

THE DESIGN OF  
UNDERSTANDING 2014

# FROM POT-SMOKING LOON TO UBIQUITY

**The story of "narrative"**

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**P A R E N T A L**

**A D V I S O R Y**

**E X P L I C I T C O N T E N T**



Phase 1: Hundreds of years...







IWDRM  
INDSW



IWDRM  
INDSW



They do what?!?



IWDRM  
IMDBW

OUR CORE VALUES ARE SERVICE, INTEGRITY, RESPECT, TEAMWORK, RESPONSIBILITY, TRUST, DIVERSITY, VALUE, HONESTY, FUN, PASSION, FAIRNESS AND EXCELLENCE.



www.dilbert.com scottadams@aol.com

HOW SHOULD WE DEAL WITH THE INHERENT CONFLICTS? I MEAN, WHAT IF I WANT TO BE IRRESPONSIBLE IN A FUN AND PASSION-ATE WAY?



6-18-05 ©2005 Scott Adams, Inc./Dist. by UFS, Inc.

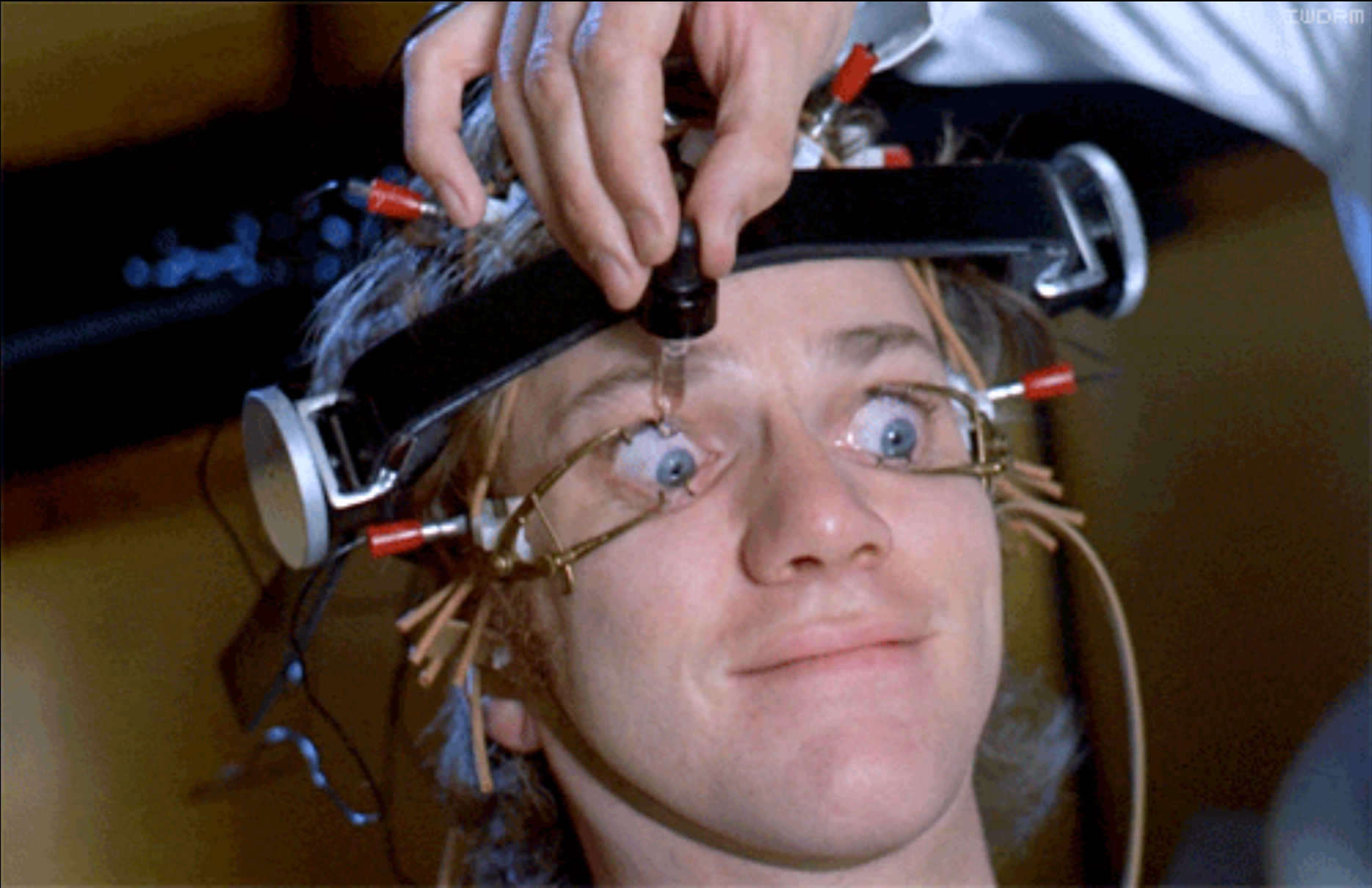
YOU HAVE TO DO ALL OF THEM.

I NOTICE THAT HYGIENE DIDN'T MAKE THE LIST.



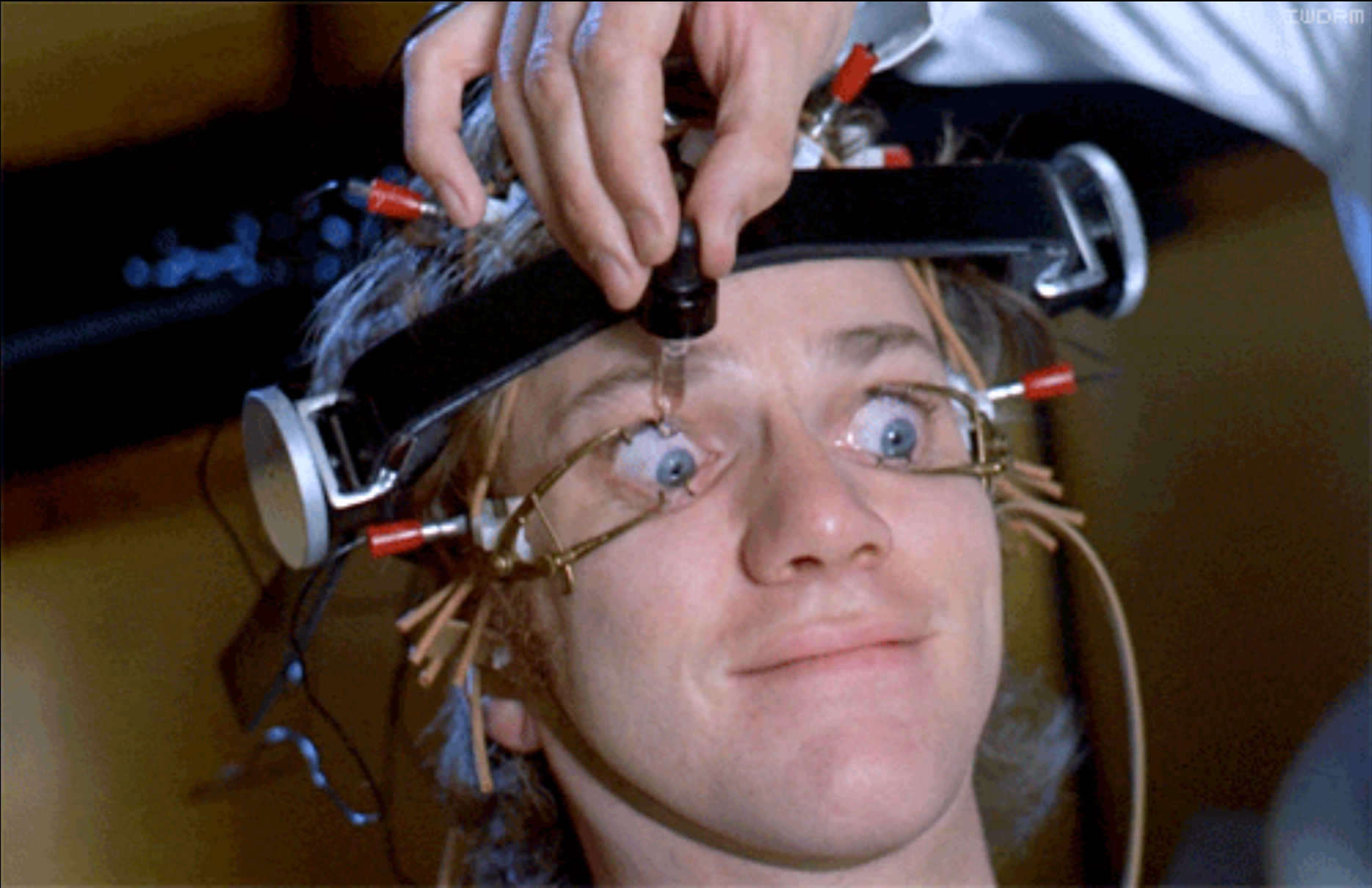


# Employee engagement.



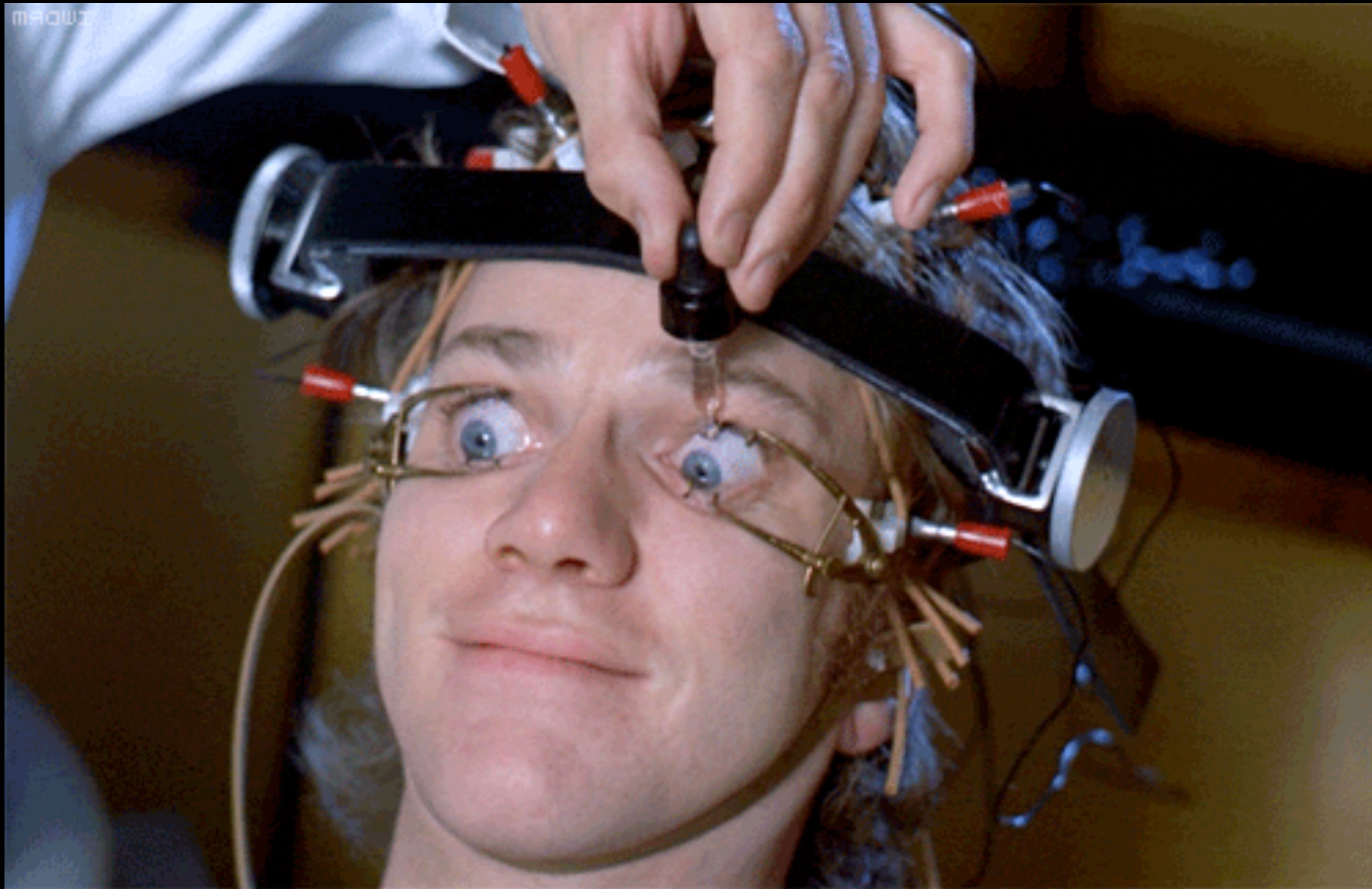


# Employee engagement.



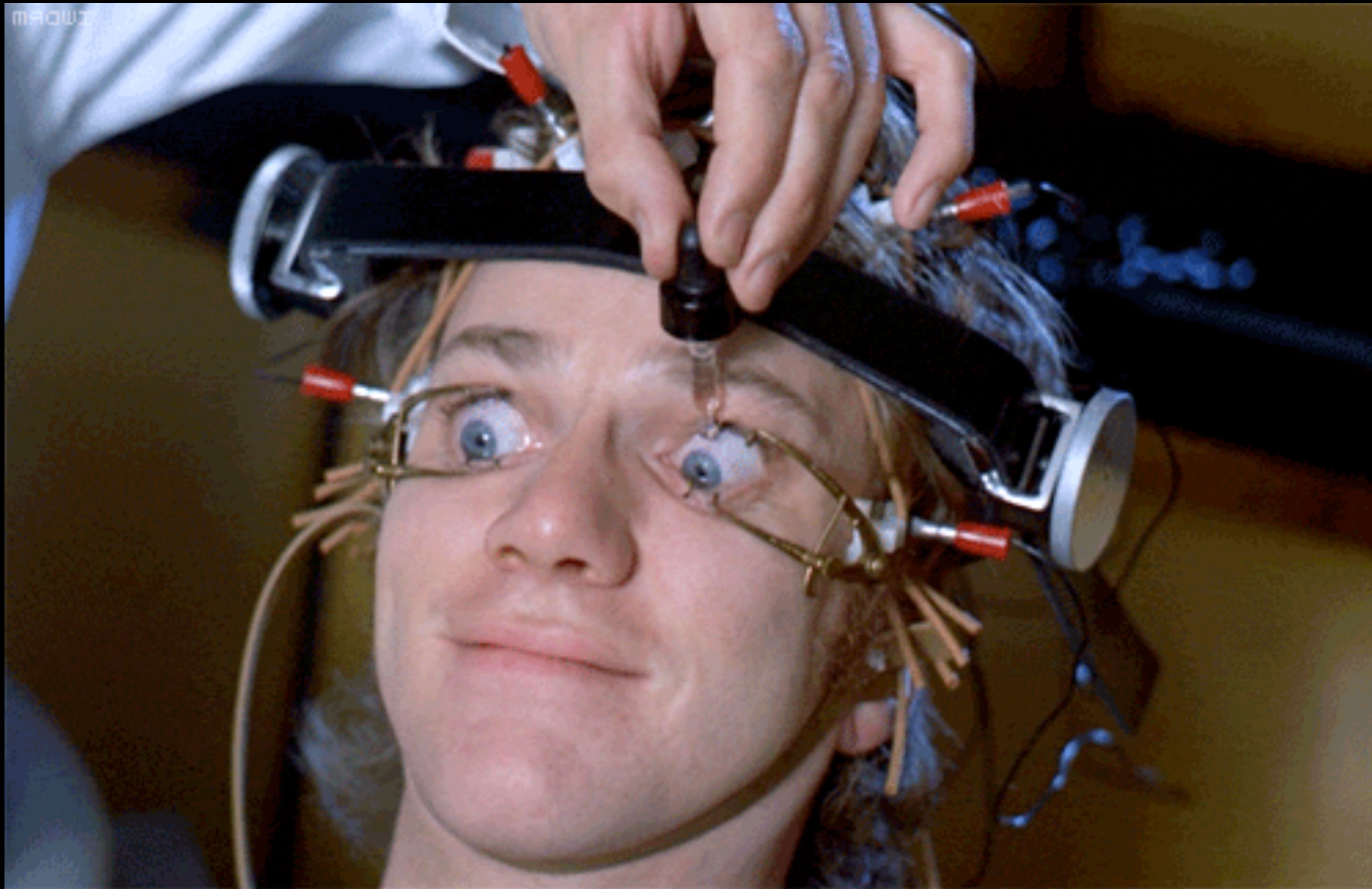


# Customer engagement.





# Customer engagement.



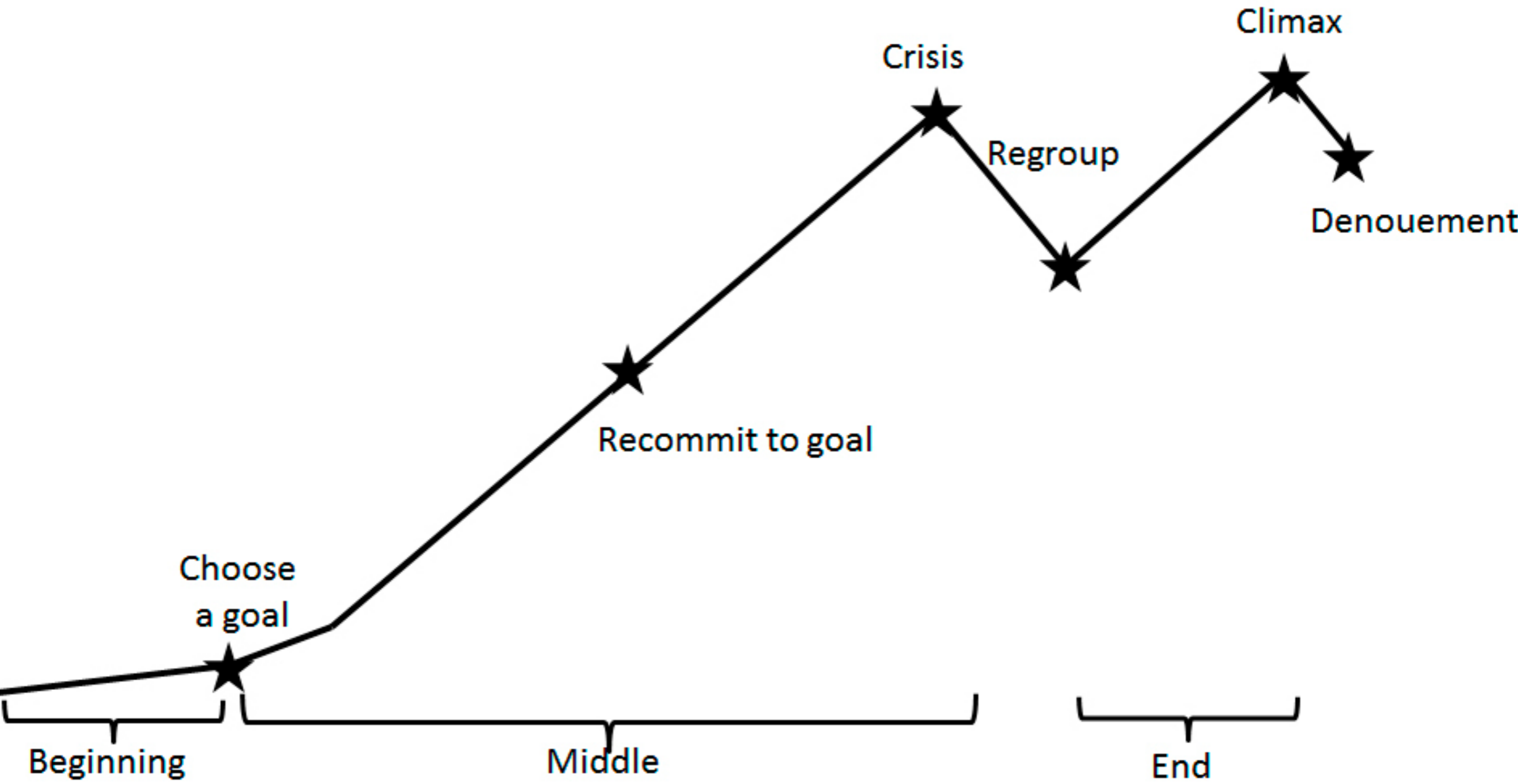


# Phase 2: 1990s-2000s. The management story...





# Over-engineered in a quest for the perfect story.



And the CEO...



CAPTAIN JAMES T. KIRK

I'M SORRY, I CAN'T HEAR YOU OVER THE  
SOUND OF HOW AWESOME I AM.

# Opportunists and well-meaning amateurs alongside experts and consultants



IWDRM  
IMDBW



# Opportunists and well-meaning amateurs alongside experts and consultants



IWDRM  
IMDBW

# The effect was unilluminating



IWDRM

IMDBW



# The effect was unilluminating

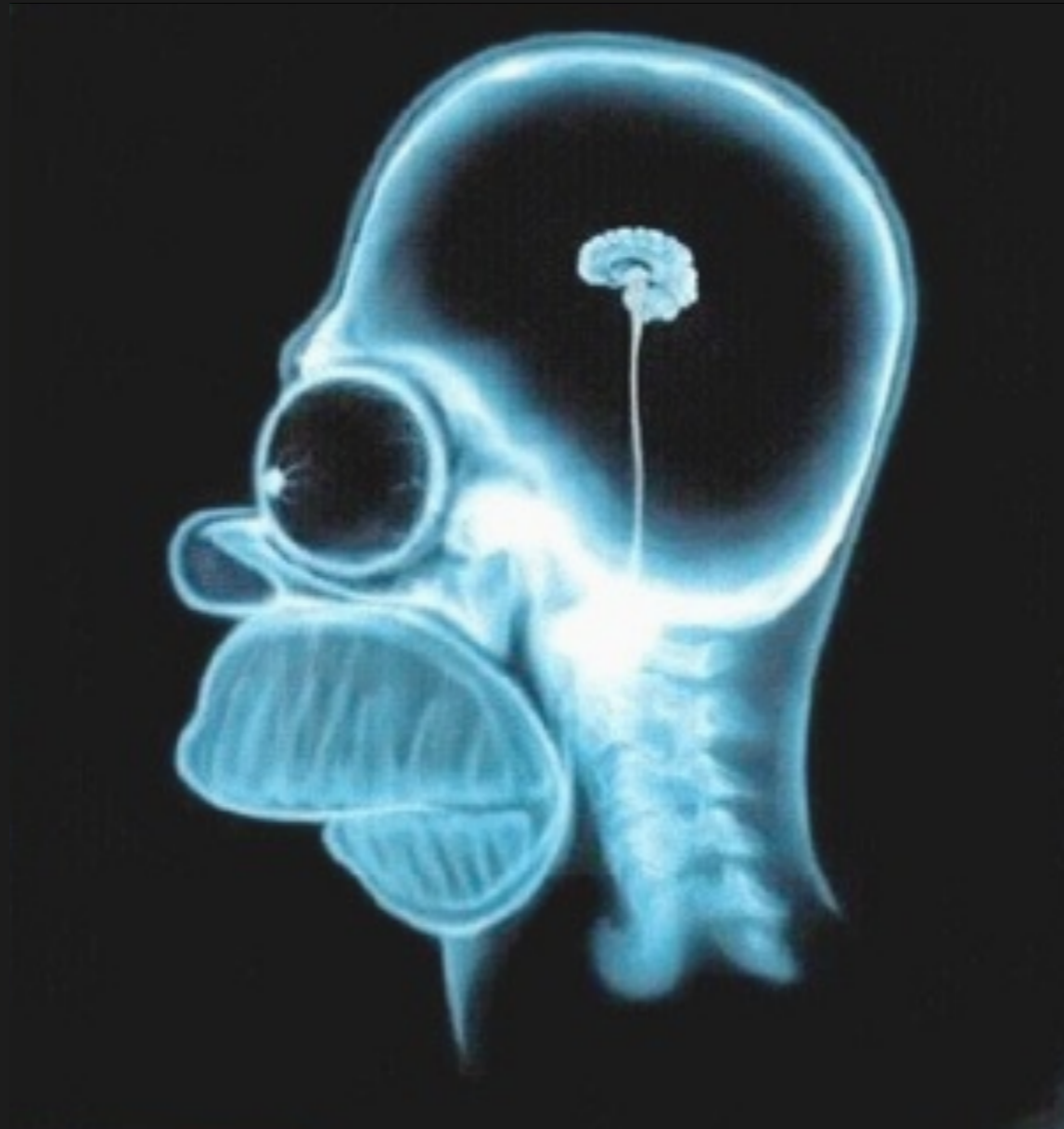


IWDRM

IMDBW



# Phase 3: 2005-onwards. Scientific underpinnings





# Understanding the world from another's perspective





# Sifting through the grounds of everyday life



# Sifting through the grounds of everyday life





# Nurturing, evolving, not engineering





**Amplifying the moments of light**





Always looking beyond what we're  
looking for

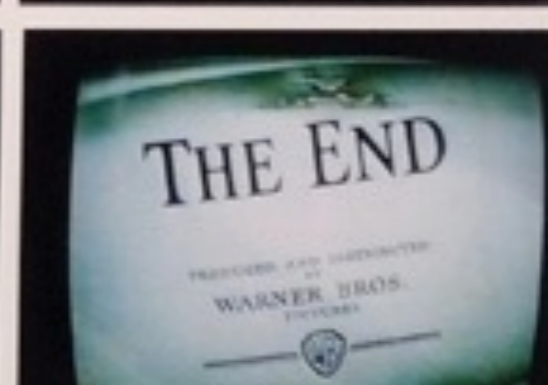
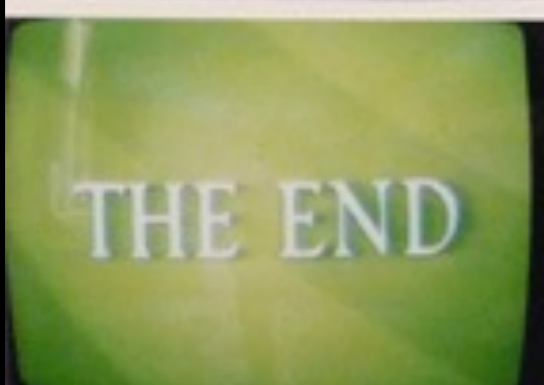
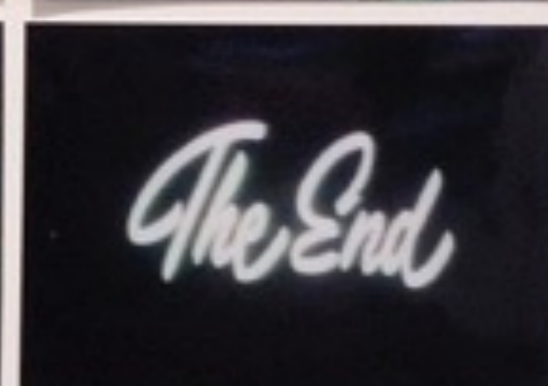




Always looking beyond what we're looking for







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