

HUMANTIFIC  
**COMPLEXITY**  
**NAVIGATION**  
**PROGRAM**

STRATEGIC COCREATION

DESIGN RESEARCH

VISUAL SENSEMAKING



**Making sense of complexity** has become essential to all forms of effective leadership today. At Humantific, we recognize that many organizational leaders face a **constantly changing** constellation of **challenges** and **opportunities** every quarter, every week, every day. Many leaders do their best to navigate complexity without any specific tools, methods or skills. **Now that's changing!**

Humantific's **Complexity Navigation Program** is an adaptable skill-building system geared toward senior organizational leaders. It is comprised of three interconnected tool-sets that we believe to be key to navigating the complexities of today:

**Strategic Co-Creation**, **Design Research**, and **Visual SenseMaking**.

These are the foundational modules of the program which are taught in an experiential learning manner, while applying them to real-life challenges.

The program provides a strong foundation linking the fields of applied creativity, organizational transformation and design thinking with special emphasis on defuzzing the front-end of complex challenges. Leaders learn how they can apply these skills to everyday challenges of all sizes. Complexity Navigation is not a panacea but rather **a way of leadership, a way of life.**

# HUMANTIFIC STRATEGIC COCREATION

**Strategic CoCreation** is a hybrid innovation approach that helps cross-disciplinary teams tackle complex unframed challenges and envision future opportunities. Participants are introduced to a foundational innovation system, comprised of an inclusive innovation strategy, cocreation process, thinking styles, skills and behaviors. Once mastered this knowledge becomes a common innovation language applicable across all disciplines. Workshop participants experience and facilitate the structured Strategic CoCreation process, which spans a complete innovation cycle from insight creation, opportunity/challenge formulation, solution formulation, solution implementation and measurement.

Our instructor teams draw from and share lessons learned in the realms of design, innovation acceleration and strategy consulting practice. Teams become more productive by synchronizing knowledge, imagination, and judgment/evaluation skills. Each individual also learns to lead small groups through innovative thinking and strategic problem solving processes. With these advanced skills, you are able to add tremendous value to any meeting and any complex challenge situation.



## LEVEL 1

### Introductory Workshop

**Strategic CoCreation Level 1** is both a mind-awakening experience as well as a skills development workshop. The focus of level 1 is learning individual and group innovation skills at a tabletop level (ie tools and behaviors). Participants experience the art, science and business of inclusive innovation methodology and learn about their own individual thinking styles. How the styles work together is an important aspect of the learning.

The workshop is discipline agnostic and focused primarily on HOW (Process) rather than any particular WHAT (Content). This is a hands-on learning-by-doing session focused on real skills, real instruments and real challenges. This is a one-day session.

#### OBJECTIVES

In **Level 1**, you will gain valuable knowledge and skills you can apply directly to your workplace. You will learn how to:

- Speak/maximize the language of continuous innovation
- Tap into your own creative potential
- Develop complete, integrated solutions
- Enhance your ideation skills
- Use the power of inclusion/diversity
- Maximize teamwork

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## LEVEL 2 & 3

### Advanced Workshop

**Strategic CoCreation Level 2** is focused on increasing your understanding of the innovation process. Emphasis is on the importance of discovering opportunities for improvement in products, processes, teamwork, and implementation of innovative solutions to real challenges. Applied, these skills increase the ongoing productivity of work groups and cross-functional teams by synchronizing the knowledge, imagination, judgment, and evaluation skills within a innovation framework.

**Level 3** is meant to further increase the depth of your innovation process skills through active facilitation. You will learn to lead small groups, teams and individuals through the innovative thinking/strategic problem solving process.

#### OBJECTIVES

In **Level 2 & 3**, you will take your foundational skills to the next level by applying problem solving techniques to small group activities. Specifically, you will learn how to:

- Make every meeting, formal or impromptu, a tool to solve important challenges
- Facilitate problem solving meetings by ensuring clarified problem ownership, more innovative solutions, simple and clear next steps, high commitment to goals and blending all points of view.
- Plan effective meetings by pre-consulting with clients
- Bring clarity to objectives and accurately define problems
- Keep each step in the problem solving process separate
- Separate content from process



# WORKSHOP EXPERIENCE

Humantific's Strategic CoCreation workshops are experiential and follow a learning by doing approach rather than lecture-style presentation. All the skill-building learnings have been codified into participatory interactive exercises on real world challenges. Interaction with other participants is a fundamental part of the workshop experience.



## PARTICIPANT FEEDBACK

"Now I am experiencing things related to process a lot more clearly. It is like having been traveling through a country half blind — suddenly someone hands you a pair of glasses and you can read the signs.... Amazing."

"Provides valuable tools for tempered radicalism within a corporate culture."

"Thanks for helping me to think about problems in an upside-down/backwards/inside-out way. I'm charged up to put this to work on my projects."

"Had a lot of fun while learning many new skills."

"It has helped me be more aware of the dynamics that go on at work and meetings."

"The workshop helped me think about each person in the studio and the problems we were having. I had been having some problems with one of my designers who I realized was an Implementer and I am a Conceptualizer... It helped me to understand him better and explain where I was coming from. Our dynamic has improved."

"It's an experience for discovering your own process... brilliant!"

"I'd like to see my whole division sitting in this room and experiencing what it is to understand each other's problem solving styles and the creative problem solving process"

# HUMANTIFIC DESIGN RESEARCH

Design Research is an action-based human-centered research approach to **deeply understand expressed and unexpressed human needs in their natural environment**. It is undertaken to support underlying organizational and societal challenges as well as to inform the strategic design of new processes, systems, products, services, and programs. Unlike market research, which places emphasis on understanding group attitudes and behaviors towards specific products or offerings, design research goes deeper. By employing a variety of qualitative and quantitative methods, a design researcher can capture a holistic picture of human reality that is both scientifically rigorous and richly descriptive.

Humantific's Design Research workshops provide a **robust, field-tested set of skills and tools** for teams eager to boost internal insight-generation and market sensemaking capabilities.



## LEVEL 1

### Introductory Workshop

**Design Research Level 1** participants are introduced to the fundamentals of human-centered design research, empathy, ethnographic observations, visual anthropology, observation methods, techniques of investigation and analysis. Participants learn the difference between focus groups, surveys and ethnographic observation. Introduction to how to conduct one-on-one interviews, and how to utilize ethnographic observations to surface organizational related problems and opportunities as well as inform product and service creation. This session includes several introductory ethnographic observation exercises.

#### OBJECTIVES

The Introductory **Design Research Workshop** lays the foundation for learning the basic principles and methods of design research. You will learn how to:

- Understand the framework for human understanding
- Develop skills and qualities needed for great design research
- Apply different research techniques to collect data
- Learn the steps for conducting design research
- Increase sensitivity to users

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## LEVEL 2 & 3

### Advanced Workshop

**Design Research Level 2** participants deepen their knowledge of design research, ethnographic observations, visual anthropology, observation methods, techniques of investigation and analysis. **Level 2** involves time and space for participants to practice the various techniques in a supportive environment. Students work in teams and each team is asked to surface several organizational, process, system, product or service related problems and opportunities using ethnographic observation.

**Level 3** is focused on applying the design research techniques learned to a real-life challenge by going out to the field.

#### OBJECTIVES

The Advanced **Design Research Workshop** builds on the foundation of design research. You will learn how to:

- Practice various techniques of research
- Define research objectives on a real challenge
- Prepare and plan for fieldwork
- Collect data in the field
- Analyze the data collected
- Generate key insights



## WORKSHOP EXPERIENCE

Humantific's Design Research workshops are experiential and follow a learning by doing approach rather than lecture-style presentation. All the skill-building learnings have been codified into participatory interactive exercises on real world challenges. Interaction with other participants is a fundamental part of the workshop experience.



## PARTICIPANT FEEDBACK

"It reminded me how important it is to get out of the building (out of the ivory tower) and go talk to people to get a more realistic sense of what they're dealing with and what they're experiencing."

"It was helpful to learn how to approach the interview process. I've learned make it more casual to get more insights."

"I appreciated the global perspective."

"Going out and practicing was helpful, it is always meaningful to get out and talk with folks."

"Going through the process was amazing and super useful."

"Opened up new dimensions"

"It was extremely valuable to be able to walk in the shoes of those we are interested in learning about. It built empathy more quickly than any other experience imaginable."

"Lots of potential applications."

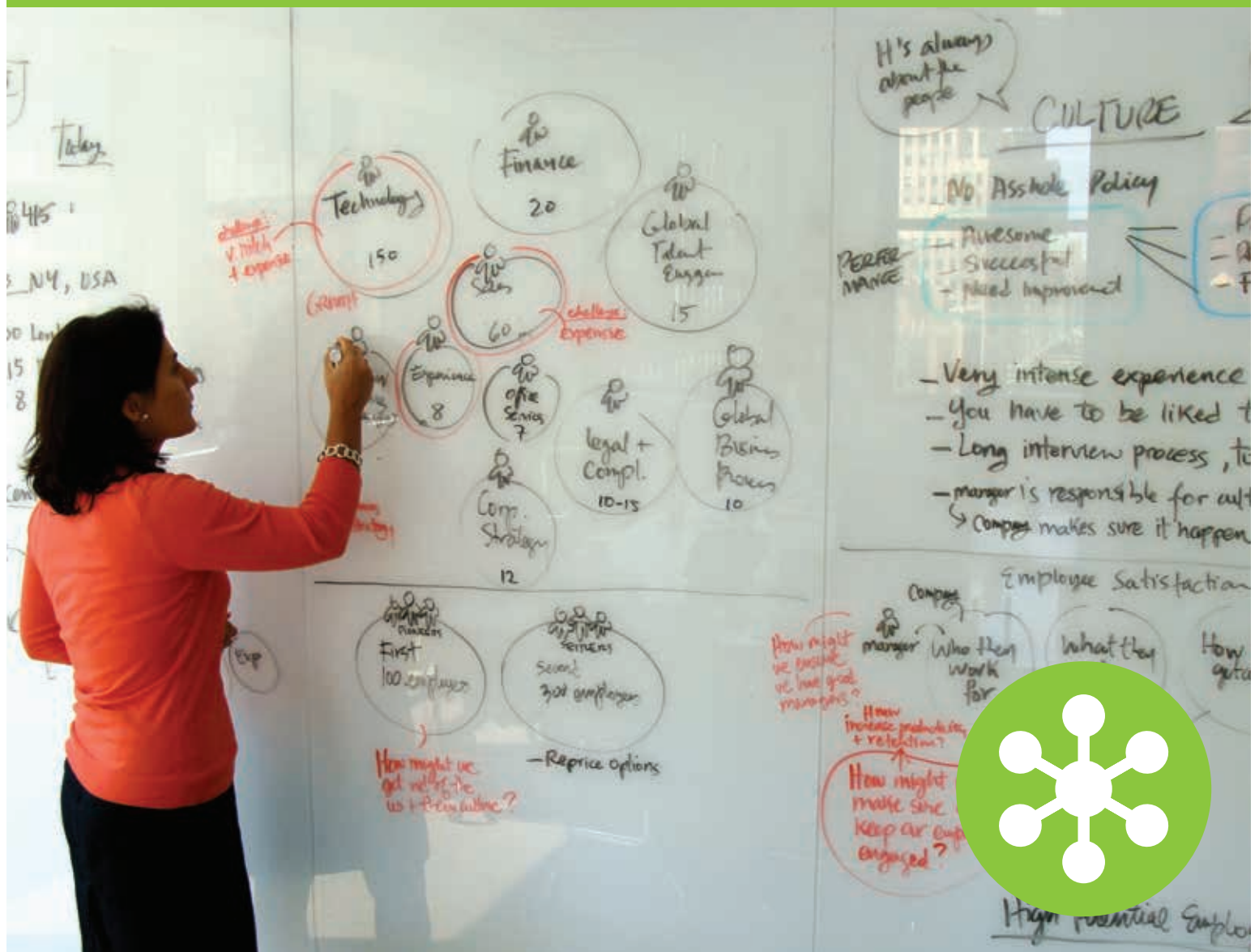


# HUMANTIFIC VISUAL SENSEMAKING

Visual SenseMaking is the activity of making sense of ambiguous complex situations through visual methods and tools including words, drawings, diagrams, charts, and graphs. This involves not only visual thinking, but creating visual ordering systems. Participants will practice the fundamental Visual SenseMaking skills, organize and visualize, to an unrelated contexts first and then apply to a related context. While the skill of Visual SenseMaking can be broadly applied to many life situations, we will focus on Visual SenseMaking in the context of organizations: organizational situations, systems, processes, challenges, and opportunities.

## Is Humantific Visual SenseMaking different?

**Yes!** As pioneers in Visual SenseMaking, what we teach is not about drawing conversations. It is not graphic facilitation, not just mind-mapping, not just visual thinking. Humantific overlays an **adaptable complexity navigation logic** that makes for a much more robust toolkit applicable to all types of business and social challenges. Beyond visual thinking lite, this workshop takes you **inside the world of Visual SenseMaking at Humantific**.



## LEVEL 1

### Introductory Workshop

**Visual SenseMaking Level 1** explores the fundamentals of Visual SenseMaking and its direct application in solving organizational challenges. You will learn to draw a visual toolkit which you will use to construct basic concept models. You will learn and practice the VisualSenseMaking skills of organize and visualize. To practice these newfound skills, you will tackle a work-related challenge through a series of focused lessons and guided, step-by-step exercises.

#### OBJECTIVES

The Introductory **Visual SenseMaking Workshop** is meant to help you start thinking through challenges of all kinds using visual models so that it ultimately becomes an integral part of your individual and team problem solving. You will learn:

- How to organize information
- A toolkit to communicate ideas visually
- Techniques to build your visual vocabulary and construct visual models
- How Visual SenseMaking connects to a problem solving process
- Basic frameworks for visual modeling
- How to tackle work-related challenges

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## LEVEL 2 + 3

### Advanced Workshop

**Visual SenseMaking Level 2** builds upon the Introductory workshop, deepening your Visual SenseMaking skill through challenging exercises and group activities. In addition to practicing advanced visual modeling techniques, you will learn to assemble your “building block” models into compelling visual stories. You will also learn key visual facilitation skills for use in meetings and team problem solving sessions. Through repeated practice, you will learn how to conduct visual fact-finding around fuzzy situations in order to rapidly create visual models for shared group understanding and action.

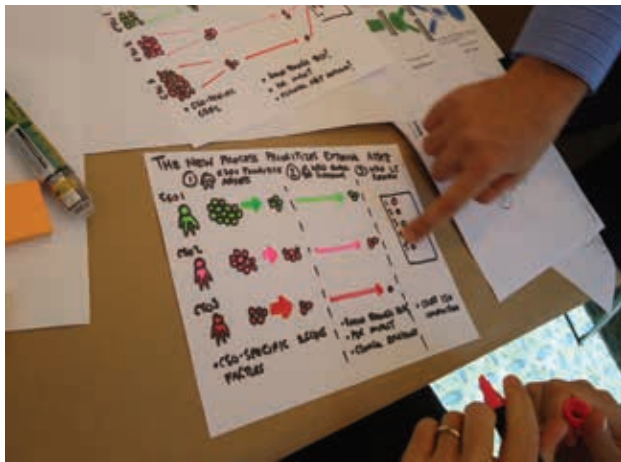
#### OBJECTIVES

The Advanced **Visual SenseMaking Workshop** is meant to help you sharpen your visual modeling skills as well as gain the skill and confidence to tell a story visually. This workshop also covers how to lead groups in unpacking complex or ambiguous challenges. You will learn:

- Techniques to create different views into a problem or situation
- How to prepare and deliver a visual story in sketch format
- An overview of tools and techniques for creating refined models and stories
- Techniques for rapidly capturing and visualizing facts
- Essential tools for any visual facilitation session
- How to identify key “building blocks” of a visual story
- Apply a visual storytelling framework

## WORKSHOP EXPERIENCE

Humantific's Visual SenseMaking workshops are experiential and follow a learning by doing approach rather than lecture-style presentation. All the skill-building learnings have been codified into participatory interactive exercises on real world challenges. Interaction with other participants is a fundamental part of the workshop experience.



## PARTICIPANT FEEDBACK

"Can't wait to take the other workshops!"

"On a scale of one to ten: 10"

"The fact that the day started with some basic tools & using the process to implement those tools in the later half of the day was awesome. It's great to learn how much we can communicate through visuals."

"Helps me understand how to map patterns with diagrams"

"This course provides a great foundation for visual communication literacy. It's a set of skills every modern professional should have."

"I better understand what my colleagues are working on, and I now have the tools to better explain my own projects."

"I 'get' now why being able to visually communicate an idea is so important."

"Visualizing even the simplest steps can bring a lot of clarity to the problem space — sometimes we assume we have a clear picture or idea, but in reality it's not — and you can see it when the solution is broken or way later in the process."

"I find the exercises the best part. It helped me apply the learning right away."





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