exploring different paths to solutions.
- Define the opportunity clearly in the statement.
- Make it about the most difference you can make for key segments.

Don'ts

Suggest a solution or specific approach in the question.

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HOW MIGHT WE...?

HOW MIGHT WE

action

FOR

who

TO

benefit

INSIGHT



HMW

ACTIVITY

- Go to the MIRO board
 - Individually for 7 minutes
 - identify the insights you want to work on
 - Create some HMWs
 - As a group
 - Share your HMWs
 - Choose one to present

CHECK OUT

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What's **one key insight or action** you're taking away from today's session that you believe will help you add more magic to your network or relationships?"