



DESIGN THINKING FOR WHAT'S MOST IMPORTANT TO YOU (YOUR LIFE!)

Erin Kurchina, Vice President, KurMeta Group
Session ID #83068

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About the Speakers

Erin Kurchina

- Vice President, KurMeta Group
- I am a HR talent development and transformation executive and coach with over 25 years of corporate experience. I dedicate my time advising companies and individuals on trends influencing the future of work. I help individuals embrace change, design and navigate their life and career paths, and master the mindsets and skills needed for success in the digital age.

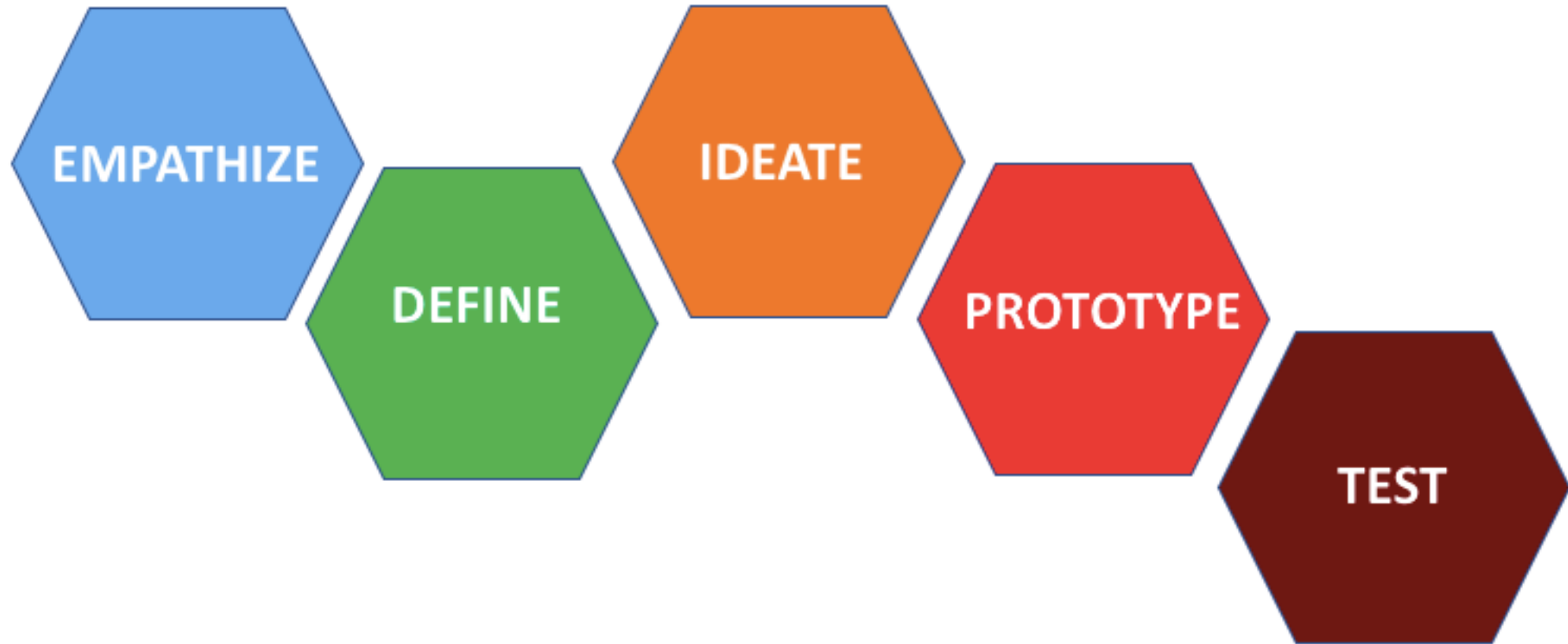
DESIGN THINKING

FOR WHAT'S MOST IMPORTANT TO YOU

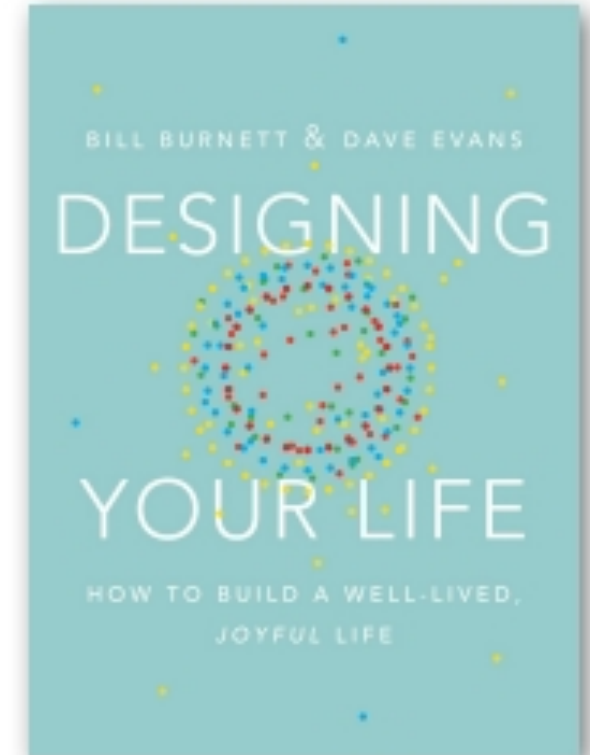
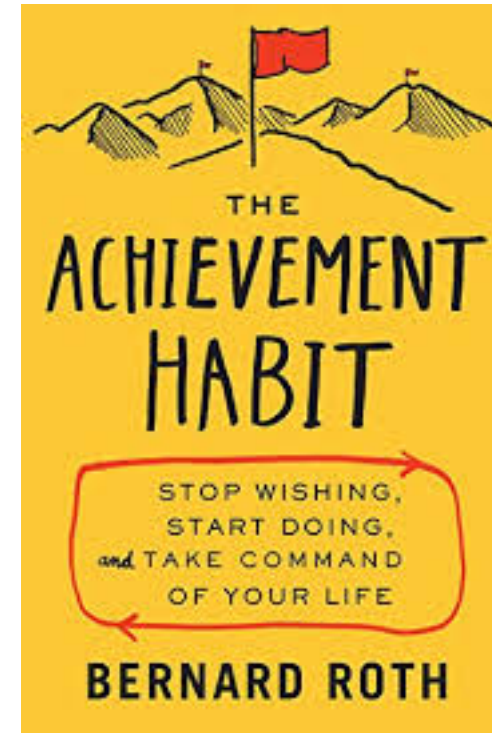
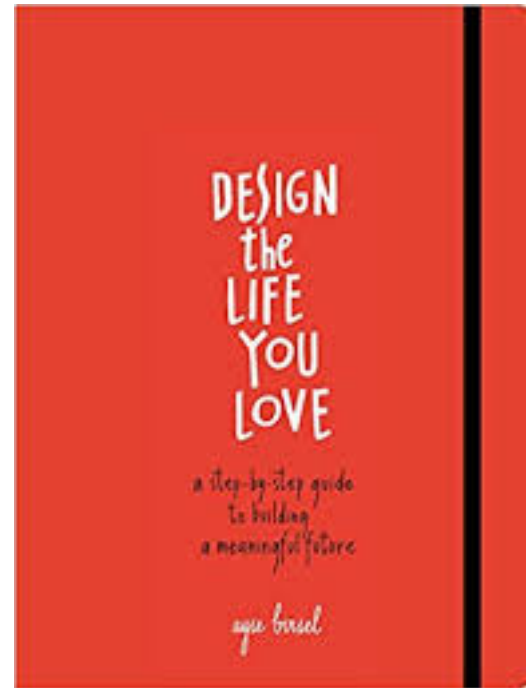
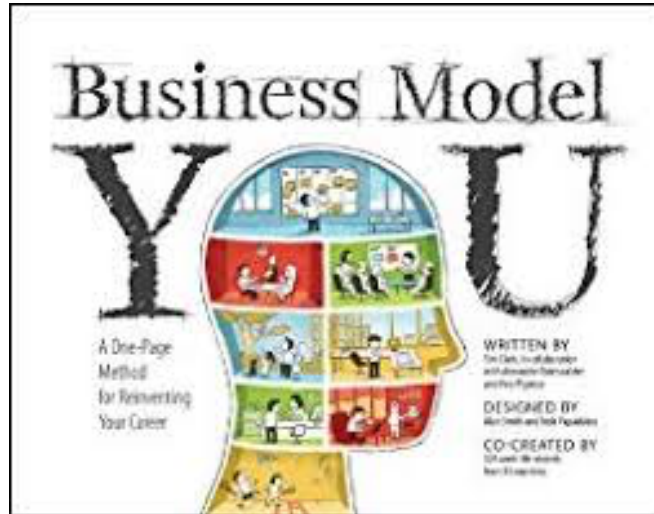
(YOUR LIFE!)

DESIGN THINKING

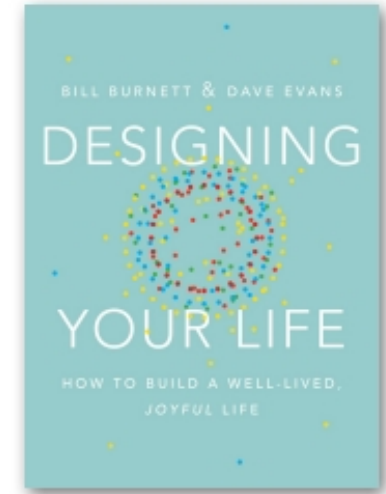
A process



LIFE DESIGN RESOURCES:



MY MISSION TODAY



to share some resources and personal stories that can help you explore **how you can take control and advance toward what you want to grow into next!**

SO ... WHAT WILL YOU GET TODAY?

ideas



& tools



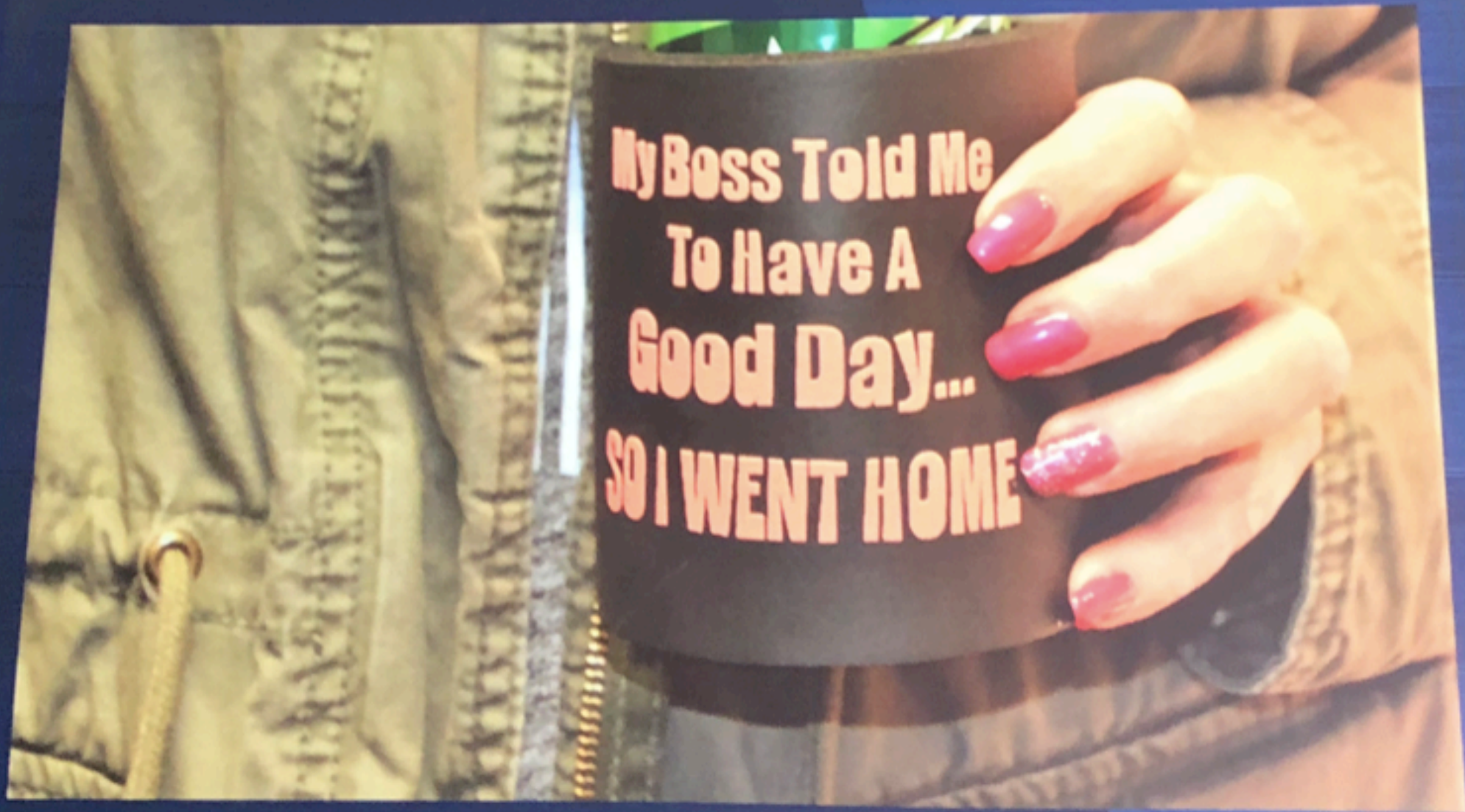
in a framework



YOU WILL ALSO GET



for life and
career-wayfinding



My Boss Told Me
To Have A
Good Day...
SO I WENT HOME

~70% of employees are NOT engaged at work

\$450B is lost each year due to lost productivity and mental health issues



WHAT'S THE PROBLEM?

We get **STUCK!**



DYSFUNCTIONAL BELIEF #1

Life is a
Game!



DYSFUNCTIONAL BELIEF #2

**What's
Your
Passion?**



DYSFUNCTIONAL BELIEF #3



You should know where you are going by now!
(and how to get there)

DYSFUNCTIONAL BELIEF #4

THE BIGGEST **DYSFUNCTIONAL BELIEF**



- Are you **SURE** this is **IT**?
- Worried you're **SETTLING**?

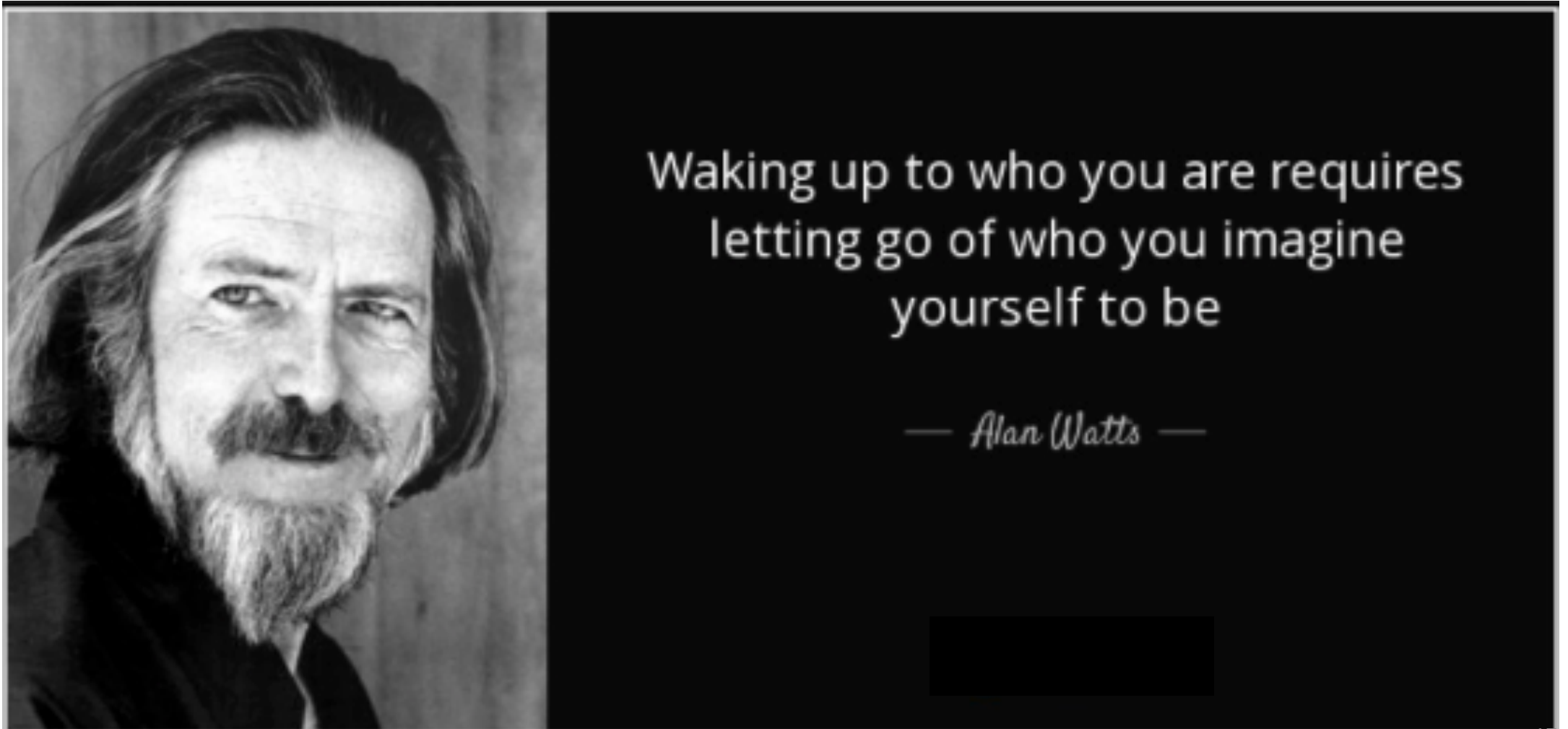
DYSFUNCTIONAL BELIEF #5



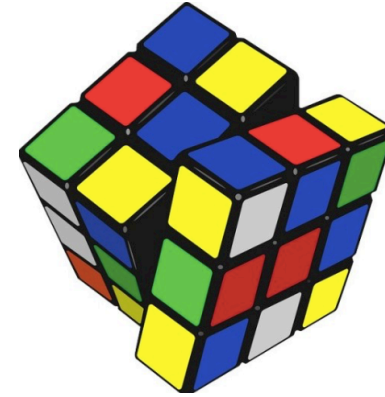
Failure is bad!

DYSFUNCTIONAL BELIEF #6

“Life is a Journey!”



Life is not a problem to be solved



Life is an adventure to be engaged



So don't get stuck trying to solve it.



BUILD YOUR WAY FORWARD - DESIGN

DESIGN THINKING

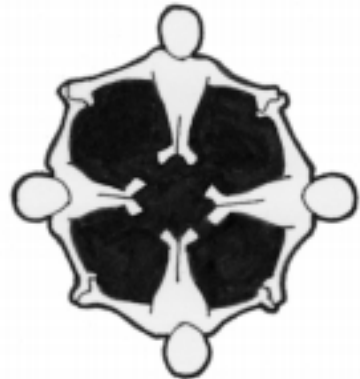
A culture of mindsets



CURIOSITY



RE-FRAMING



RADICAL COLLABORATION



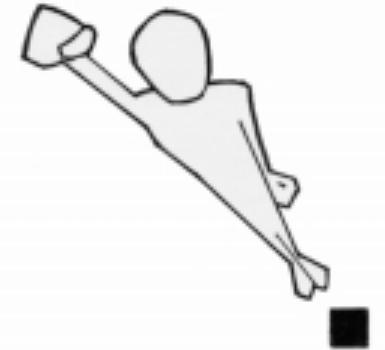
HUMAN CENTRED



EXPERIMENTATION



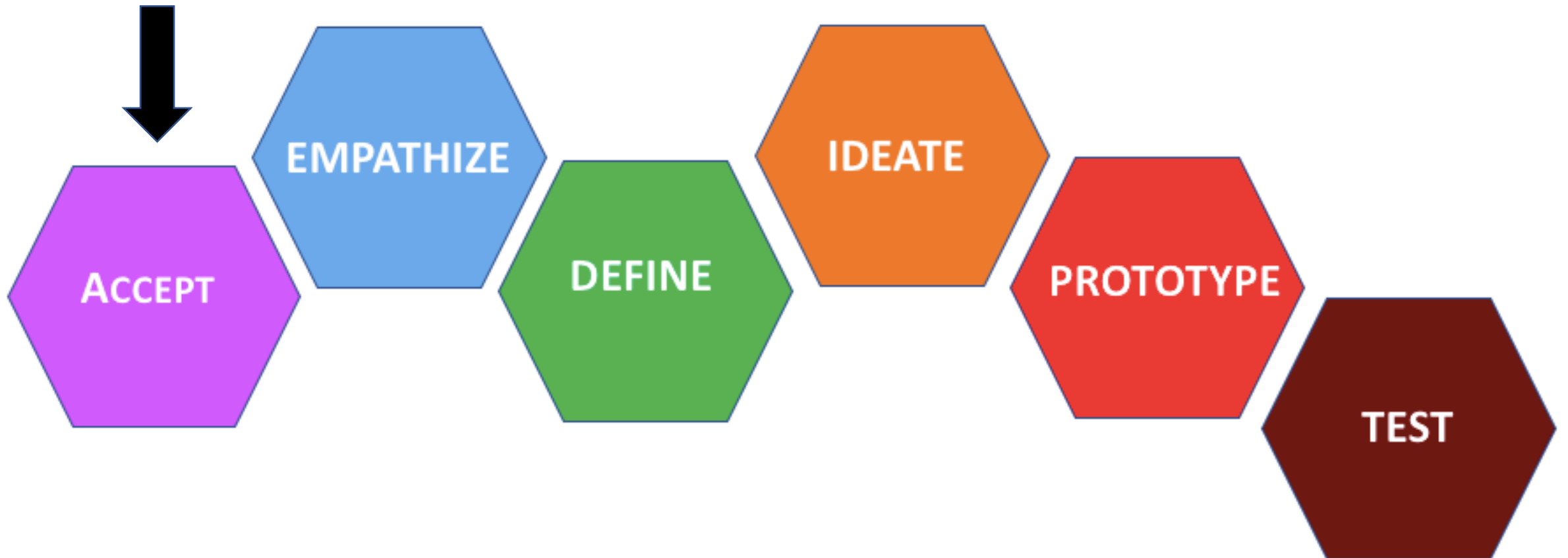
MINDFUL OF PROCESS

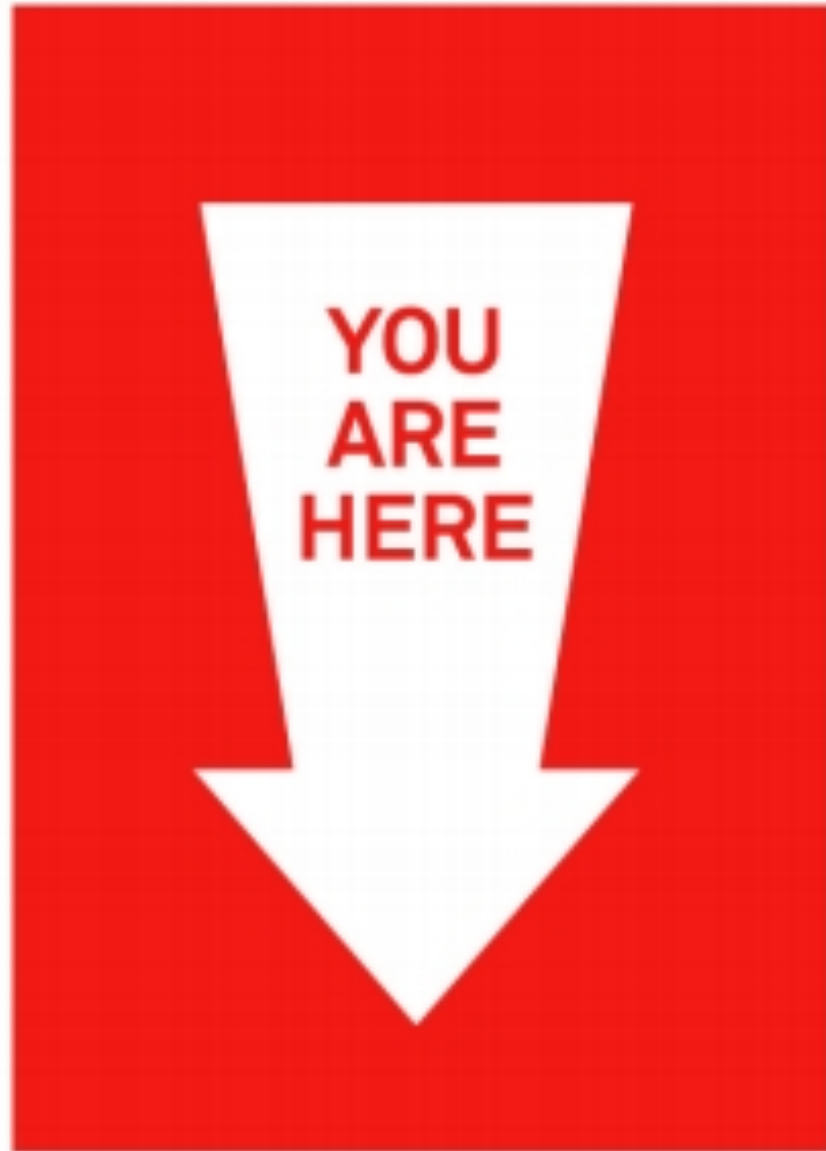


BIAS TOWARD ACTION

DESIGN THINKING

A process





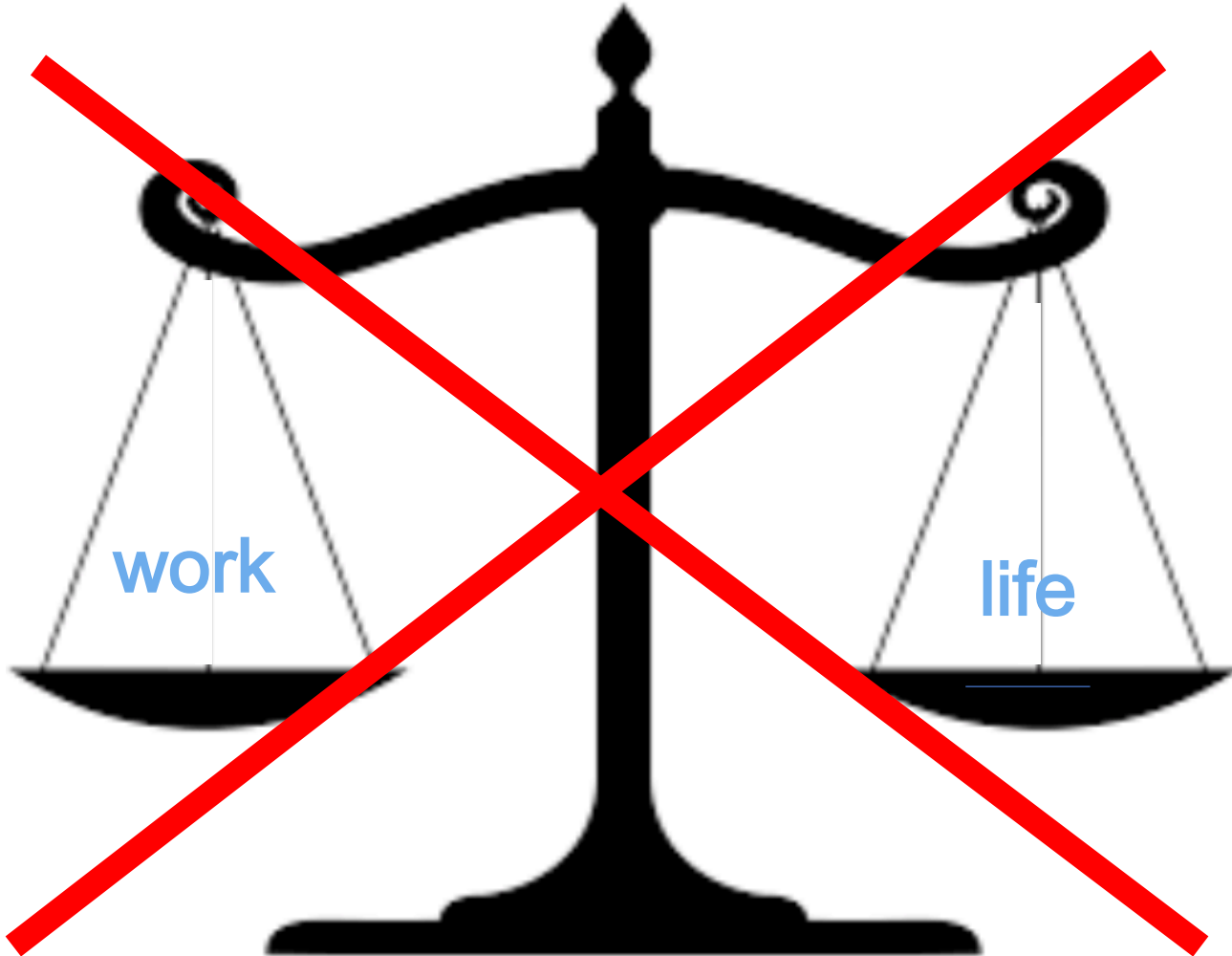
HUMAN CENTRED



CURIOSITY

DYSFUNCTIONAL BELIEF # 7

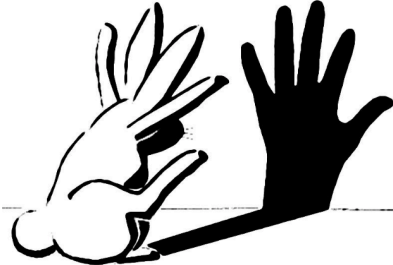
THE FALSE DICHOTOMY



RE-FRAME

DYSFUNCTIONAL BELIEF:

THE FALSE DICHOTOMY



RE-FRAME

Love



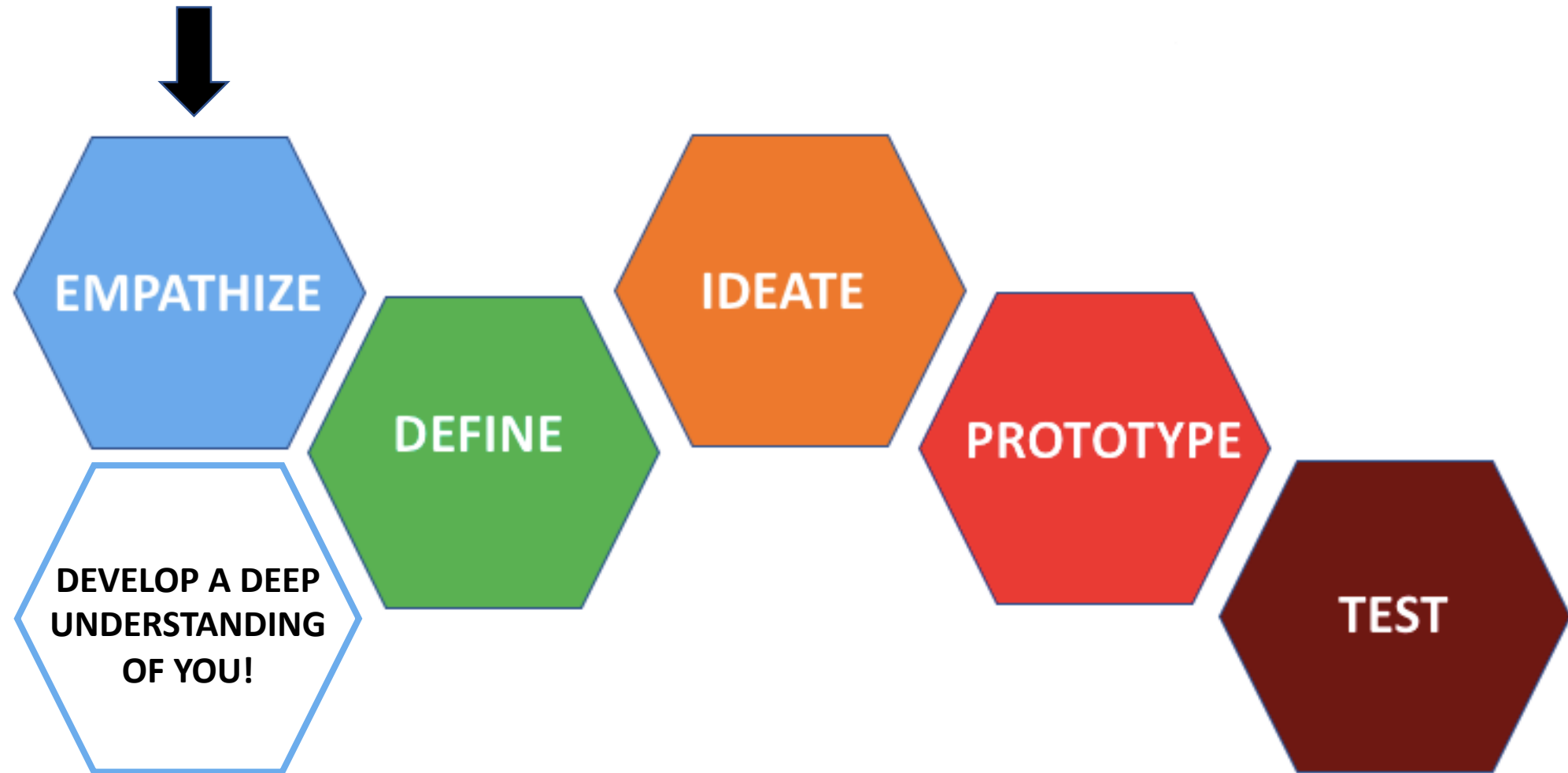
Play

Work



Health

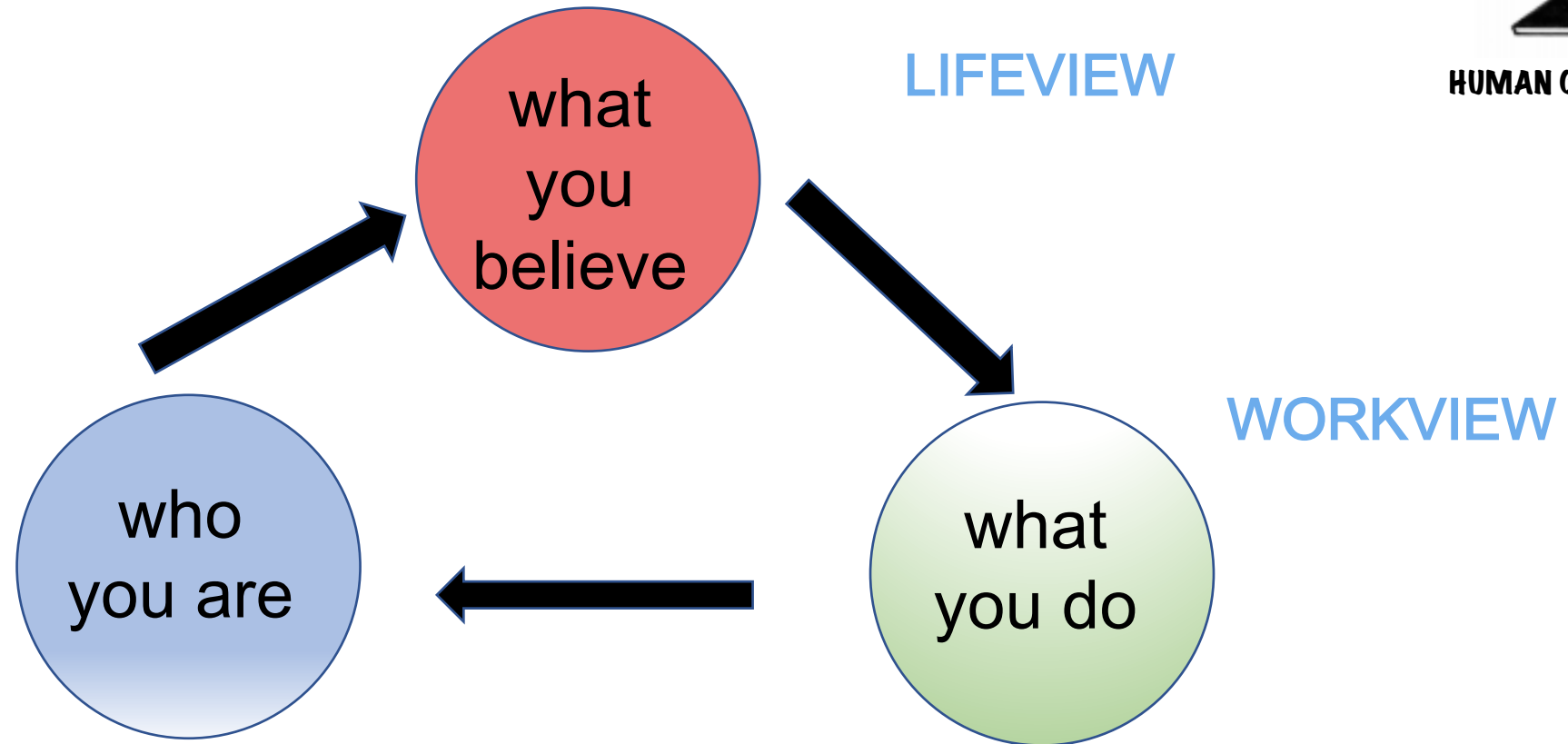
THINK LIKE A DESIGNER LEARN ABOUT YOU



IDEA #1: CONNECT THE DOTS



HUMAN CENTRED

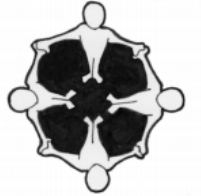


Connecting the dots – increases coherence & meaning-making

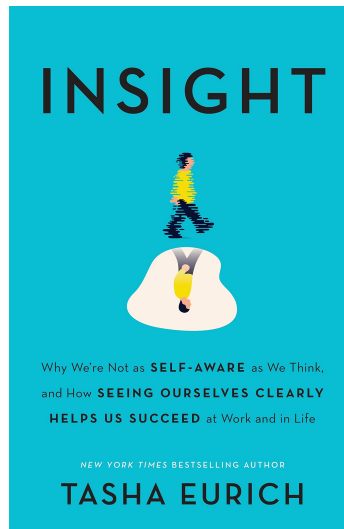
GAIN INSIGHT & SELF-AWARENESS



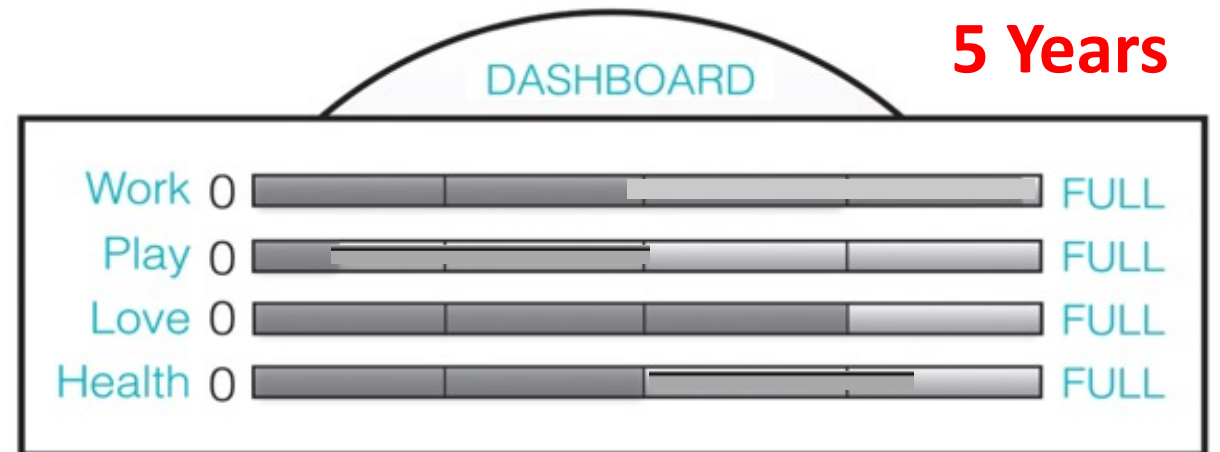
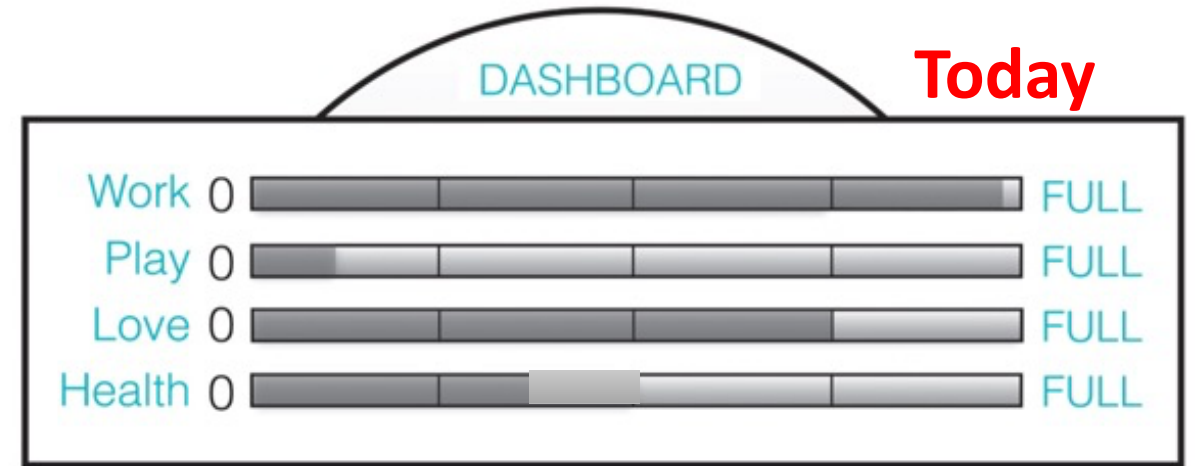
CURIOSITY



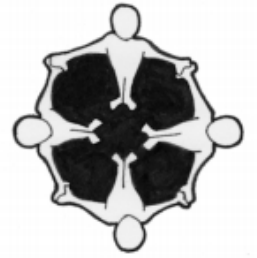
RADICAL COLLABORATION



WHERE CAN I DO A LITTLE BETTER, “AT THIS TIME”?



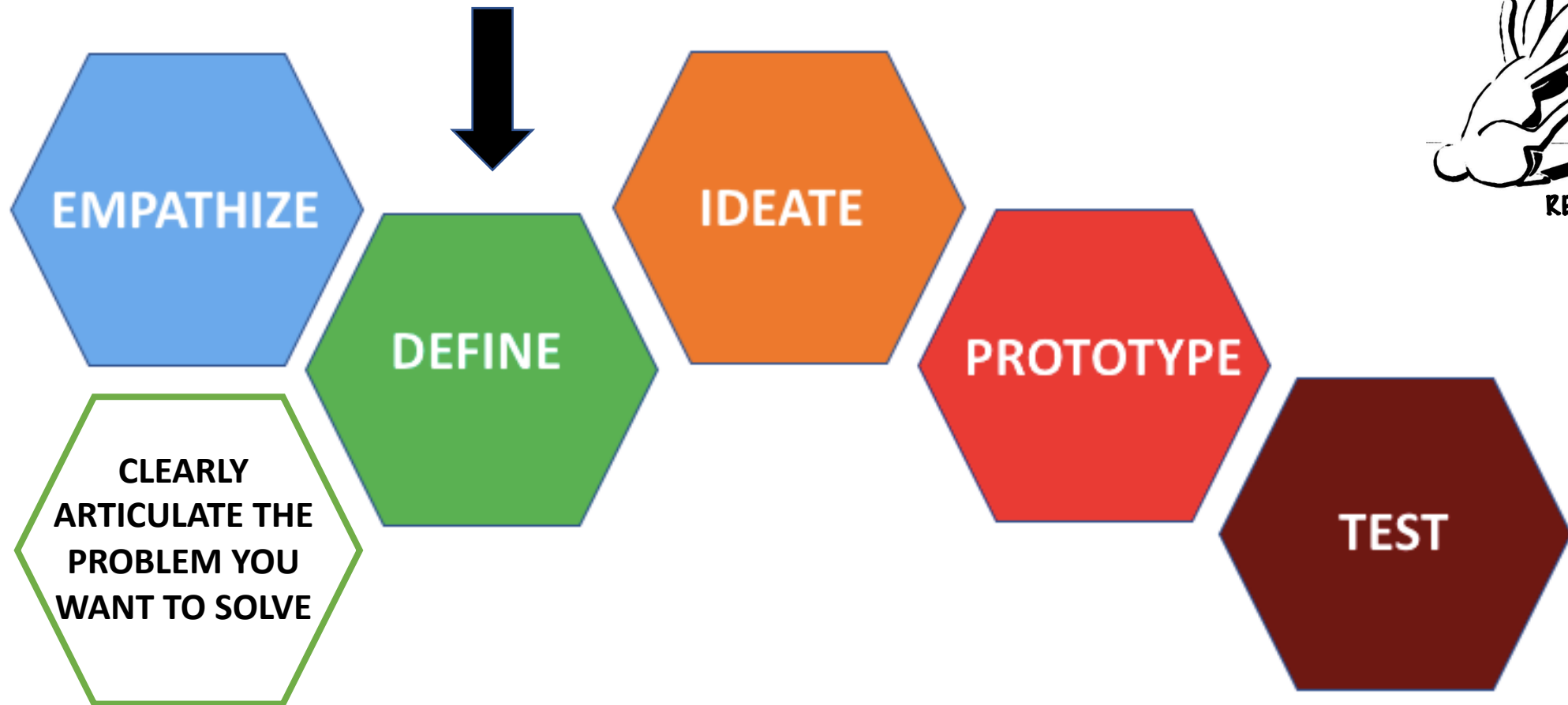
THINK LIKE A DESIGNER DO GOOD **PROBLEM-FINDING**



RADICAL COLLABORATION



RE-FRAME

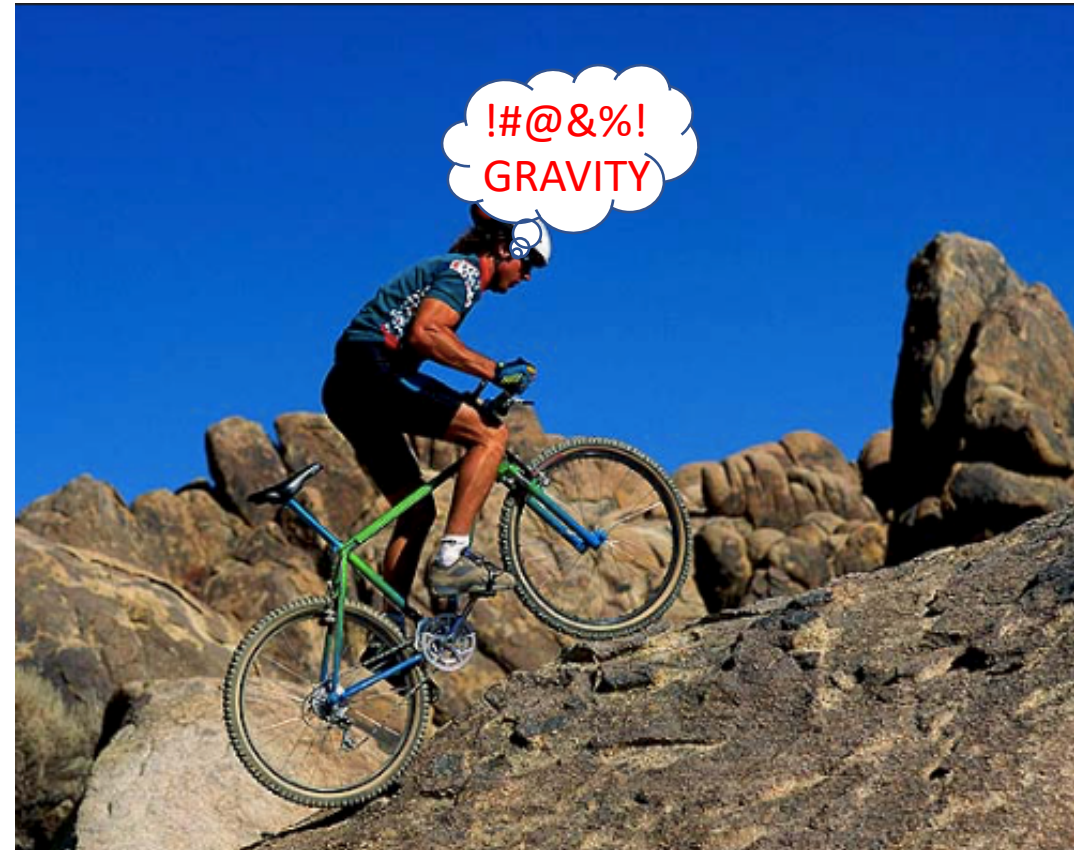


IDEA #2: DON'T GET FOOLED BY GRAVITY PROBLEMS

“You see ...
... I've got this
problem.”

“Can you help me?!”

If it's not actionable ...
... it's not a problem.
It's just a circumstance.



GRAVITY PROBLEM EXAMPLES

I work for a family owned business and want to become Vice President of my functional area. They only put family in those roles. What do I do?



IDEA #3:

How many lives are you?



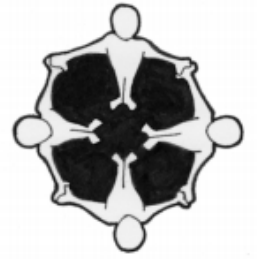
THERE ARE LOTS OF
GREAT **YOUs!**

IT's **NEVER** TOO
LATE!

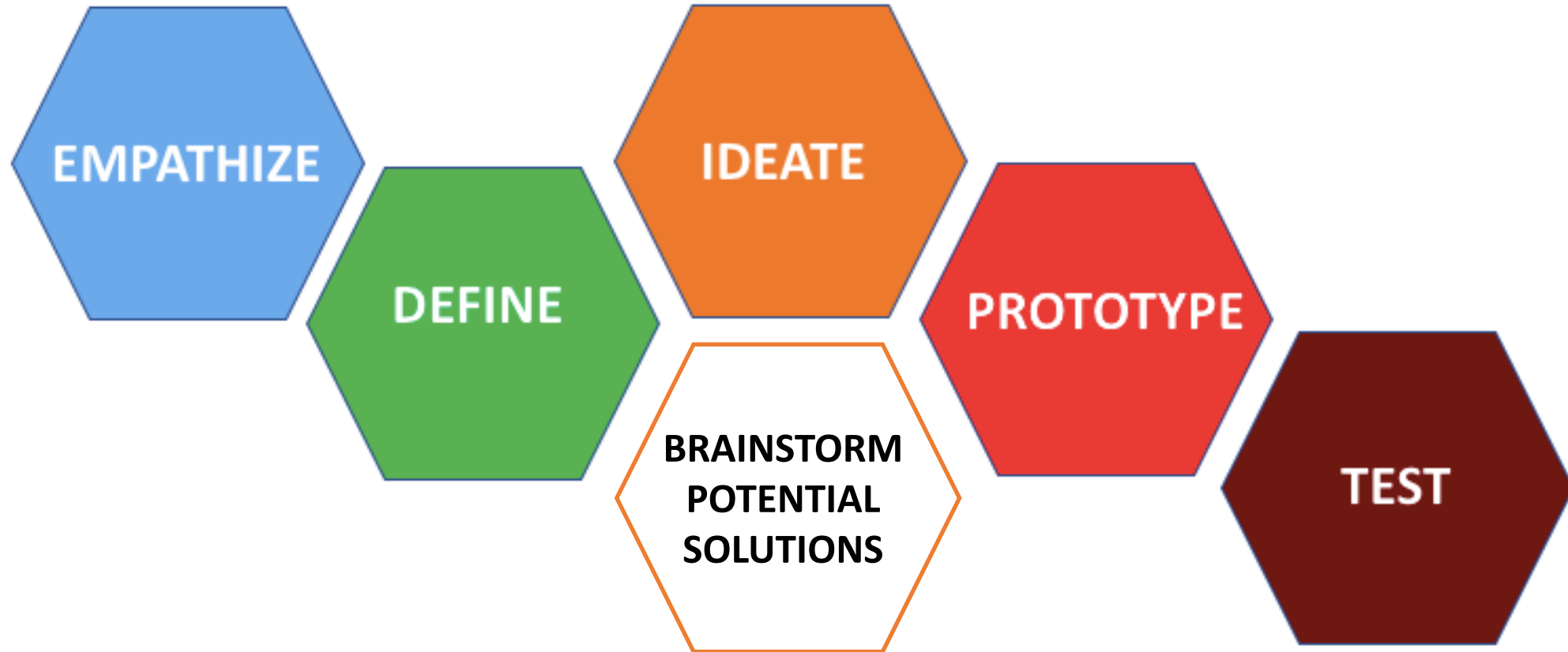
**SO, GET ON WITH
YOUR ADVENTURE!**



THINK LIKE A DESIGNER GO ON AN ADVENTURE



RADICAL COLLABORATION



3 FIVE-YEAR VERSIONS OF YOU

**HOW COULD I
MAKE THINGS
A BIT MORE
INTERESTING?**

THING

#1

**WHAT IF THING
#1 DIED
TOMORROW?**

THING

#2

**IF I HAD LOTS
OF \$ AND NO
ONE WOULD
LAUGH...**

THING

#3

PLANNING YOUR ADVENTURE!

THING 1:

YEAR 1

YEAR 2

YEAR 3

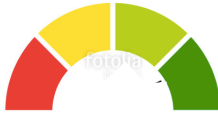
YEAR 4

YEAR 5

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TIMELINES

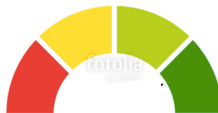
- ❖ Major Milestones
- ❖ Professional and Personal
- ❖ At least one per year



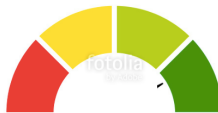
Resources



I Like It



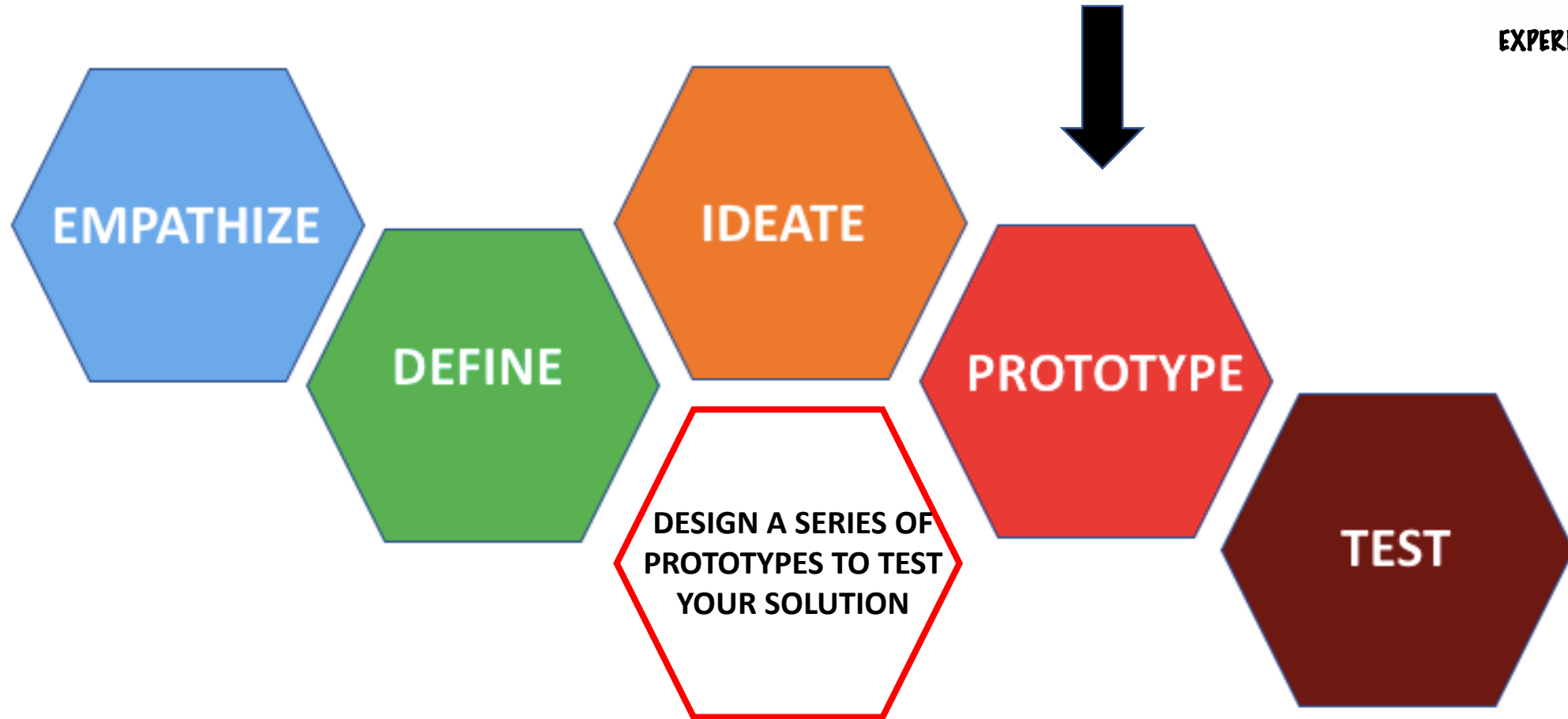
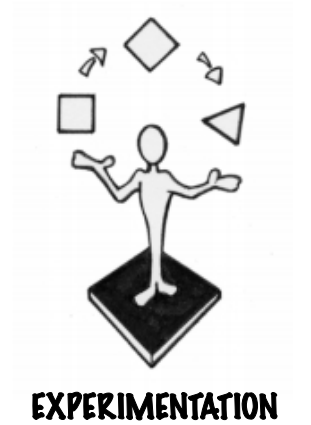
Coherence



Confidence

TITLE: (3 – 6 Word Descriptive Title)

ONCE YOU'VE GOT SOME IDEAS THEN IT'S TIME TOO ...



IDEA #4: PROTOTYPING

PROTOTYPE TO:

- **ask interesting questions**
- **expose assumptions**
- **involve others with your ideas**
- **sneak up on the future**



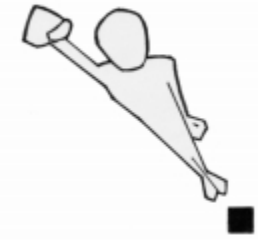
LIFE DESIGN PROTOTYPES



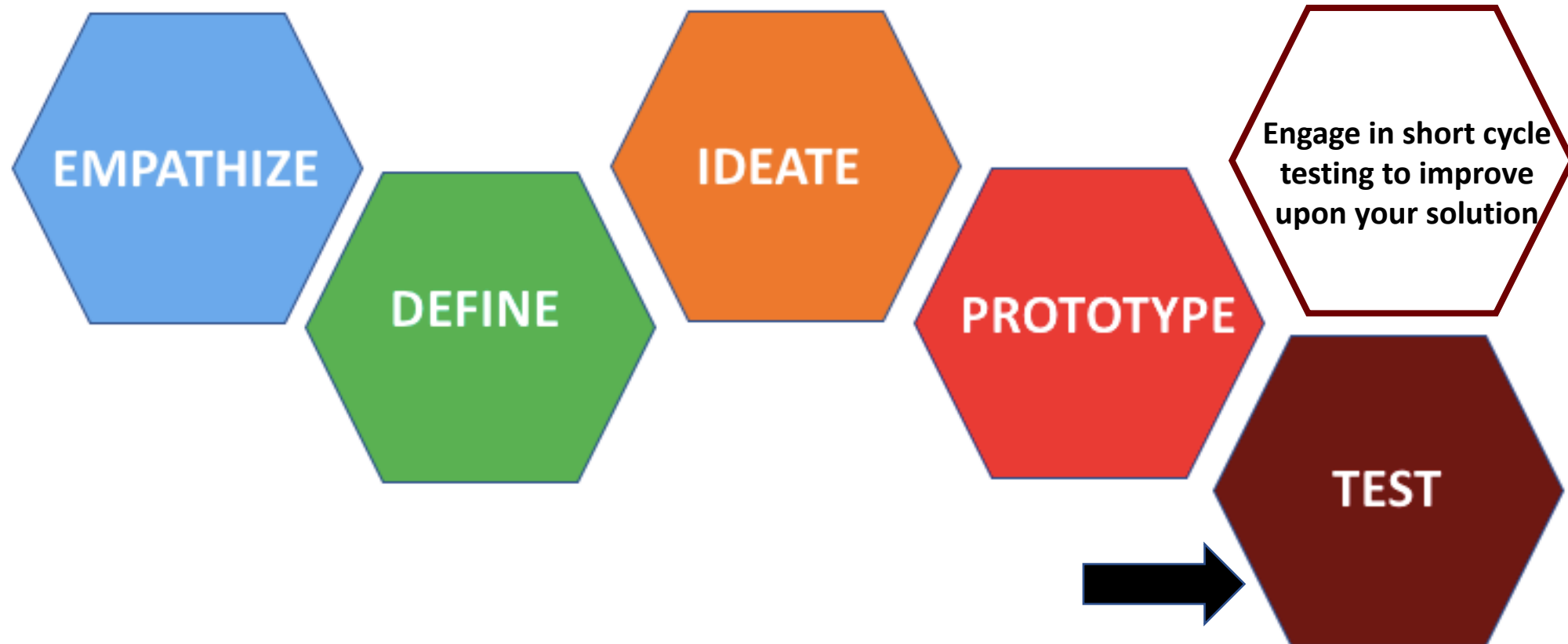
- prototype conversation
- prototype survey
- prototype experience



ONCE YOU'VE GOT SOME IDEAS THEN IT'S TIME TOO ...



BIAS TOWARD ACTION

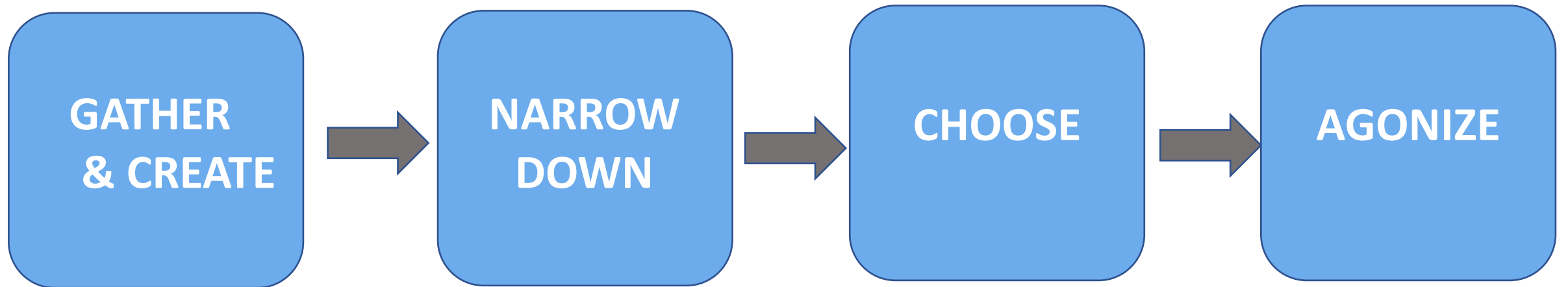


IDEA #5: CHOOSING WELL

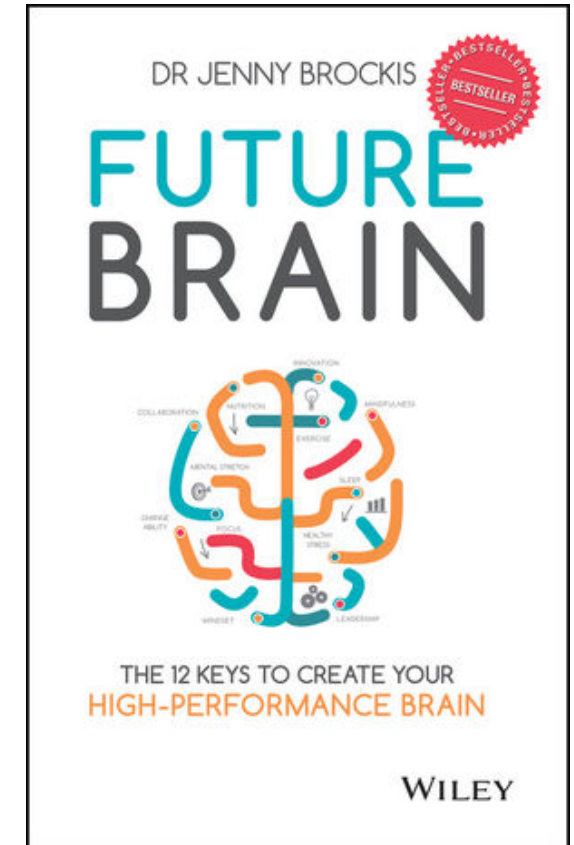
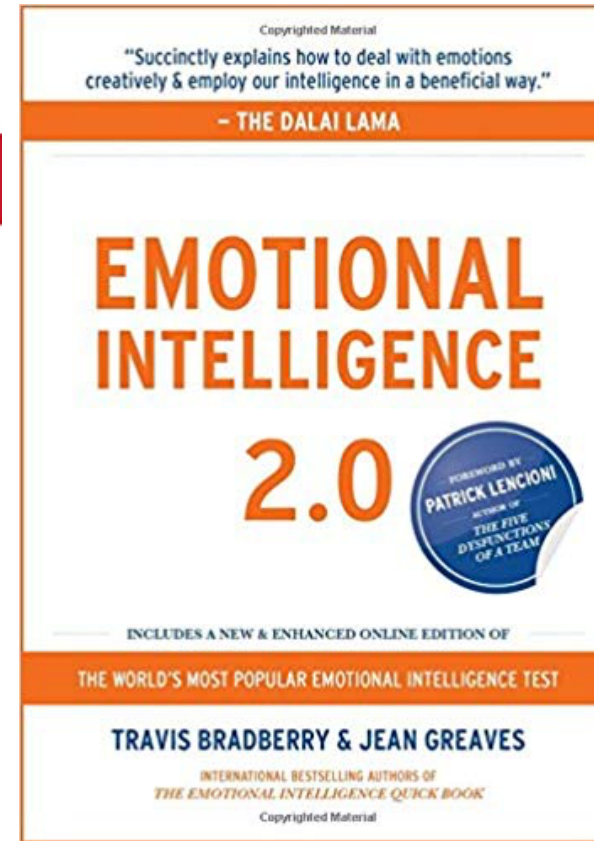
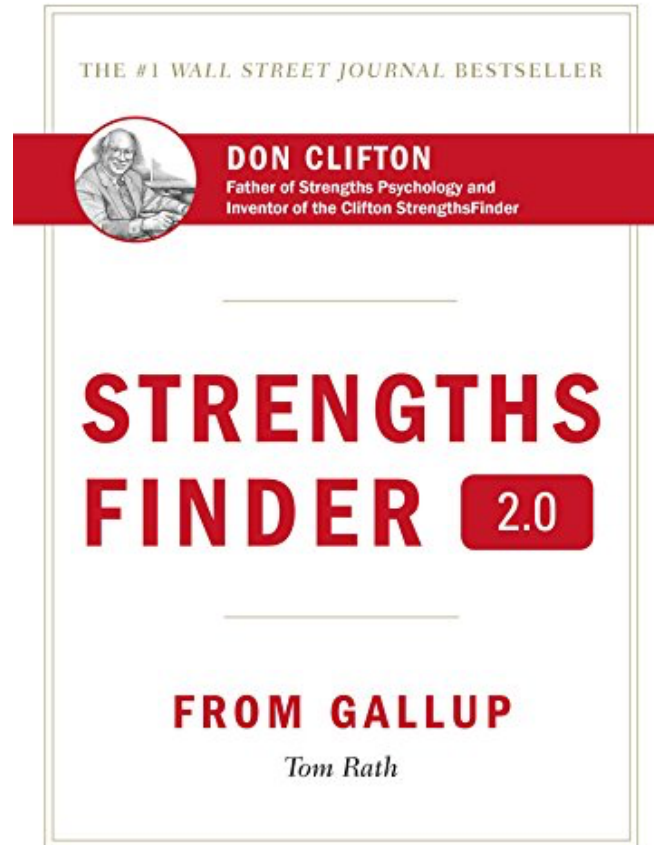
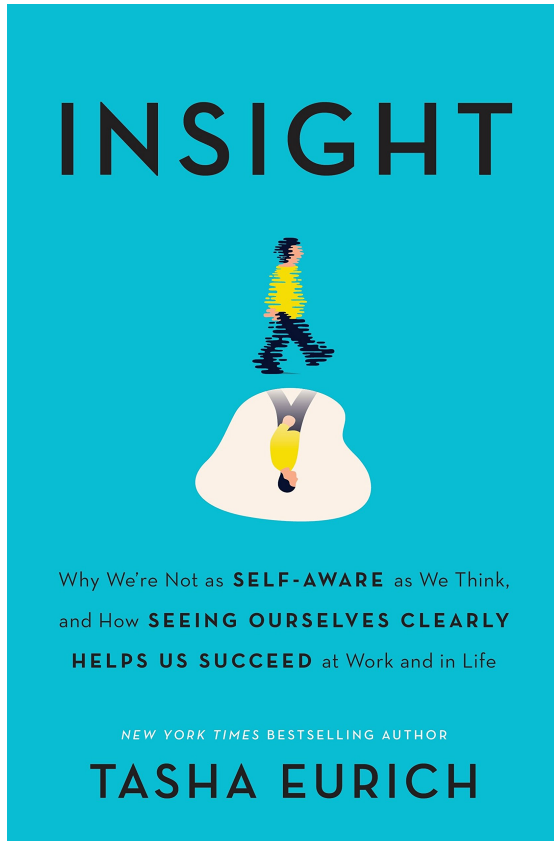


**How do you know
when you know –
ya' know?**

THE PROCESS OF CHOOSING WELL




ADDITIONAL RESOURCES:



TO DESIGN A MEANINGFUL LIFE:

- **Connect the Dots – Self/Workview/Lifeview**
- **Beware of Gravity Problems**
- **Design 3 Five-Year Adventure Plans**
- **Prototype Your Life**
- **Choose Well & TAKE ACTION**



Don't get so busy making a living
that you forget to make a life.

Dolly Parton

quote fancy

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We want to hear from you!
Be sure to complete the
session evaluation on the
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Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

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Q&A

For questions after this session, contact me at erin@kurchina.com.

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