

Many thanks to AIGA Hampton Roads and Old Dominion for hosting me. I'm excited to be here.

Before we get started, who's in the room. How many students? Professionals? Freelance? Firms? In-House?

Thanks for being here. Let me know tell you a little bit more about myself to kick things off.



I work at New Kind. A company I co-founded with friends almost 4 years ago. As a matter of fact it'll be 4 years next month. We're in business because we believe in a New Kind of organization, one that operates more like a community than a bureaucracy.

Nothing is more powerful than a community *of* passionate people.



This is a screencap from the new site we're building. Go ahead and take a moment — read through this.

We believe that nothing is more powerful than a community of passionate people. A community can go anywhere and do anything.



With the right conditions, organizations can become communities.

We work in government, non-profit, education, and the private sector: Some clients include the Cosmopolitan Hotel in Las Vegas, Ashoka (global social innovators), and the IRS in DC.



Four ways to be a COMMUNITY CATALYST

At the heart of design is changing a current situation to a preferred one. In other words, clients want to get from point A to point B. We act as a sherpa on that journey, designing the route and guiding them along the way. But of course, we can't take the journey on our own. It's an equal partnership with whomever we're working with.

Starting at the top right, we help organizations clarify their purpose, because a community has to know why it exists. We do brand positioning, corporate identity work, and research to clarify this purpose.

When you know where you're going as an organization, who do you want to go with you? Easy answers are the company's employees. But what about customers, citizens, vendors, or other stakeholders that have an interest in your purpose? We help our clients identity and connect with those people.

Along the way, you have to find ways to grow the relationship between participants. One way to do this is by sparking conversation. So we create content: videos, infographics, stories, events, and more, in order to generate conversation.

And finally, to reach that mountaintop, you've got to work together as team. So we help the group of people, the community, articulate the practices that will help them get there. So we're designing activities, scripts, and maps that help people work together. A big part of our work is designing facilitated events where people come together to collaborate on their purpose.



Tom Rabon
Chairman & Partner



Elizabeth Hipps
Director of Operations



David Burney
CEO & Partner



Nation Hahn
Director of Engagement



Chris Grams
President & Partner



Amber Howard, Ph.D
Director of Research
and Education



Matthew Muñoz
Chief Design Officer
& Partner



Elizabeth Atkins
Relationship Manager



Jonathan Opp
Director of Poetics



Dave Mason
Director of Community
Dynamics

This is our core team. We also just added an intern — Eric — who began this month.

So now that you know a little bit about me professionally, I want to talk in general about the way I see the world. Because this is why I'm here.

Do we continue to MAKE BY DEFAULT?

Do we continue to make by default? Let me tell you what I mean here. There's too much defaulting going on.

Too much making based on the wrong things. I've been a part of it, I know.

By default, I mean that when we make things for our clients, we default to people's agendas, their fears, their assumptions, and what everyone is comfortable with.

And it's not just about other people. It's about defaulting to whatever we're comfortable with too.

Do we continue to MAKE BY DEFAULT

OR

Do we FORM WITH INTENT?

Or do we form with intent?

That means we make whatever we make — but while considering agendas, fears, assumptions, and more.

I believe we must do the latter. And that we have to consider everything in order to make things that will improve the human condition.



Form with intent — that's my definition of design by the way. To design is to form with intent.

Yes we design websites, identities, digital and print pieces. Services, activities, and experiences.

I'm here because I believe that when we form everything with intent — including the year — then we can make the most of our opportunities.

We've all been there. Days and months go by, and it's easy to get swept up by once in front of you. But is that forming your life with intent, or making it by default?

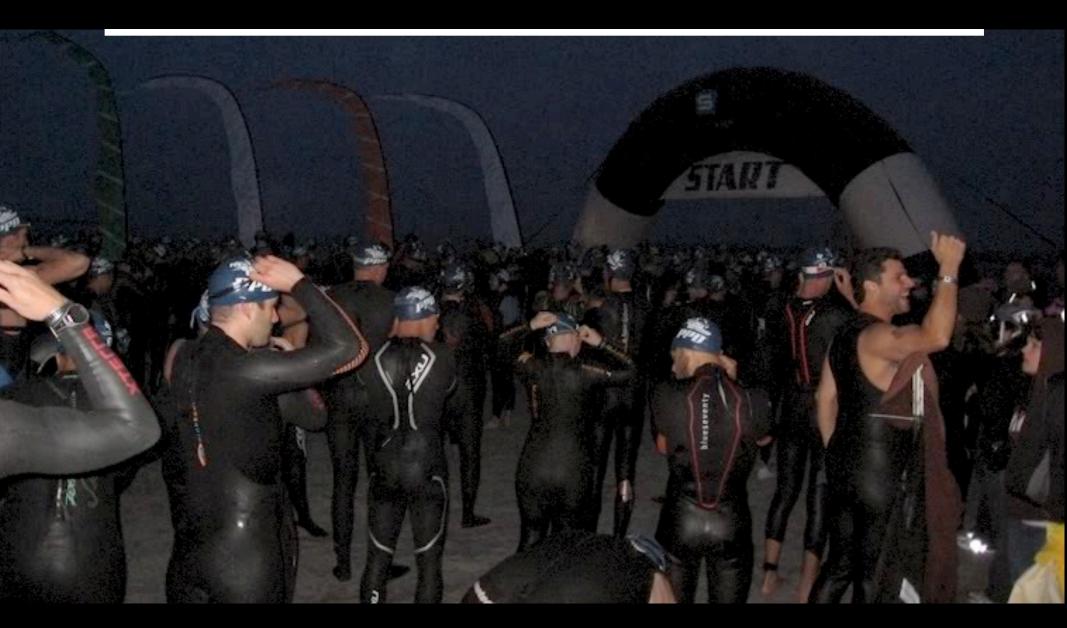
Make no mistake, design communities have a chance to contribute to the most important conversations of our times. Increasingly, we're getting the chance to be partners with business, government, non-profit, and other leaders. And work on things that really matter.

At this level, we have to play a better game. The world asks more of us now.

To rise to that challenge, how can we form our own futures with intent?

As we talk about forming with intent, I want to share a story about a year that was designed around completing an Ironman: 140.6 miles of swimming, biking, and running.

30°s/WINDY/WATER 60°s



 ${\tt SOURCE}\ http://i32.photobucket.com/albums/d25/Tramps2/B2B start.jpg$

Early in the morning, we all huddled, men and woman in black wetsuits. We looked like this.



But it felt like this.



This is how it starts. Looks like a shark attack, right? I could barely see, the right eye of my goggles wouldn't stay sealed. Treading water, I would stop to fix it. But then the timing chip on my left leg was getting loose. So there I am, looking out of one eye, fixing the timing chip, kicking with only one leg to stay afloat. You know what means, I'm turning around in circles. I started looking at the guards on the longboards above me, feeling certain that there was a hidden camera somewhere, watching me get punked. 48 minutes later i was getting out of the water, thanks to the current.

STEADY 15-20 MPH HEADWINDS GUSTS UP TO 30 MPH



Now onto the bike, it's raining, I put on full winter gear it was so cold. Miles in, a pretty girl tells me I look like a giraffe on a bike. I've got long legs, you know? So this conversation was really nice right up until she passed me. After that, I biked into the wind for about 80 miles until we started turning back towards home. The wind was finally at my back, and I averaged around 28 miles per hour. Pretty good on a bike, especially without a hill.

Next up was the marathon, which I ran slow. With the weather and wind, I was scared of cramping, and ran it very conservatively.



And I finished. For the last mile I finished with a quick pace. I had so much energy left! It was an amazing experience, and it wouldn't have happened without designing my year around it.

THIS WAS THE YEAR OF PURSUIT

2011

This was the Year of Pursuit. I called it that because, clearly, there were some things I wanted to chase down.

But let me go back to where it all began.



I first started naming — theming — my years in 2009. The Year of Action, what a way to start.

For the remainder of our time together, I'm going to share four examples of years. And for the second part, you'll have a chance to begin designing your year with the same template. So while I'm describing these years, listen in a particular way. Listen for things that you've felt before, or things that might be helpful to consider for 2013.

And I'll put this presentation up on SlideShare, so you'll be able to refer back to it.

DESIGNING CONDITIONS for DEMOCRACY

Matthew Muñoz

Department of Graphic Design COLLEGE OF DESIGN

North Carolina State University

5 MAY 2008

Submitted in partial fulfillment for the degree of

Master of Graphic Design

2006-2008

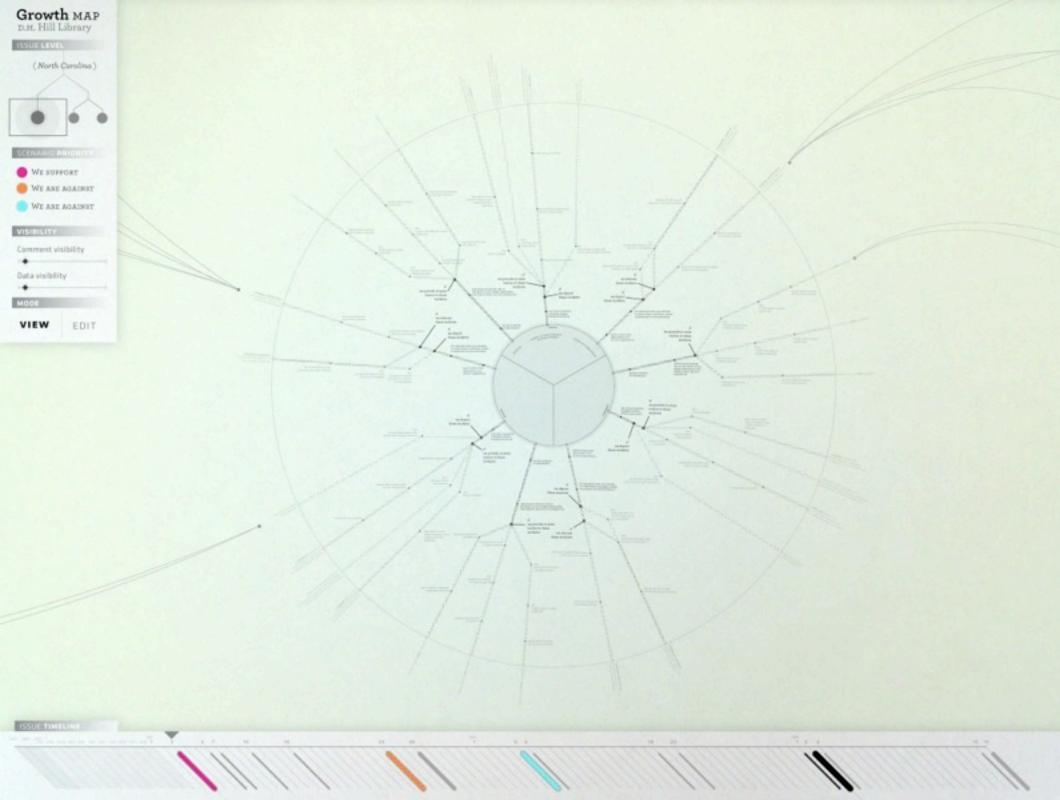
Theming years was really in response to my circumstances. I was in grad school at NC State from 2006-2008, and felt like big parts of my life were on hold. Although, I loved what I was working on.

I went to school to because designers made consumer brands better every day, but they rarely made government work better. So that's what I wanted to study. Where was the intersection of design and government?

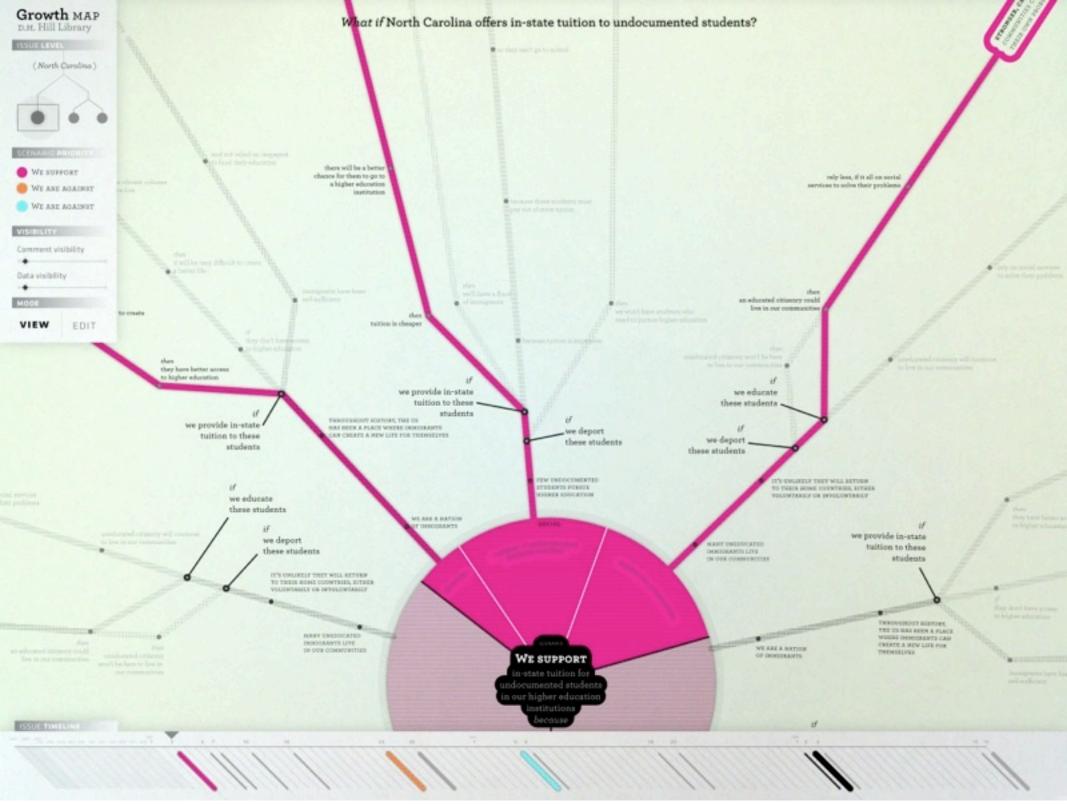
When I finished, I found out that designers could form conditions for democracy to flourish. Democracy thrives when people trust each other, when there's a space to collaborate and focus on the task at hand. My thesis, called growth maps, visualized public policy choices as pathways. So that legislators and citizens could better understand what was happening, and plan for their community's growth. This was an alternate to reading a 500 page whitepaper.



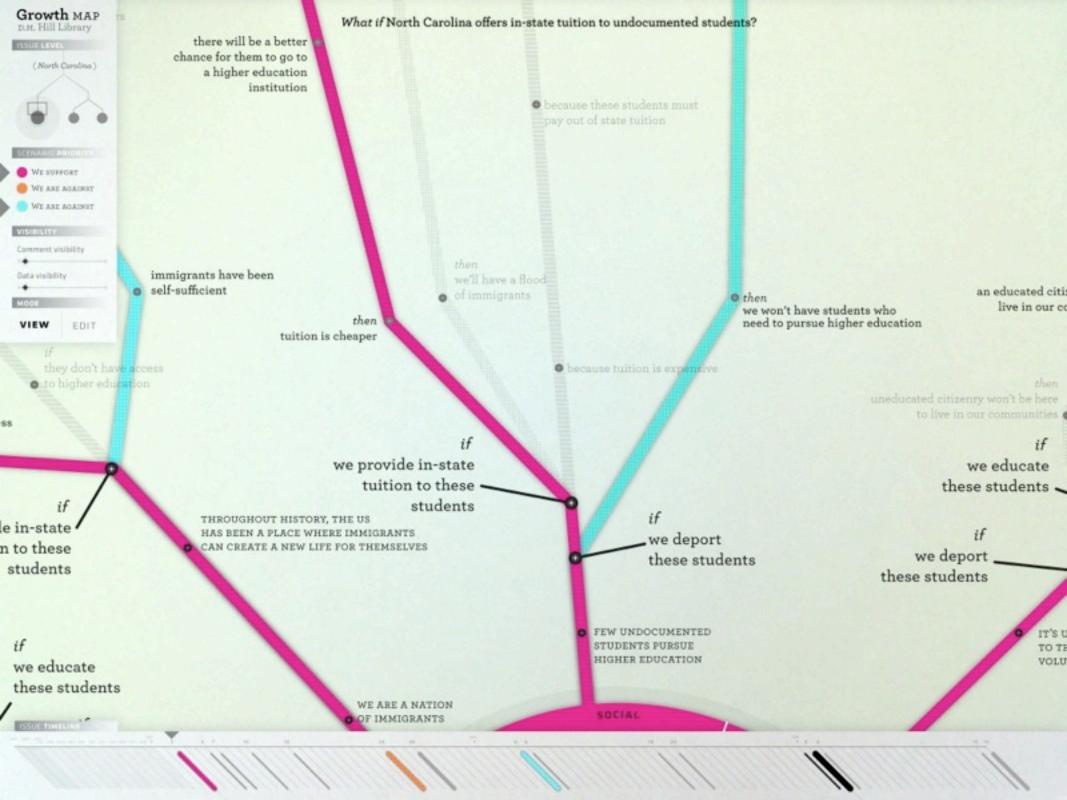
So here we are, Marty and I, ready to explore.



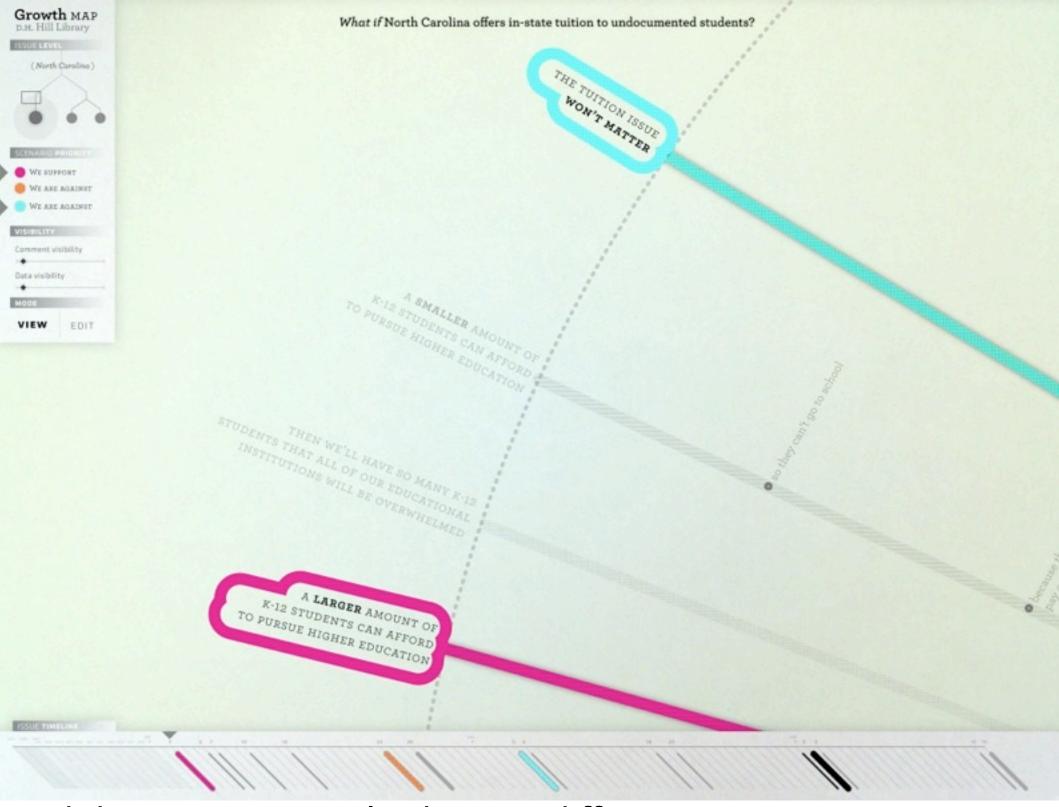
At this level we're seeing the various answers to the question: What if we give in-state tuition to undocumented workers? North Carolina faced this issue.



No here's once particular scenario. One way to look at what happens if we give in-state tuition, split along three different policy dimensions: economic, social, and ethical.



And here's a contrasting scenario, mapping out the differences.



And the two scenarios lead to two different outcomes.



Now I loved my work. And I was ready to put it into action. To carry what I learned forward and to act — so that my life no longer felt like it was on hold. I bet the students in the room know this feeling.



This is the first office before we got started. Where the plotting took place. So many decisions. And in design school, they don't prepare you for starting a company in an economic recession.



And this was our first official office. So many decisions to make. It would have been easy to stop moving or to worry. But there was no room for this type of thinking. With a focus on action, it was easier to keep moving. You can stay balanced on a bicycle if you keep moving.



This was our second office, yet we didn't need the whole space, so we all hung out in this room. More and more action. So many decisions to make. We had to keep moving.



This is the building we call home. It took a lot of actions, and momentum, to get here.

BELIEF

I'm ready to act.

NAME

YEAR OF ACTION

IMPACT

My friends and I started New Kind.

2009

For 2009, my belief was that I'm ready to act.

I named it the Year of Action.

And the impact was that My friends and I started New Kind.

We'll come back to this template over and over again. Have any of you felt this way? That you were ready to act?



Now that I was acting, staying moving. I wanted to gain strength and efficiency in key areas of my life. Areas of my life that would help me focus on bigger things.

And I started questioning — last year was all about action. But have I acted efficiently? I wanted to study this.

This picture was from my first marathon, which I ran in Alaska. Beautiful place isn't it? Most of the time we hear fitness, we think of it only in the physical realm. But for me, the year was about much more than just physical fitness.

BEING A DESIGNER MAKES ME A BETTER HUMAN

This is something I believed to be absolutely true. Does anybody else feel that way?

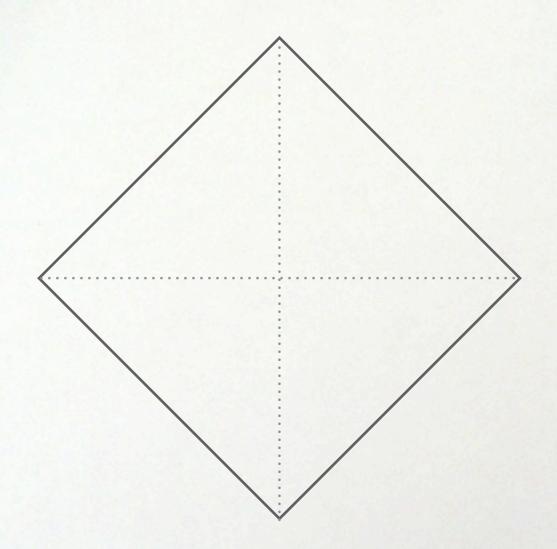
BEING A DESIGNER MAKES ME A BETTER HUMAN

COULD

Being a better human make me a better designer?

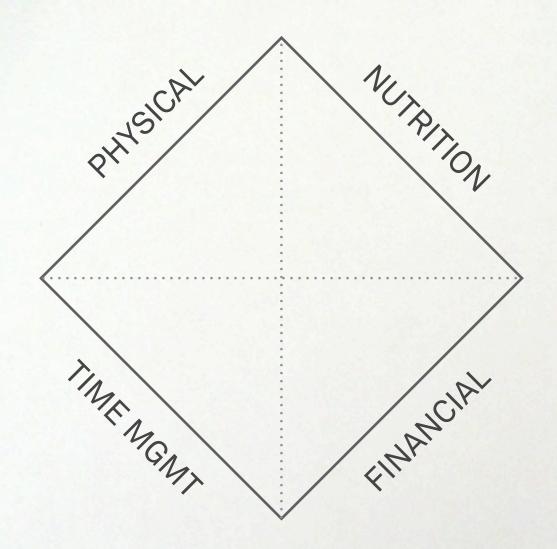
When I'm talking about being a better human, I mean one who doesn't bring a great deal of baggage into every conversation.

Someone who can be present and free to act without worrying about all kinds of things that have nothing to do with what you're focusing on right now.



FITNESS IN ALL THINGS

How could I gain strength and efficiency, control over big parts of my life? Again, not just physical fitness.



FITNESS IN ALL THINGS

So the first is physical. Because exercise literally keeps you're body regenerating faster, so you stay younger. It helps the brain form new connections.

You can't talk about physical fitness with out talking about nutrition. Nutrition means that I know which food works best for my body, and when to consume them to have enough energy for the day.

Financial fitness — now that I acted — and New Kind started. Surprisingly, there was a little bit of money coming in the door. What to do with it?

And time management, because I wanted to manage my time better, keep track of things, and know what I had to do at any given moment.



First up: physical fitness. I started running marathons that year, and found a coach.

When you design your year, a huge resource to bring in are people that have done what you want to do. This guy is an inspiring 64 year-old ex-Navy Seal and world triathlon competitor.

We trained together 6 days a week, in the mornings. By the end of the year I'd done 6 marathons, with the longest being 33.64 miles.

First marathon in Alaska, going over the course before the race, we ran into a moose.

Da stac	aily (mon-fr ge	,	'	FOOD	CALORIE RATIO	CARBOHYDRATE CALORIES	PROTEIN CALORIES
l	Prefuel	430 – 5 am	Snack	Dates/dried egg white/coconut oil	4c:1p:2f	144 36g	28 7g
II	Exercise	5 – 7 am	Sports drink	Thrive/Maffetone recipes	4:1	240 60g	60 15g
Ш	Immediate recovery	7 – 730 am	Recovery drink	Thrive recipes	5:1	450 113g	90 23g
	Short-term recovery	730 – 9 am	Breakfast	Paleo for endurance athletes / Thrive / Maffetone recipes (or food based on these principles)	5:1:1	225 56g	45 11g
V	Long-term recovery	6 – 7 pm	Lunch Snack	Paleo for endurance athletes / Thrive / Maffetone recipes (or food based on these principles) Same Same Same Same Same		291 73g	317 79g
	NIITE	2ITIN	9 feedings	FITNFS	S	1,350 338g	540 135g

Misc info

Carbohydrates: 1 gram = 4 calories

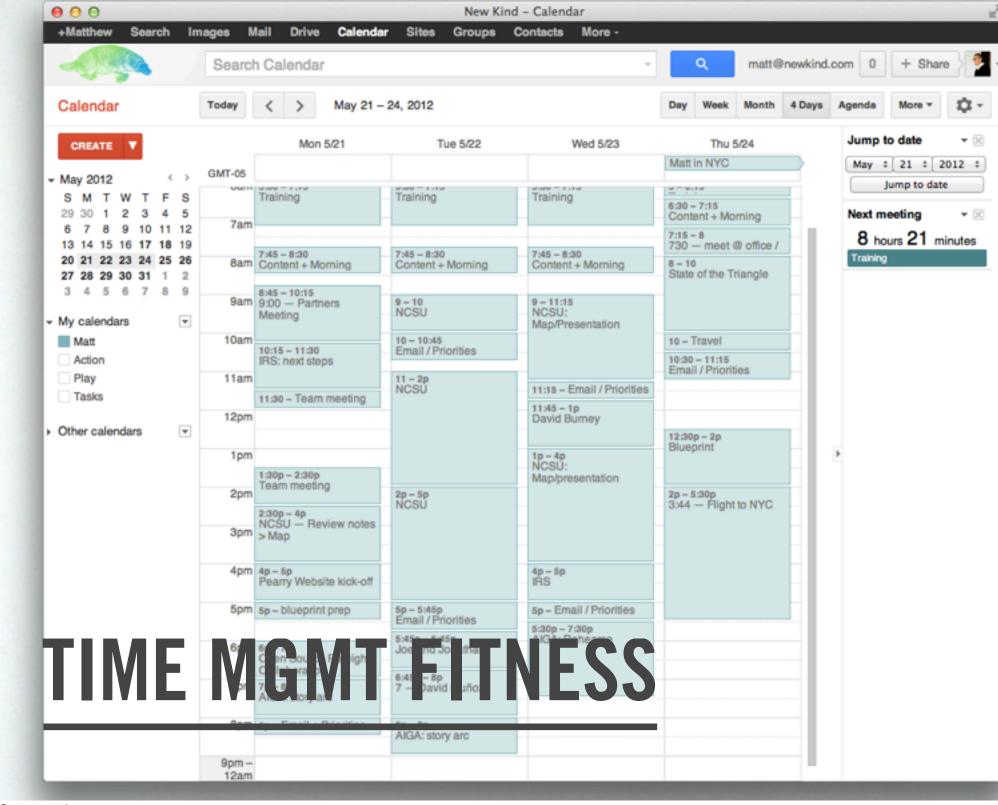
I put a nutrition plan together, based on a ton of resources.

Since I was training in the mornings, I knew what I should eat at what times and how much of it.

In the end, every day I ate 9 meals — I called them feedings b/c there was so much food.

This kept my energy high, my body recovering, and ensured I wasn't putting further stress on my body from bad food.

You wouldn't piss in your fuel tank would you? Well that's what happens when you bad food.



I also focused on time management.

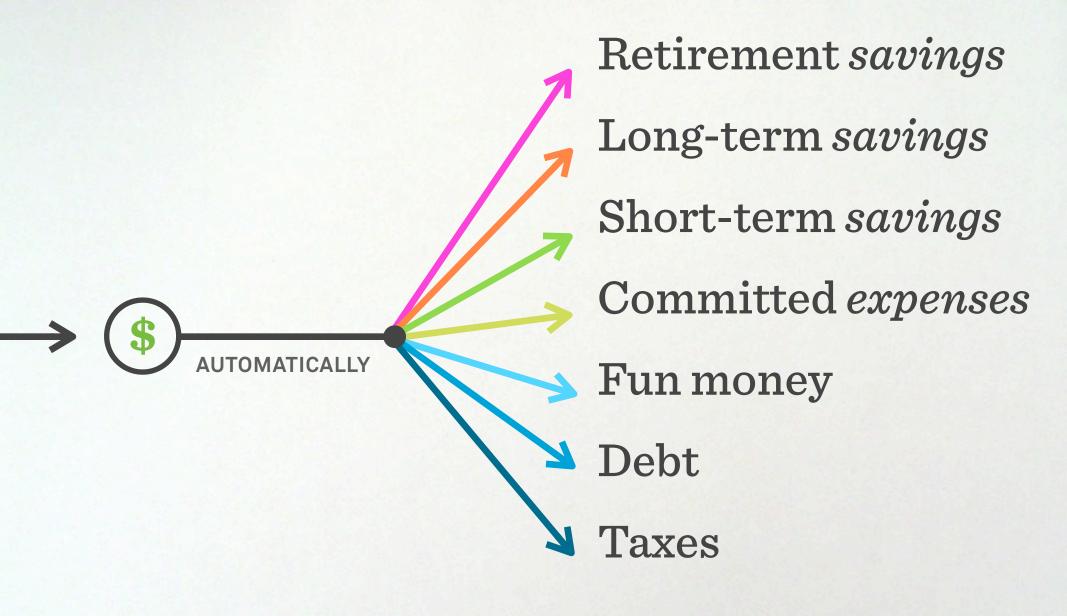
I tried every to do app out there — name it, I've tried it. I finally settled on Omnifocus. You see, once you can track everything you have to do in a trustworthy way, then you have to find time to actual do it. Go figure.

So I started working with my calendar in this way, slotting in times to focus on what I have to do.

When I'm at my best, at the end of every day I translate what I have to do to my calendar, so that I know I'll have enough time to get it done.

I began writing for 20 minutes every morning, to clear my mind and visualize the way I wanted certain projects and meetings to go. It's remarkable how consistently your days go when you visualize them ahead of time.

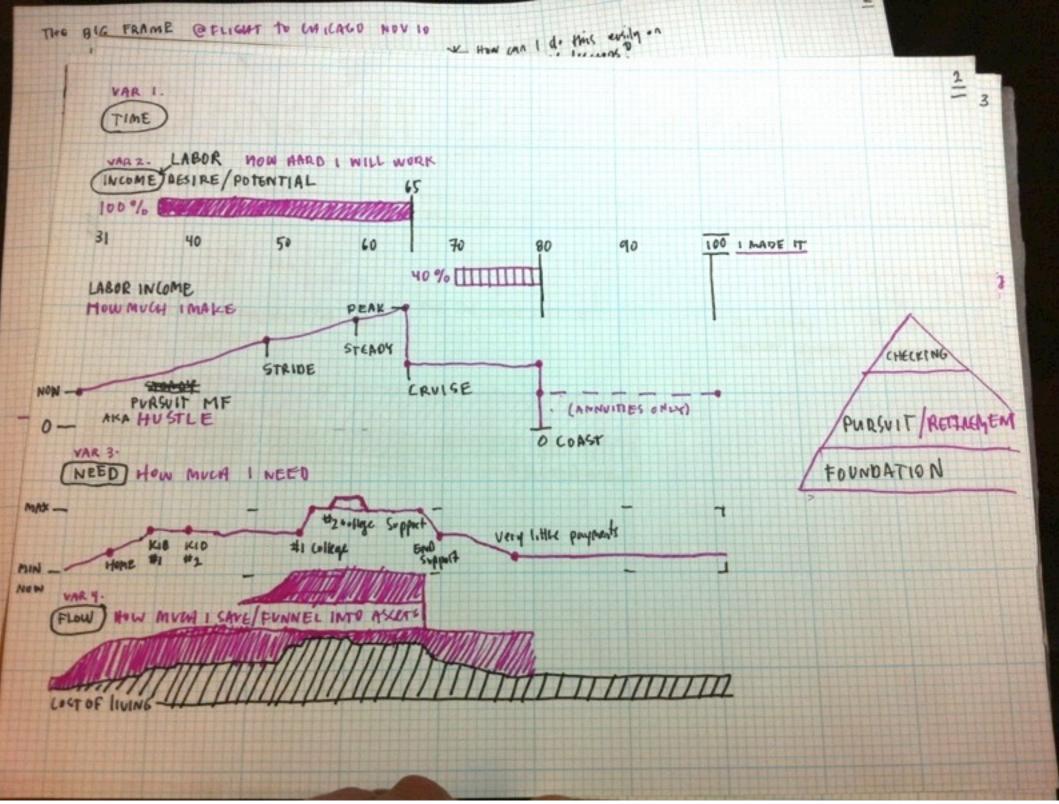
Another big breakthrough was to shut down email except for specific times each day. This way I can focus on other work, and not the incessant pings of new email.



FINANCIAL FITNESS

I mentioned money before. I wanted to change my relationship with money, so that it would stop worrying me. Post graduate school, I have student loan debt to repay. Being an entrepreneur means I pay my own taxes. It's all complicated, and I wanted to live life, not stress over money.

So I spent time thinking about how the money should be broken up. And where it would live account-wise. I focused on the percentages going to each account, and which index and other funds I was investing in. It took a ton of research, and many conversations with financially experienced people.



And let me show you how nerdy it can get. Financial infographic for my life! It's handy being a graphic designer, isn't it?

Across the top, from 31 years old until 100 — I made it.

When to support kids — of course you can't plan them always but that's a different conversation.

It's gonna all go like this right? Haha, right.

I did this on a plane ride to Chicago, with my girlfriend Lara. I was so proud of it, and eager to show her. Now she starts noticing that I don't have saving for kid's college until around the year 38 — 6 years away. And she's pissed, oh you should've seen it.

Realizing what I've done, I'm like. Nah baby, it's ok, baby... It's just a quick and dirty prototype to put some ideas down! We don't have to wait until 38 for kids..

Haha, and by the way, she's here. Lara — wave to everyone!

DID STREAMLINING AREAS OF MY LIFE MAKE ME A BETTER HUMAN?



Unequivocally, yes.

I felt more in control of huge areas of my life. And I could stop obsessing over them, with the exception of checking in every now and then on things.

I can be more efficient.

NAME

YEAR OF FITNESS

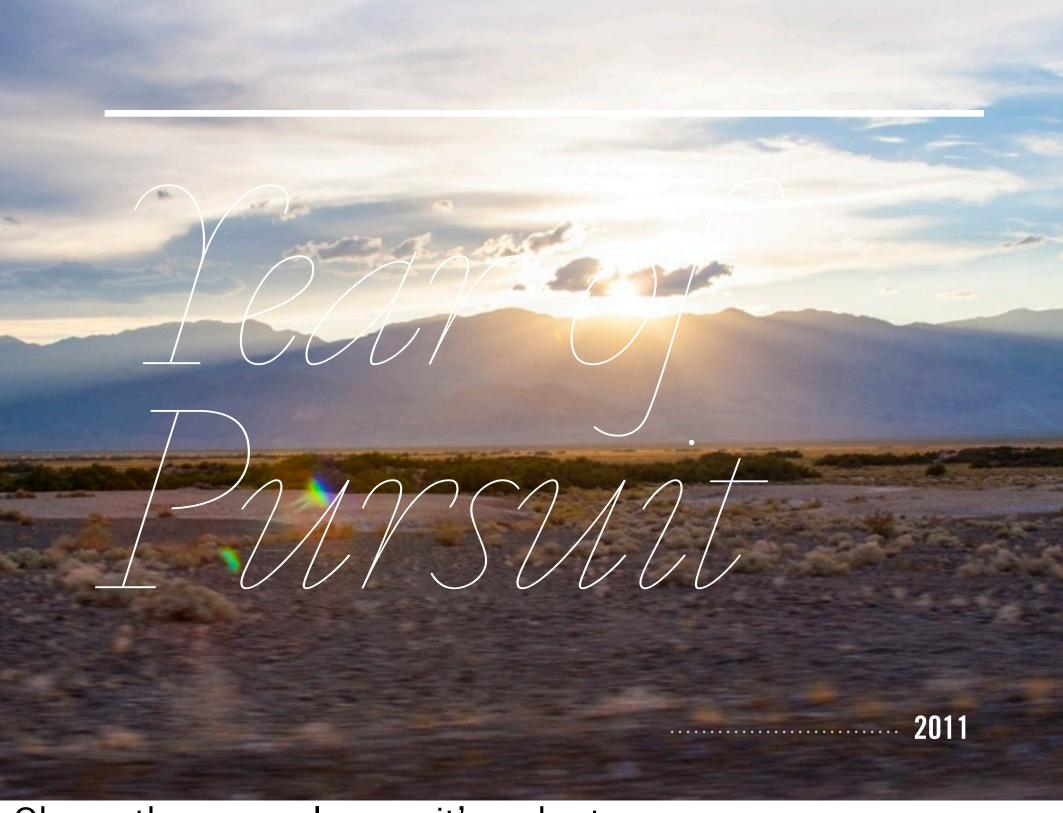
IMPACT

Control and efficiency brings peace of mind.

2010

Are you seeing the pattern?

Anybody else want to be more efficient?



Ok, another example year, it's a short one.



How far can i go?

I had this fit life, the beautiful machine of physical, nutritional, financial, and time management. All of it humming along.

The last year wasn't about ambition, it was about efficiency. So now I was ready for ambition.

I wanted an adventure, to push my boundaries, to understand what was possible for me as a human.



We know how this one turned out.

I'm ready to be ambitious.

NAME

YEAR OF PURSUIT

IMPACT

Do I want to organize my life around chasing things?

2011

The end result here was a surprise one. I spend the whole year chasing things, and realized I didn't want to chase things, to strive.

Chasing things became the only way I thought. In conversations with friends I started just focused on: what was their point? This striving took the ease out of a lot of conversations and moments.

Anybody have anything they're wanting to chase down?



So enter the Year of Emergence. It's been going since 2012, a big one.

IDEAS ARE EASY.

Anyone can have an idea. They're cheap and easy. And sometimes, completely brilliant.

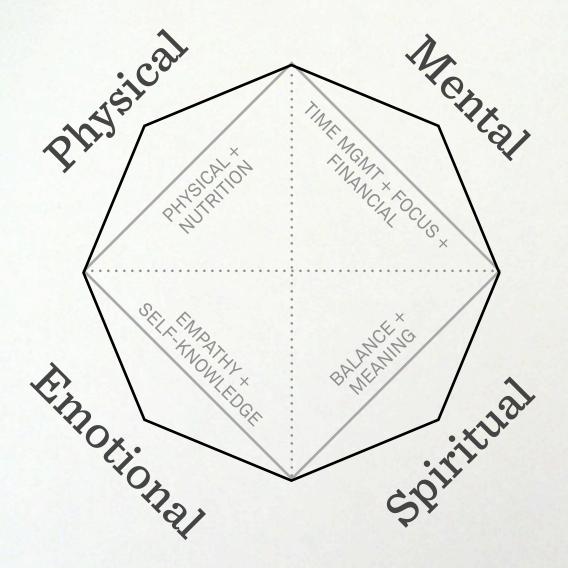
IDEAS ARE EASY.

GROWING THEM TO MATURITY IS THE HARD PART.

But growing them up is an entirely different story. How many people have designed something for a project, been totally excited about it, then had it rejected by a client?

It's hard isn't it? Ideas are fragile.

People are oftentimes scared by new things. So how could I make it easier for ideas to grow up?



GROWING CONDITIONS

ADAPTED FROM Jim Loehr & Tony Schwartz, The Power of Full Engagement

By focusing on designing conditions that allow opportunities to grow. Think of a farmer. It's hard work being a farmer. But a farmer can't grow corn any faster than nature will allow it. Even with fertilizer.

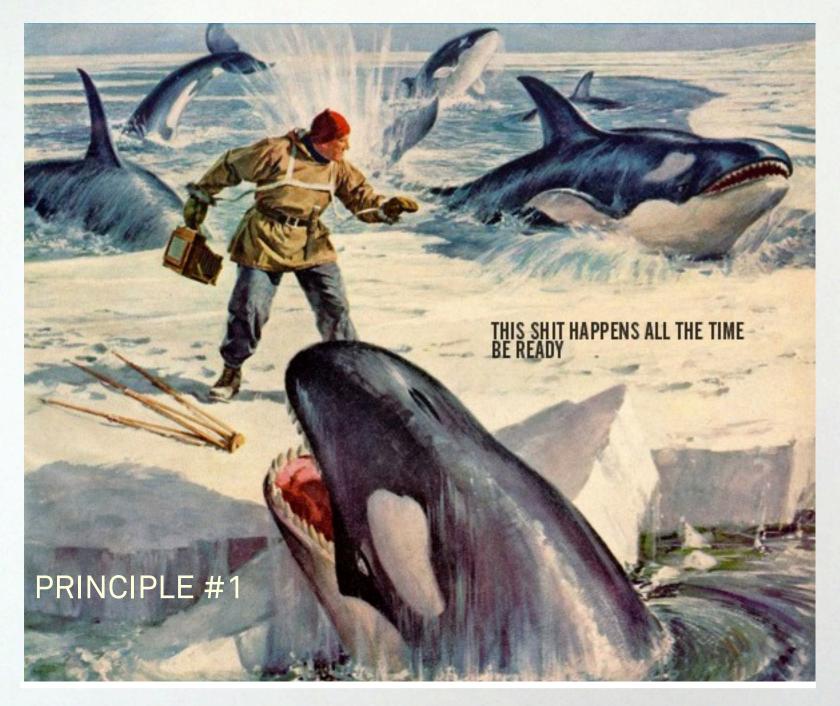
I found this framework to take my thinking to a whole new level. You see I'm building on the Year of Fitness. When I'm positive in each area, it's much more possible to act on opportunities.

We already talked about physical, there's a certain stability that comes from constant energy and training.

Mentally, I studied how to focus. What happens within the brain and body. How to set up conditions that help me focus. And to help me understand the way that I use my mental abilities best.

Spiritually, this area is about how to stay balanced and big questions about the meaning of life. I looked into many different philosophies and religions to being putting my beliefs together.

And emotionally, this area is about understanding how your emotions help or hinder the growth of ideas. Learning how your emotions affect you and when is important. Empathy is also critical. As designers, empathy is an important thing. It's how we design workable solutions to problems. We put ourselves in our user's shoes.



SOURCE Tony Brock, Personal email

I've got a few principles — 4 exactly — that I'd like to share. Things learned from the Year of Emergence.

#1_ Opportunity favors readiness

I love this b/c I know that people react out of uncertainty fear, their current mindset, and what motivates them. So i make it a practice, particularly with clients, to understand their mindset, to think about what motivates them and where they might face fear of a new idea.

At New Kind we're consistently designing ways to create ideas that takes it all of these variables into consideration.

When you're creating, when you're building up ideas, every situation has human things to consider. This shit happens all the time! Be ready.



#2_ Go ahead and flex your bicep. Go ahead, c'mon. It's flexed right?

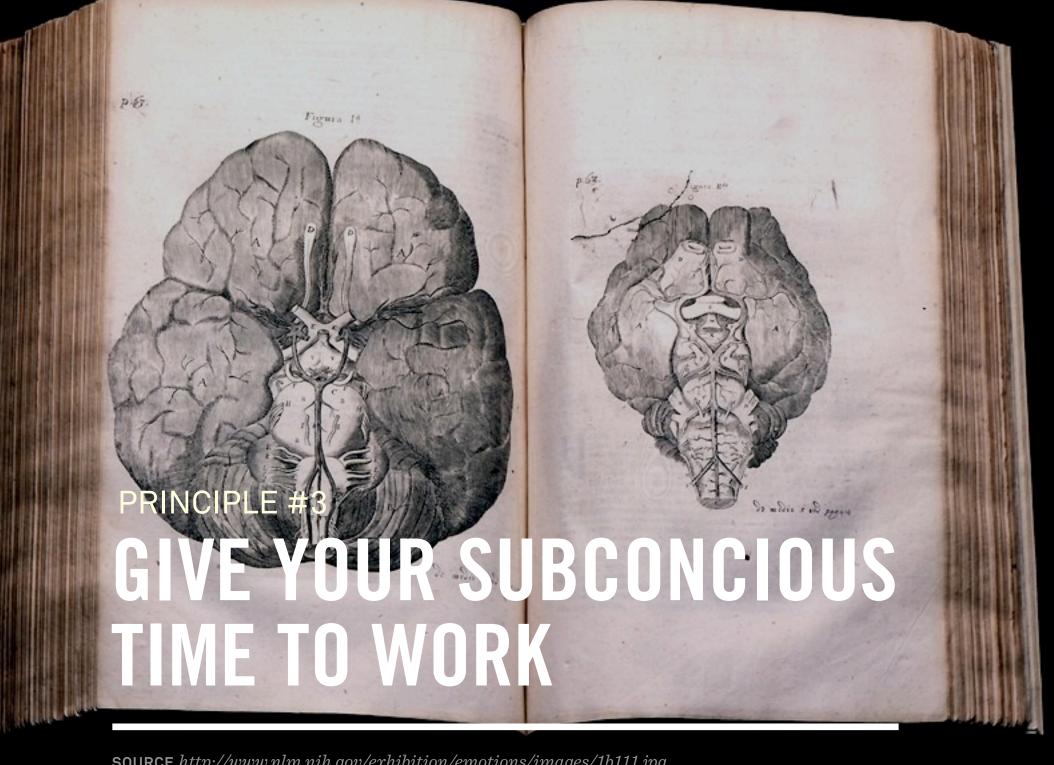
Haha, I see some of you — very impressed with that bicep.

Well, now that it's flexed, it has no strength. Think about it.

B/c all of the strength comes from contracting it/using it.

Same thing for the brain.

If it's filled with all of these things, and flexed already, how can it be used for what you really need it for?



SOURCE http://www.nlm.nih.gov/exhibition/emotions/images/1b111.jpg

There's a great deal of research on this.

I've found it to be right on. The moment I know I need to do something. Design a presentation, identity, experience, anything — I start researching, feeding my mind bits of things, even when I don't know how they fit.

Literally, always, I have ideas that I can't explain where they came from. But I can trace that they were in response to information I came across.

So I try to give my mind as much as much time as possible to think about things in the background.

We've all had breakthroughs in the shower, right? Same thing.



Certain parts of the day are better for deep thinking than others.

And work in sprints, so that you don't waste all of your energy.

I can grow opportunities.

NAME

YEAR OF EMERGENCE

IMPACT

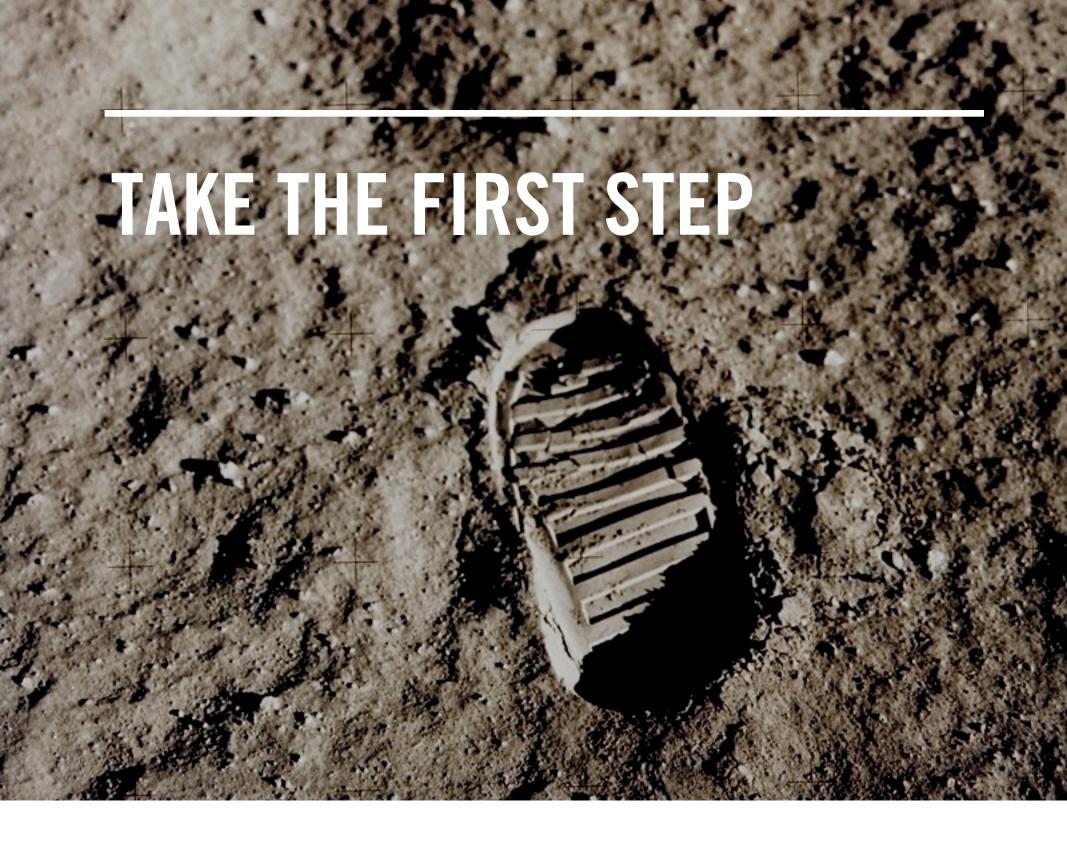
I have more space for possibility.

2012-2013

So this has been the result. And it's been a profoundly different way of living that yielded all kinds of opportunity in work and life.



So now it's your turn, I've shared four examples, and we'll switch the attention to you. What will you call your year? 2013



> What's your belief?

NAME

YEAR OF

IMPACT

What impact do you want?

ACTION

What steps will you take?

2013

Here's the template

- What areas are limiting you?
 Or, what opportunities do you see ahead?
- 2 What would help you get there?
- 3 Create a sentence capturing your belief.

What areas are limiting you?

Think about the examples I gave:

- > ready to act
- > efficient
- > ambitious

We'll take a minute, and play some Tycho to get into it.

...

Anybody want to share?

BELIEF

I believe that...

NAME YEAR OF

7



4

What word or pithy phrase will summarize what you're trying to do?

Stop and think about it, we'll take a minute

. . .

Anybody want to share?

I believe that...

NAME

YEAR OF

IMPACT

→ What impact do you want?

2013

IMPACT

Imagine yourself 12 months from now.
You're talking to a close friend.

What did you achieve?

Think about the examples I gave

- > Start a company
- > Become more in control of things
- > Become more efficient

Stop and think about it, we'll take a minute

. . .

Anybody want to share?

I believe that...

NAME

YEAR OF

IMPACT

I will make _____ impact.

ACTION

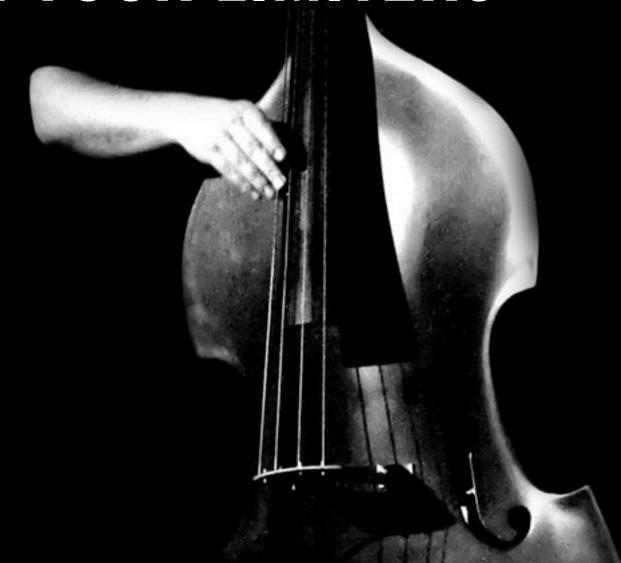
→ What steps will you take?

2013



What actions will support your belief?

TRAIN YOUR LIMITERS



In sports, when you're weak in something, it's a limiter. For example with the triathlon, I didn't know how to swim. So swimming was a limiter. And Coach and I designed the training sessions with plenty of swim lessons.

ACTION



What actions will support your belief?

Action #1:

Action #2:

Action #3:

What actions? You can think of actions as catalysts. In other words, what information, people, experiences — will help you reach your goal?



This book makes the case for making small wins every day. Even if you can only focus for 5 minutes a day on your goals. These small wins build up over time, and help with momentum.



Name the next 3 months.

2013, YEAR OF_____

Jan MONTH OF Feb MONTH OF Mar MONTH OF

You can also name your months by what you want to accomplish each step of the way.

What you want to do — Is this an event you're pushing towards or more free form?

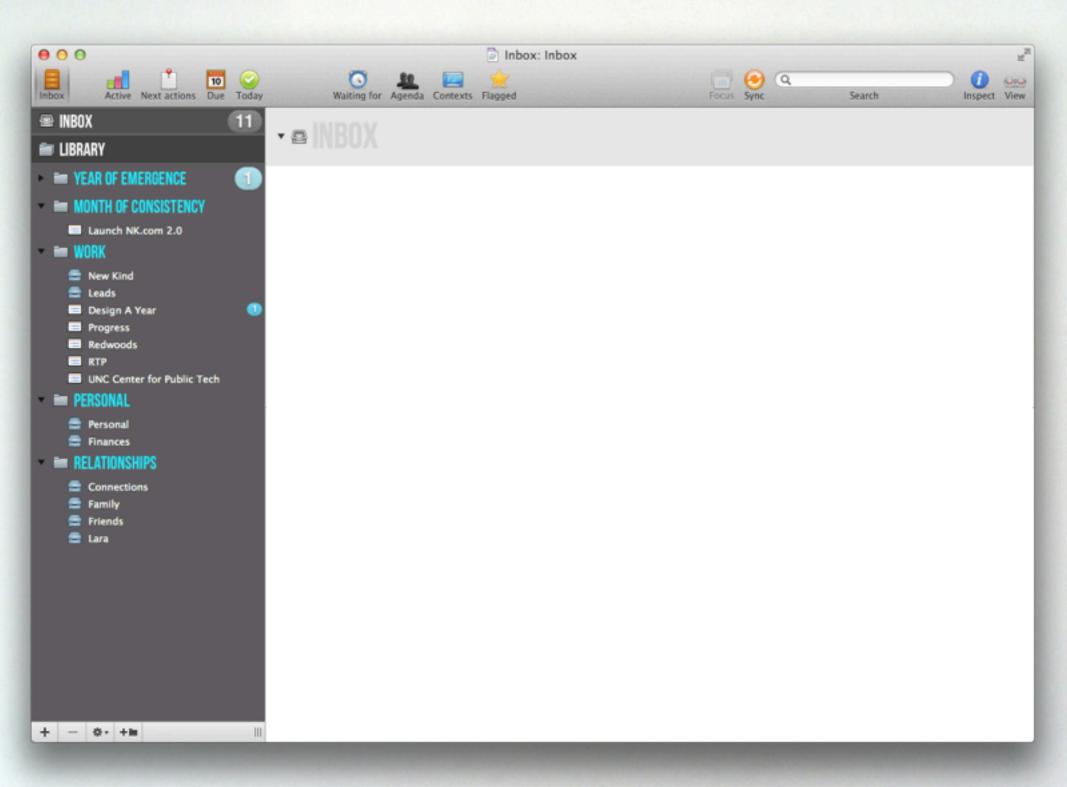
Think about how new President's are judged. They have 100 days to set the tone of their administration. What will the next 100 days look like for you?

USE PRIMERS

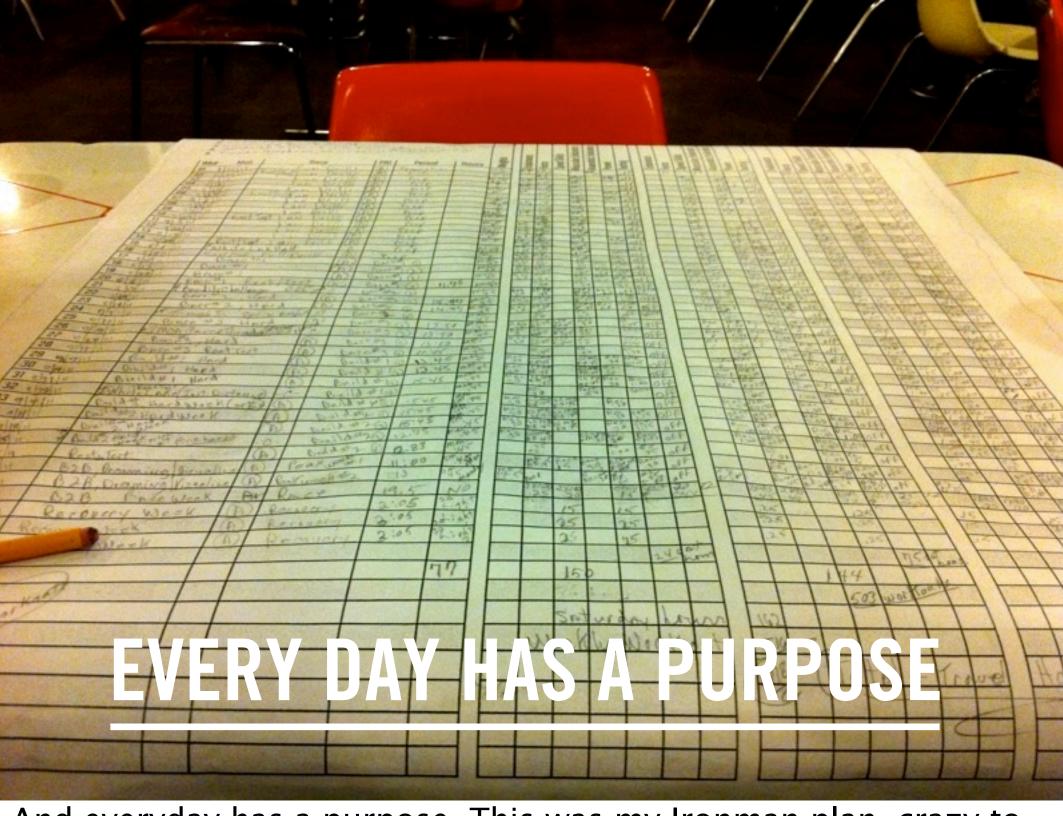


And use primers. You'll recognize this image from the slide for Year of Emergence. It's my iPhone background b/c I look at the phone many times a day. And every time it's a reminder that I have goals this week, this month, and this year. It primes my thinking, helping me to consider if I'm making progress in that moment.

This also works for your computer background.



And here's a screencap of my to do software. You see there on the left? I've written the Year of Emergence and the Month of Consistency. Another reminder about what I'm here to focus on. Another way to remind myself that I'm forming the future with intent.



And everyday has a purpose. This was my Ironman plan, crazy to think about every day this way, right?

I believe that...

NAME

YEAR OF

IMPACT

I will make _____ impact.

ACTION

I will take _____ steps.

2013

So we've gone through this template, what do you think?



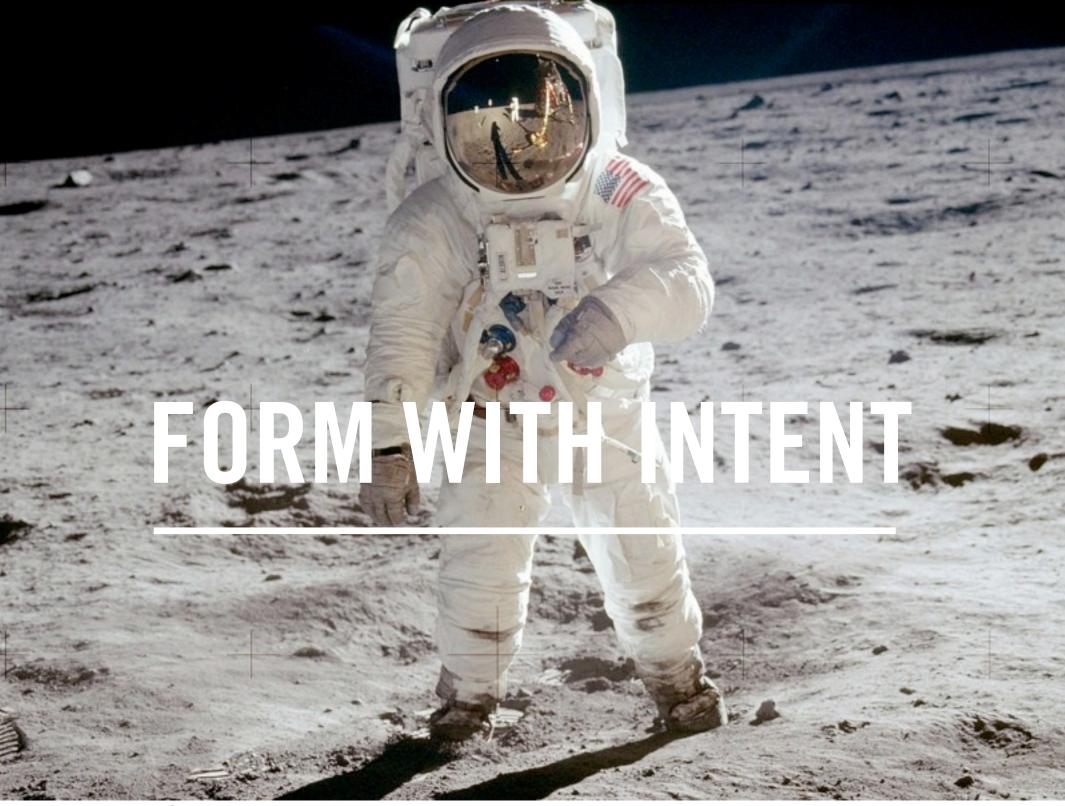
2013

We've talked about your year, we've talked about how we can seize our chance as a design community to be more relevant than ever.

We've talked about pushing boundaries and being nerdy.

And I'd like you to remember one thing. Don't create your future by default.

You are designers, you have a unique advantage.



Form the future with intent. Thank you.