

A black cat with bright green eyes is sitting on a stone wall. The cat is holding a thin, light-colored wooden stick or stick of wood in its mouth. The background is a textured stone wall with some shadows. There are two red rectangular text boxes overlaid on the image. One is in the top right corner and the other is in the bottom right corner.

TechCommNZ 2017

Patrick Hofmann
@phofmann



**Starting a design
(r)evolution in your
organisation and optimising
collaboration in your teams**

TechCommNZ 2017

Patrick Hofmann

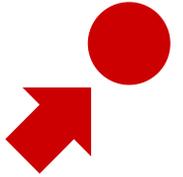
@phofmann

Not here to dispense doctrine

I'll offer a personal perspective

Here we go

1990



Little Jack Horner
Sat in a corner
Writing his docs with panache
He tossed them to Eng
Who got their revenge
Saying, "We can't launch this ... _____!"



OPTIMA
24

Smartmodem OPTIMA 2400

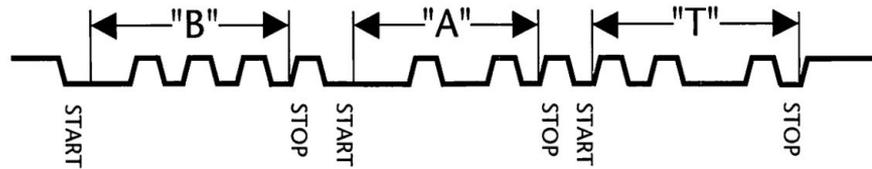


HS AA CD OH RD SD TR MR

A.1.1 Asynchronous Transmissions

Most communications between PCs are asynchronous. Asynchronous transmissions pass data between the modems as characters. Data is then transmitted as character bits framed by start, stop, and parity bits to mark the beginning and end of character units.

Asynchronous Data Stream

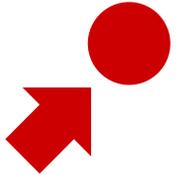


The use of parity bits is optional depending on the asynchronous character format selected.

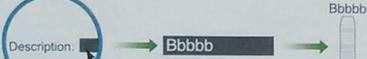
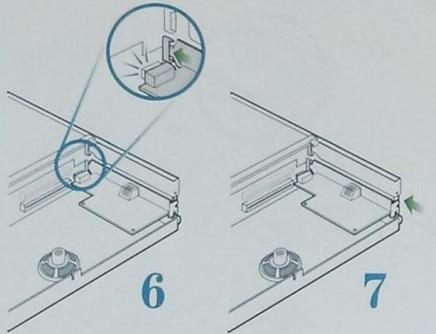
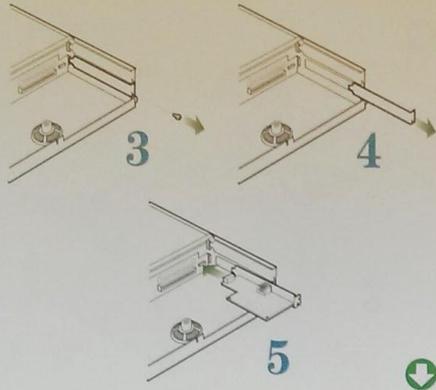
When sending and receiving data, the modem supports the following asynchronous character formats:

Start Bits	Data Bits	Parity	Stop Bits
1	7	even/odd	1 or more

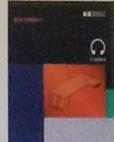
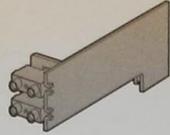
1993



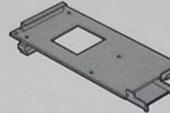
Then three years later
he became an illustrator
Working in a windowless pit
It was miles from Eng
Who got their revenge
Saying, "We can't launch this ... ____!"



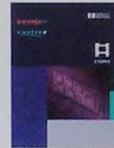
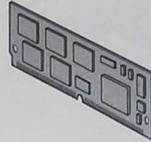
C3220A



PCMCIA
ROM
C3240A



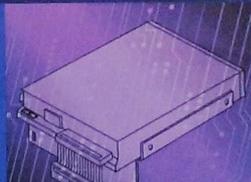
C5208A



ENVIZEX



C3221A



C5208A

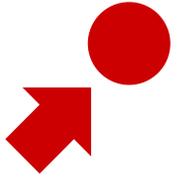


SCSI
ROM

C3222A

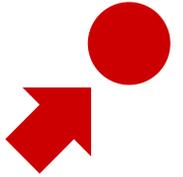


1995



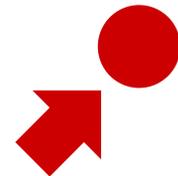
Without complacency
He joined a cool agency
With clients all over the map
Though design he imbued
The Eng rifts continued
It really was ... ____!

2005



Though his folks both said “No no”
He bravely went solo
To freelance all over the world
His career was a grower
Even in Aotearoa
His life was becoming... ____!

2007



Without curmudgeon
He joined a search engine's
Google Maps team – what such luck
As the only designer
He was a loner and whiner
And thought to himself... ____!



Start address e.g., "SFO"

Highway 101, San Francisco, CA 9412

End address e.g., "94526"

37.850464,-122.25

[Get Directions](#)

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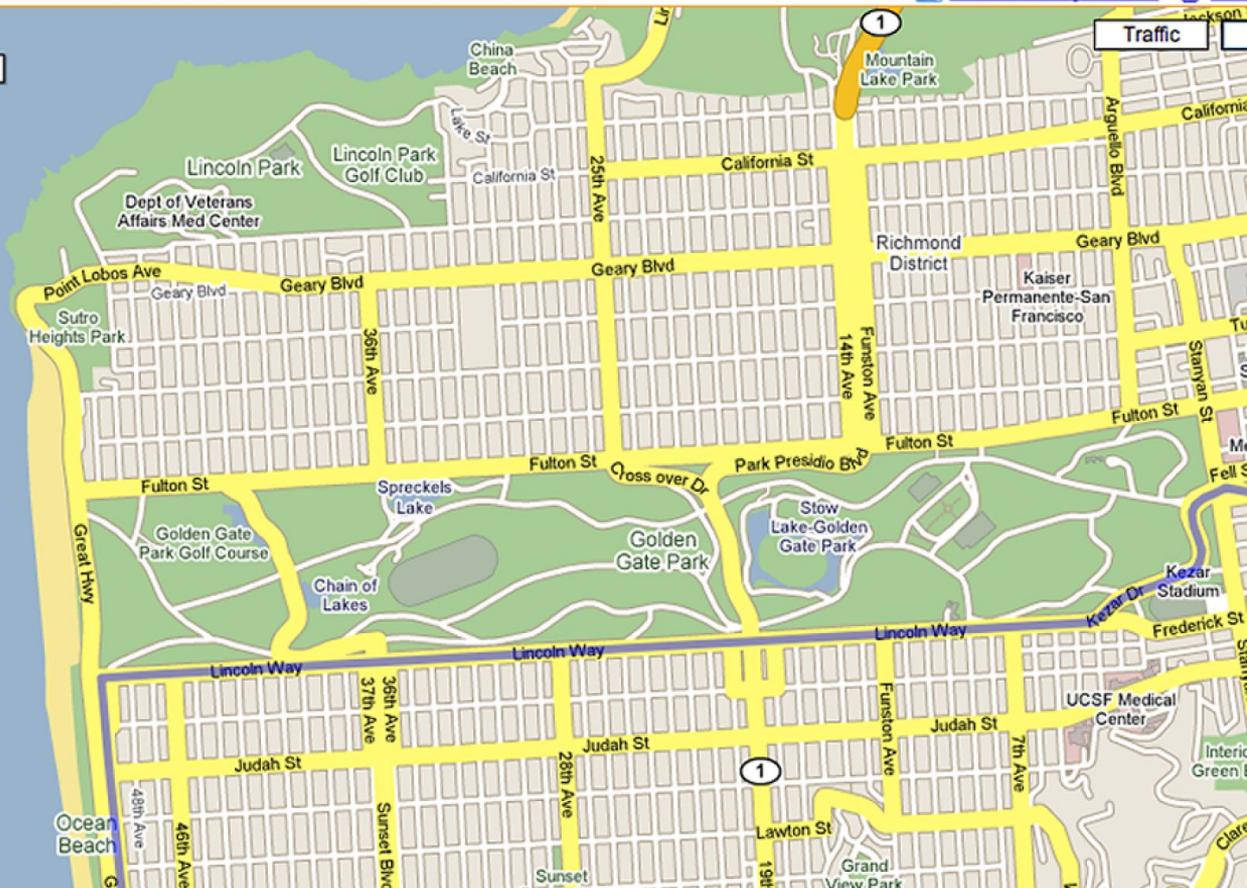
Avoid highways

[Get reverse directions](#)

From: San Francisco International Airport-Sfo
Great Hwy
San Francisco, CA [Edit](#)

Drive: 18.6 mi – about 38 mins
up to 1 hour 0 mins in traffic

1. Head north on **Great Hwy** toward **Noriega St** 0.9 mi
2. Turn right at **Lincoln Way** 2.7 mi
3. Slight left at **Kezar Dr** 0.7 mi
4. Slight left at **Oak St** 1.6 mi
5. Turn right at **Octavia Blvd** 0.2 mi
6. Slight right at **Central Fwy/US-101 S** (signs for **US-101 S**) 0.9 mi
7. Take the exit on the **left** onto **I-80 E** toward **Oakland/Bay Bridge** 7.4 mi
8. Take the exit onto **I-580 E** toward **Downtown Oakland/Hayward-Stockton/CA-24** 1.7 mi
9. Take the **CA-24 E** exit toward **Walnut Creek/Berkeley** 0.7 mi
10. Keep right at the fork, follow signs for **51st St** and merge onto **52nd St** 0.6 mi
11. Turn left at **Shattuck Ave** 0.8 mi



starbucks chicago - Google Search - Windows Internet Explorer

http://www.google.com/search?num=30&hl=en&lr=&safe=off&q=star

Search Google

starbucks chicag... x locallaunch chicago...

Web Images Groups News Froogle Maps more »

Google starbucks chicago Search Advanced Search Preferences

Web Results 1 - 30 of about 5,660,000 for starbucks chicago. (0.33 seconds)

Local results for **starbucks** near **Chicago, IL**

-  [Starbucks Coffee: Chicago](#) - 2.3 miles N - 400 W Madison St # 5, Chicago, 60606 - (312) 454-1010
- [Starbucks](#) - 2.3 miles NE - 55 E Jackson Blvd # 1, Chicago, 60604 - (312) 786-9201
- [Starbucks Coffee: Chicago](#) - 2.9 miles NE - 35 E Wacker Dr, Chicago, 60601 - (312) 541-8317

Local Search Results

Starbucks in Chicagoland

This friendly neighborhood Starbucks is extra-spacious, ... of loc Joe DiMaggio in this first Starbucks in the Little Italy neighborho Chicago. ...

www.starbuks everywhere.net/Chicagoland.htm - 127k - Cached - Similar pages

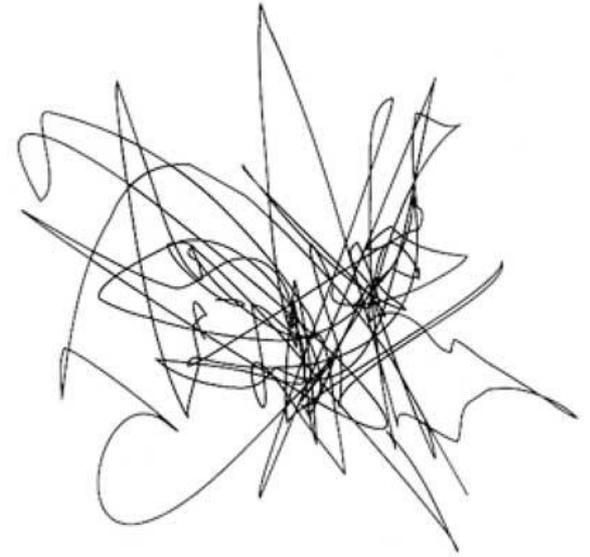
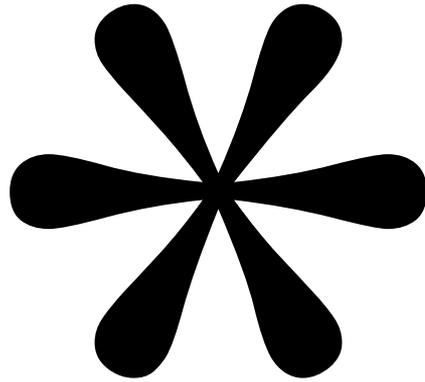
Ads Sponsored Links

Starbucks
Get Local Directions, Addresses, Phone Numbers & More on MapQuest!
[MapQuest.com](#)

Starbucks Chicago
Whatever you're looking for

Find Starbucks Chicago on the eBay Express Official Site.

Driven by data?



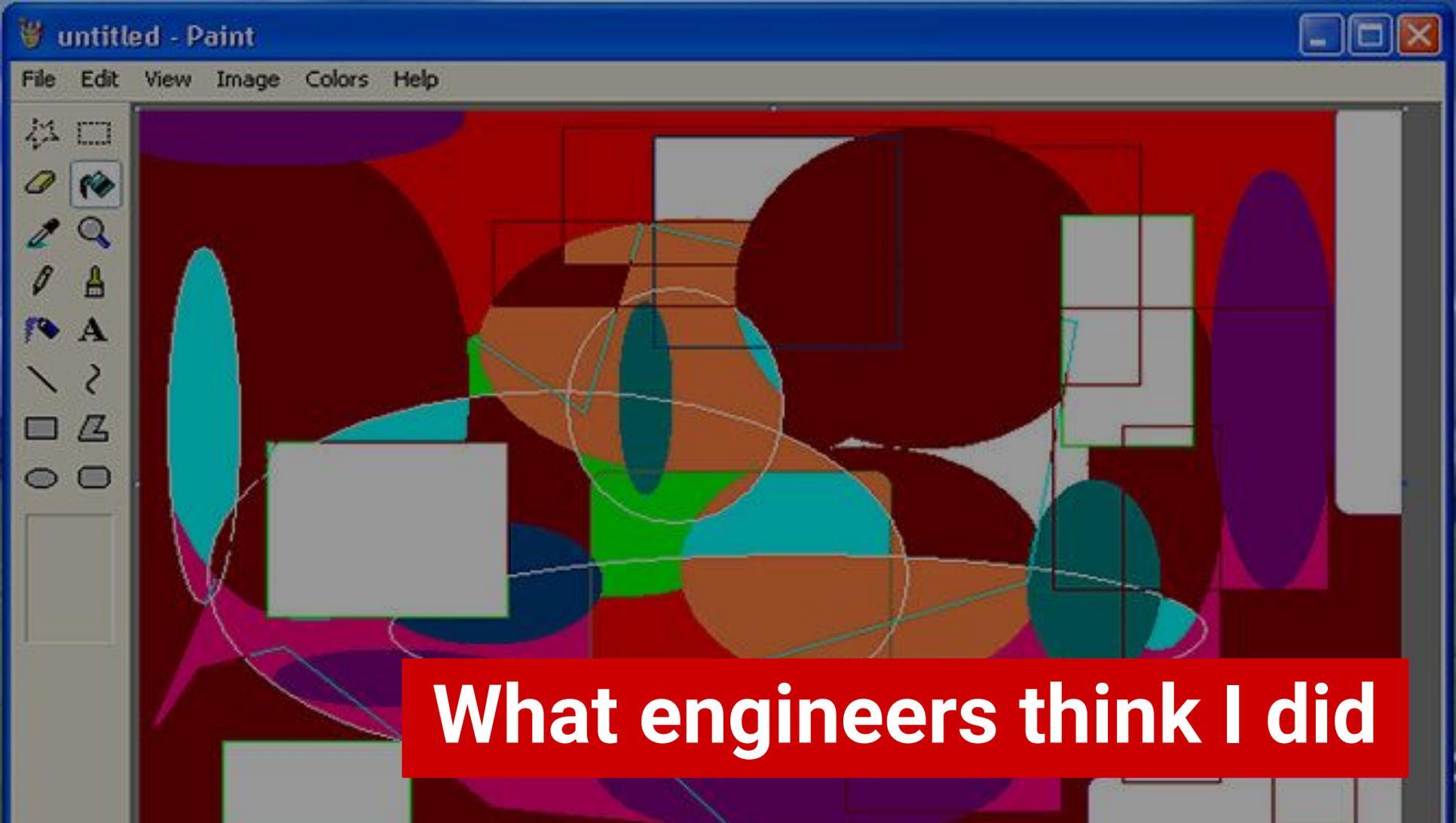
Driven by impression



Driven by emotion

**The Eng view of design & comms:
Lipstick, Expensive.**

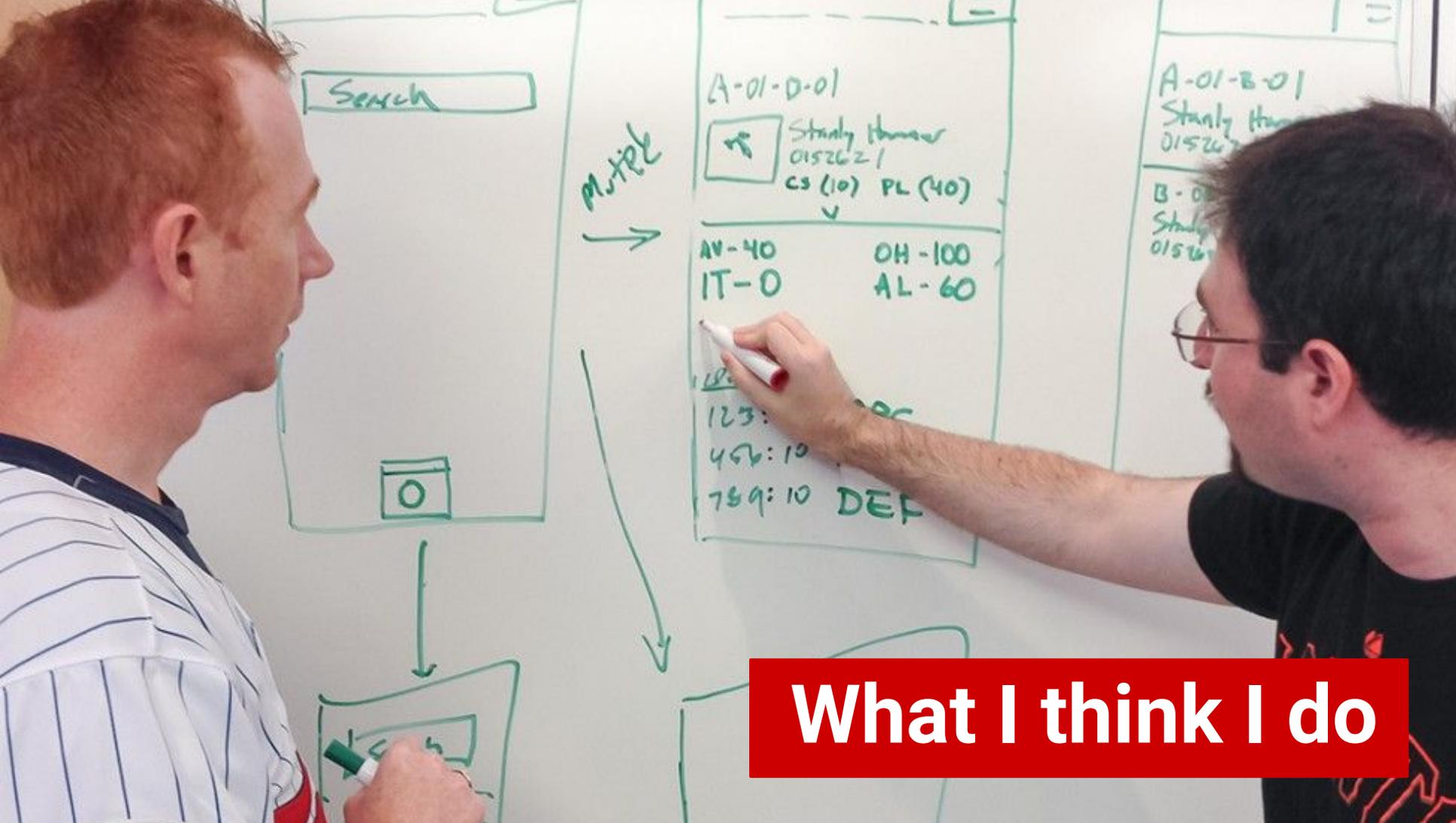
**Our view of Eng:
Robotic, Emotionless.**



What engineers think I did



What my parents thought I did



Search

Multiple

A-01-D-01
Study Hours
0152621
CS (10) PL (40)

A-01-B-01
Study Hours
0152621

B-01
Study Hours
0152621

AV-40	OH-100
IT-0	AL-60

123: ...
456: 10
789: 10 DEF

What I think I do



What I actually do



We're actually similar



Start address e.g., "SFO" End address e.g., "94526"

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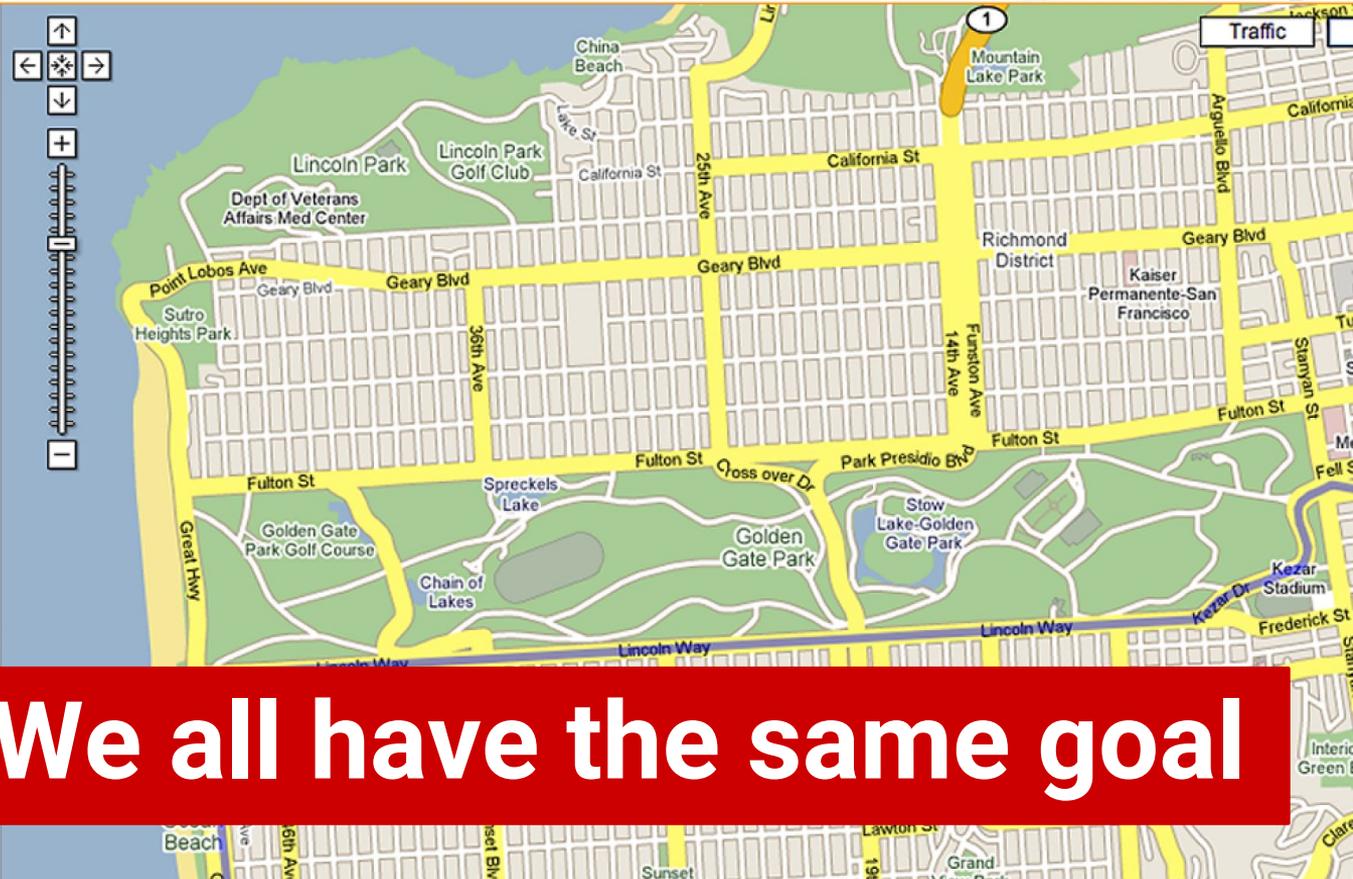
[View in Google Earth](#) [Print](#)

Avoid highways [Get reverse directions](#)

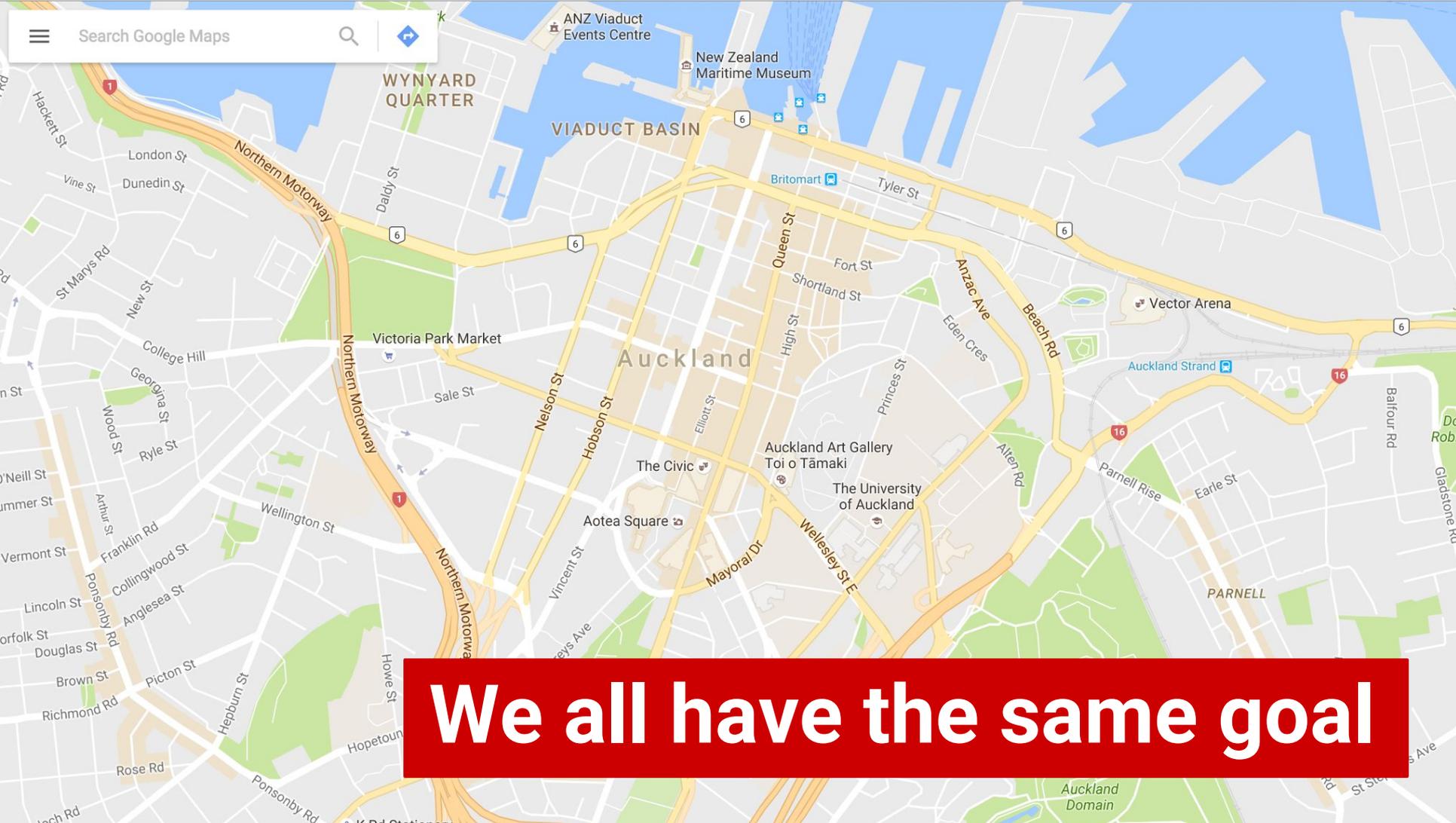
From: San Francisco International Airport-Sfo
Great Hwy
San Francisco, CA [Edit](#)

Drive: 18.6 mi – about 38 mins
up to 1 hour 0 mins in traffic

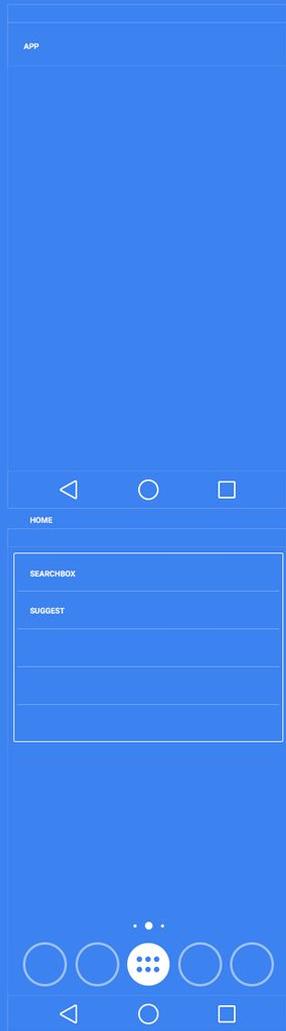
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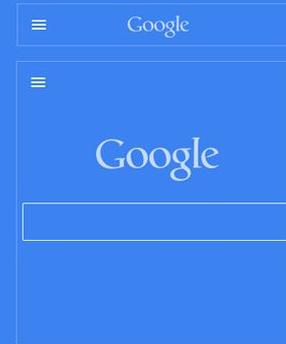
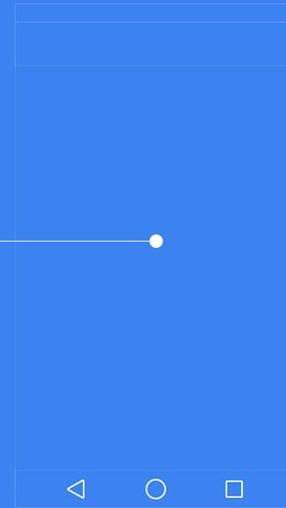
We all have the same goal



We all have the same goal



CONTEXTUAL STATE



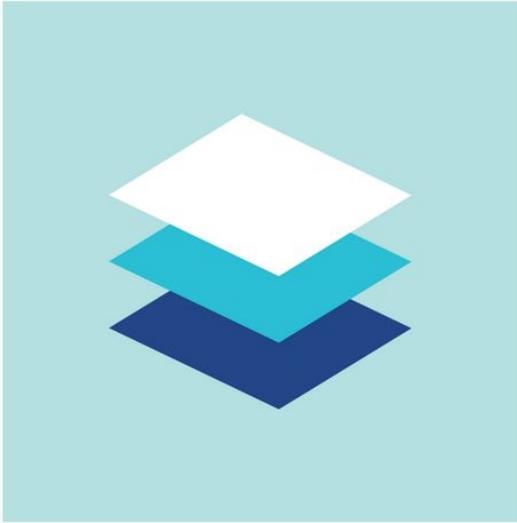
Crafting an experience



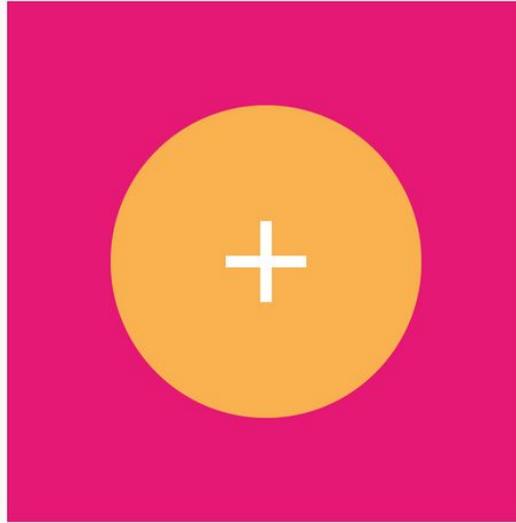
Crafting an experience



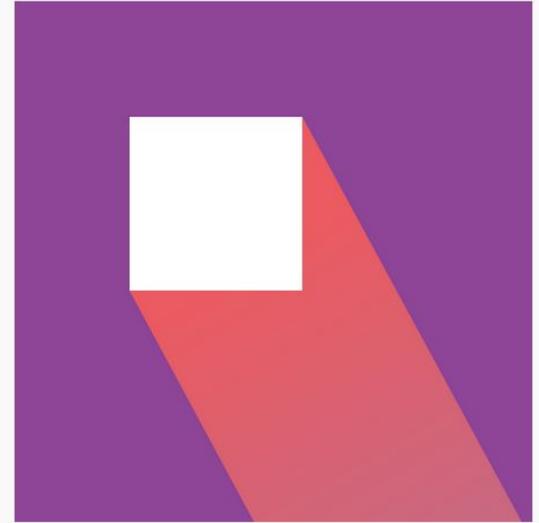
Crafting an experience



Material is the metaphor



Bold, graphic, intentional



Motion provides meaning

Crafting an experience

**The solution:
Inclusion**

**The solution:
Collaboration**

**Follow the user
and everything
will follow**

**Know the user.
Know the magic.
Connect the two.**



Culture

**What is organisational culture
and how do you make it thrive?**



A high-angle, wide shot of a large, multi-level garment factory. The factory is filled with workers, mostly women, sitting at sewing machines on multiple levels. The workers are wearing white shirts. The factory has a complex structure with many levels and a high ceiling. The lighting is bright, and the overall atmosphere is one of busy industrial production. A red banner with white text is overlaid in the center of the image.

It's all of you

A high-angle, wide shot of a large, multi-level garment factory. The factory is filled with workers, mostly women, sitting at sewing machines on multiple levels. The workers are wearing light-colored shirts. The factory has a complex structure with many levels and walkways. The lighting is bright, and the overall atmosphere is one of a busy, organized industrial environment.

How you do what you do

It's all of you

How you do what you do

How you feel about doing it

It's all of you



A high-angle, wide shot of a large, multi-level garment factory. The factory is filled with workers, mostly women, sitting at sewing machines on multiple levels. The workers are wearing light-colored shirts. The factory has a complex structure with many levels and walkways. The lighting is bright, and the overall atmosphere is one of a busy, organized industrial environment.

How you do what you do

How you feel about doing it

What you value

It's all of you

A high-angle, wide shot of a large, multi-level garment factory. The factory is filled with workers, mostly women, sitting at sewing machines on multiple levels. The workers are wearing light-colored shirts. The factory has a complex structure with many levels and walkways. The lighting is bright, and the overall atmosphere is one of a busy, industrial environment.

How you do what you do

How you feel about doing it

What you value

It's all of you

How you treat each other

A high-angle, wide shot of a busy garment factory. The floor is filled with rows of sewing machines and workers. The workers are mostly women, many wearing white shirts, focused on their tasks. The factory has a high ceiling with visible structural beams and lighting fixtures. The overall atmosphere is one of intense, organized labor.

How you do what you do

How you feel about doing it

What you value

It's all of you

How you treat each other

How you communicate



How you do what you do

How you feel about doing it

What you value

It's all of you

How you treat each other

How you communicate

What makes you laugh

Transparency

Visibility

More/less process

Decision-making

It's all of you

Career growth

Vision

Accountability

Inclusion

When people are...

connected
informed
empowered
supported

Products become...

delightful
excellent
useful
successful

And organizations can...

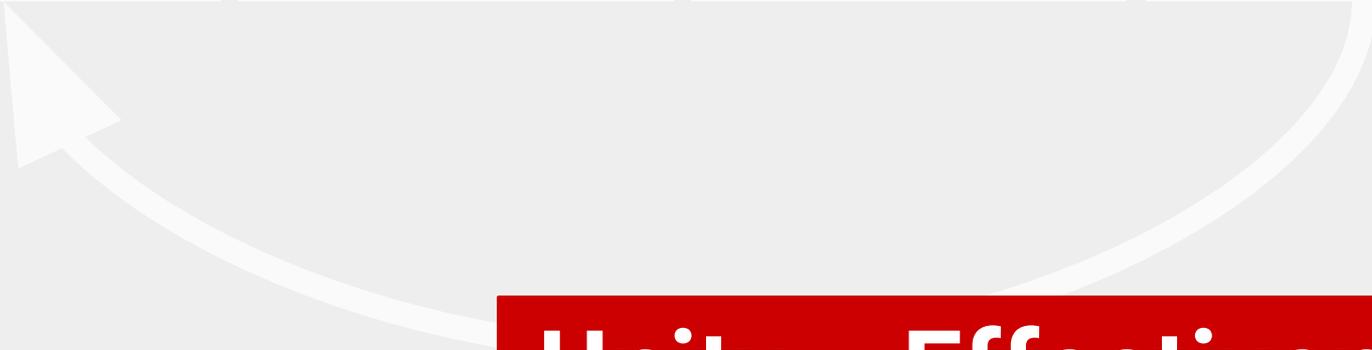
attract top talent
grow careers
expand influence
do work that matters

Meaningful work...

leads to happier teams

And happier teams...

do more meaningful work



Unity = Effectiveness

Transparency



Share everything

Diversity



Growth



Growth

Collaboration



Sit together

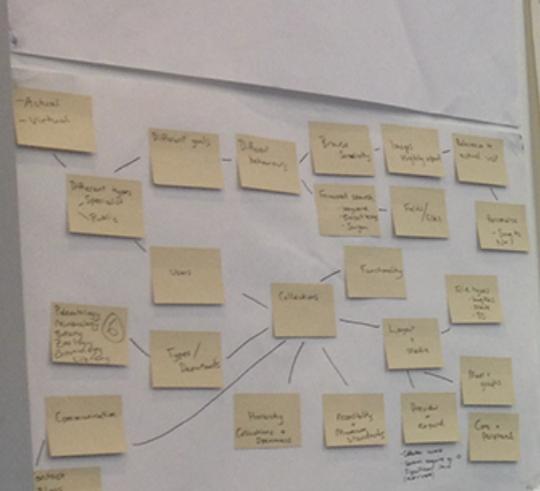


Hygiene



Hallway

also use
Teaching
Collective work
Under 20s
Background
Sociography



Behavioral goals

- Substrate for identity
- Social systems with varying levels of complexity
- Social identity
- Social capital
- Social context
- Social behavior
- Social networks
- Social capital

Types/Segments

- Primary
- Secondary
- Tertiary

Communication

- Social
- Personal
- Community



Hallway



Halway



Music



Lunch



Scrums



Immersions



Habit

Takeaways



**Continually
broadcast your
work on a wall**



**Continually
broadcast stories
from the field on
that wall**



**Expose to
everyone
'why and how
you got there'**



**Organise
sessions for
everyone to
ideate together**



**Be together
from the start**



**Make open
communication
feel natural and
continuous**



**Make open
communication
feel 'productive'**



**Sit as closely
together as
you can**



**If you can't
sit together,
visit often**



**Be open to
compromise**



**As you work
together, enjoy
the process**



Thanks!

Ask me anything

Patrick Hofmann

@phofmann