

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 stone wall with some red markings. The cat is looking directly at the camera.

TechCommNZ 2017

Patrick Hofmann
@phofmann



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

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Not here to dispense doctrine

I'll offer a personal perspective

Here we go

1990



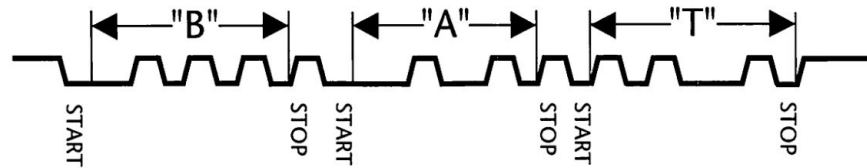
Little Jack Horner
Sat in a corner
Writing his docs with panache
He tossed them to Eng
Who got their revenge
Saying, "We can't launch this ... ____!"



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

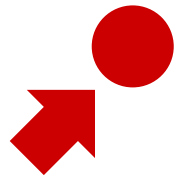


The use of parity bits is optional depending on the asynchronous character format selected.

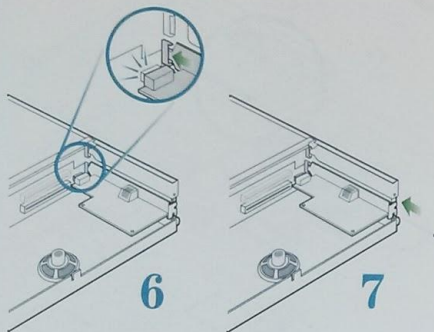
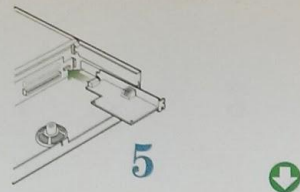
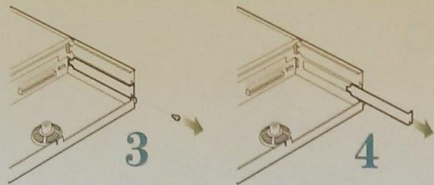
When sending and receiving data, the modem supports the following asynchronous character formats:

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

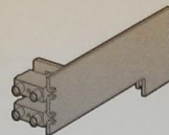
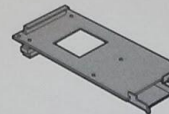
1993



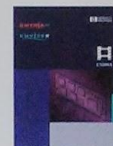
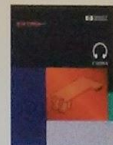
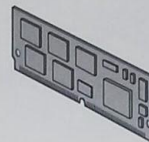
Then three years later
he became an illustrator
Working in a windowless pit
It was miles from Eng
Who got their revenge
Saying, "We can't launch this ... ____!"



C3220A


 PCMCIA
ROM
C3240A


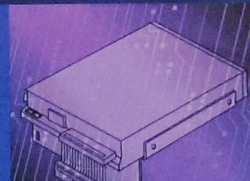
C5208A



ENVIZEX

HEWLETT
PACKARD

C3221A

HEWLETT
PACKARD

C5208A

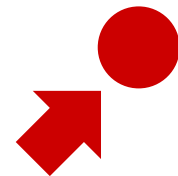
HEWLETT
PACKARD
 SCSI
ROM
C3222A


1995



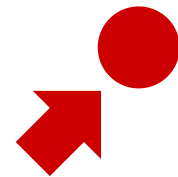
Without complacency
He joined a cool agency
With clients all over the map
Though design he imbued
The Eng rifts continued
It really was ... ____!

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

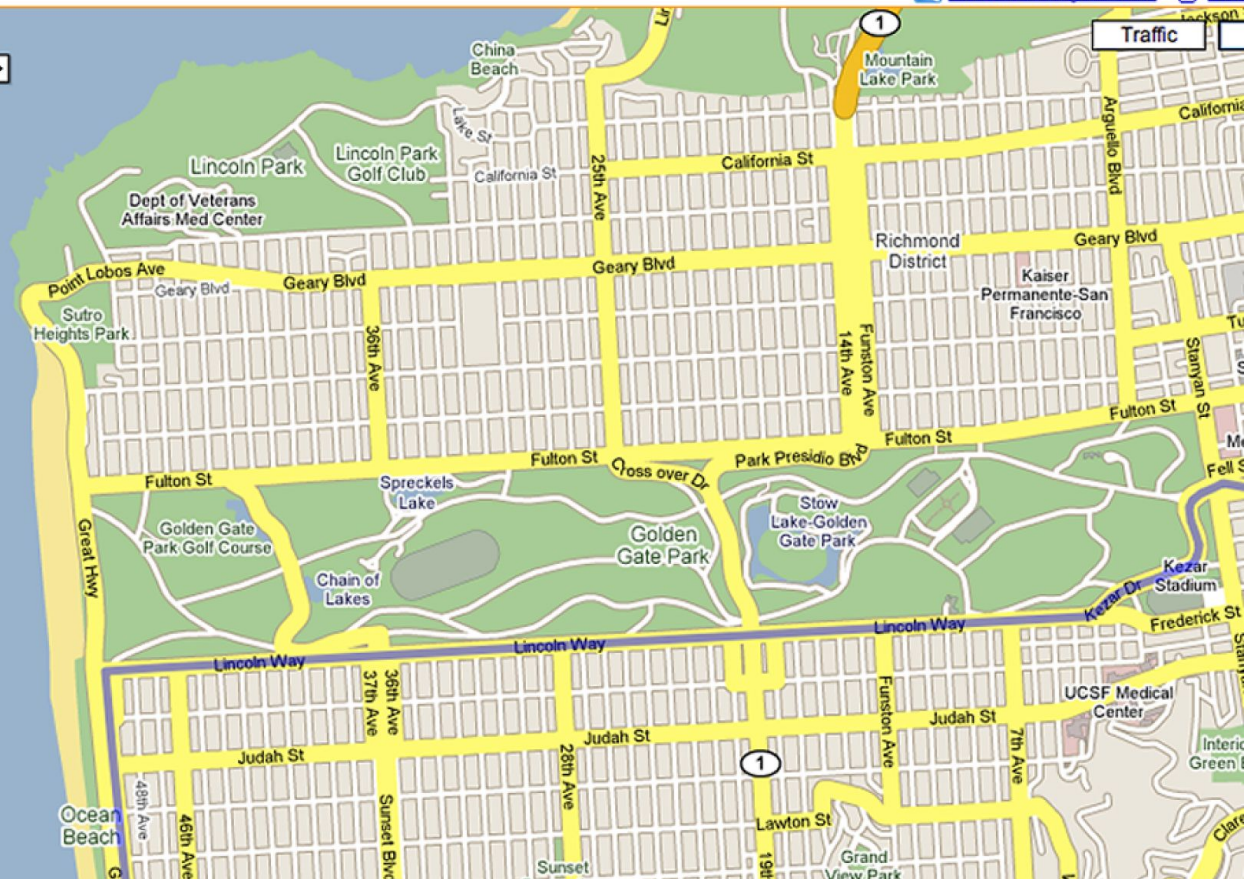
[Get Directions](#)[Search the map](#)[Find businesses](#)[Get directions](#)[Search Results](#)[My Maps](#)[Clear search results](#)[View in Google Earth](#)[Print](#)☐ Avoid highways[Get reverse directions](#)

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

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... 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

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

Ads Sponsored Links

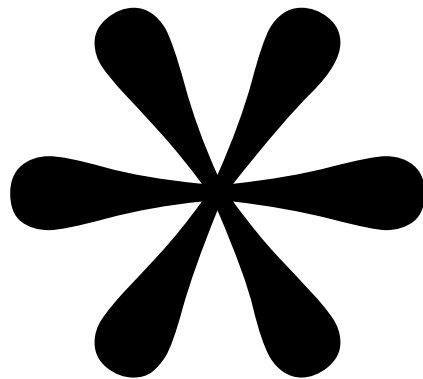
[Starbucks](#)
Get Local Directions, Addresses, Phone Numbers & More on MapQuest!
[MapQuest.com](#)

[Starbucks Chicago](#)
Whatever you're looking for

Find Starbucks Chicago on the eBay Express Official Site.

Local Search Results

Driven by data?



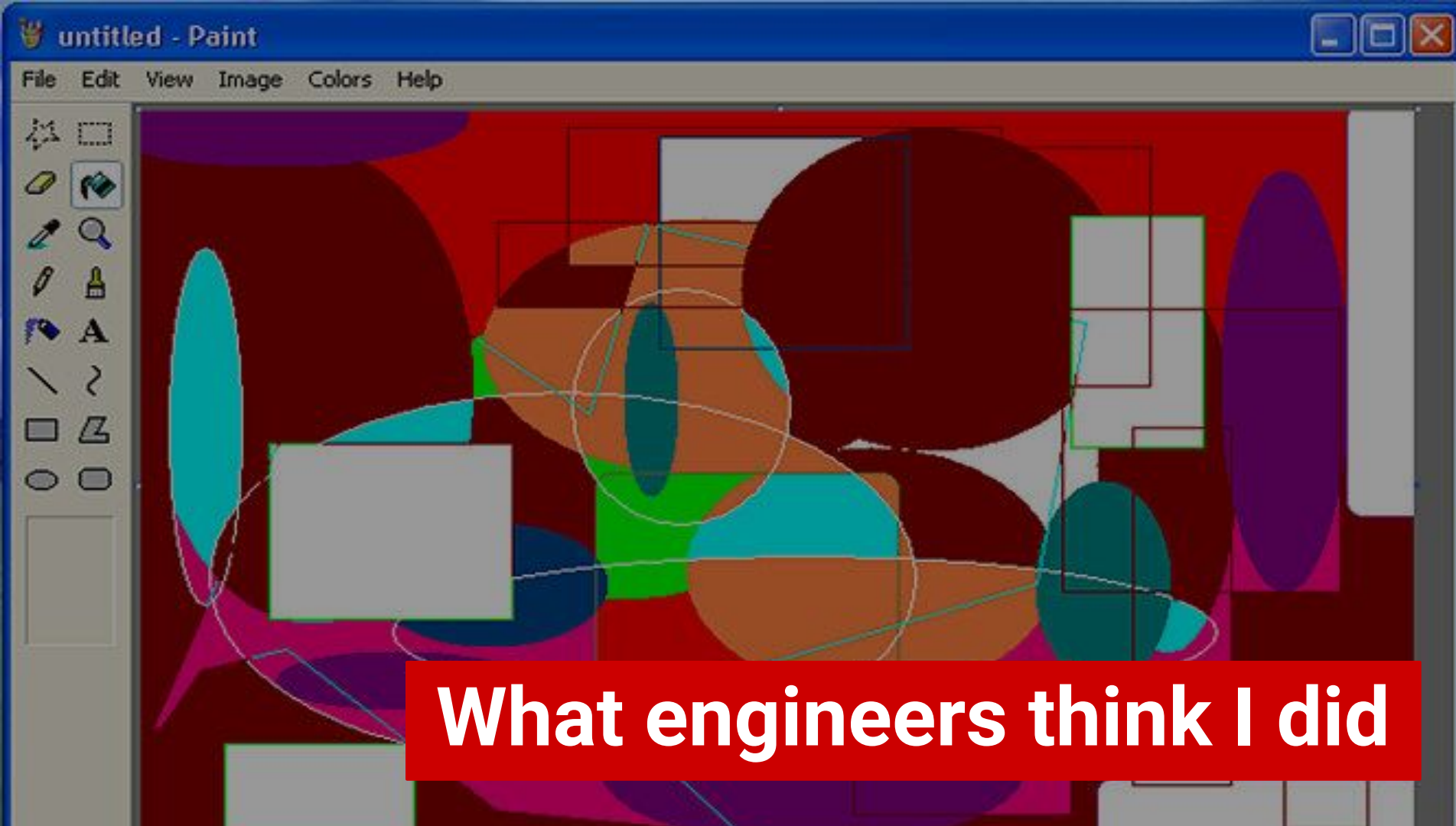
Driven by impression



Driven by emotion

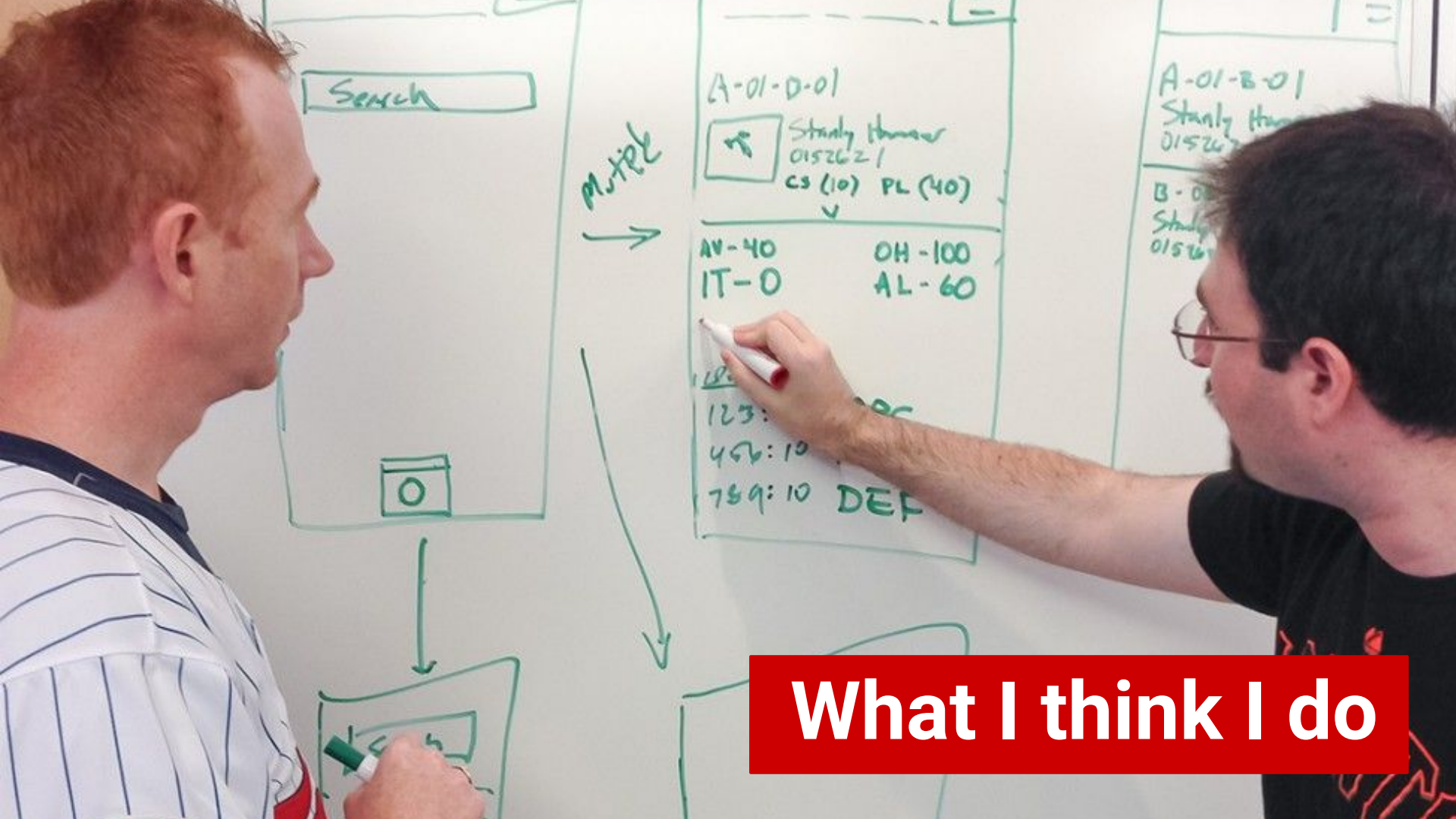
**The Eng view of design & comms:
Lipstick, Expensive.**

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





What my parents thought I did



What I think I do



What I actually do



We're actually similar

Google Maps


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

[Search the map](#) [Find businesses](#) [Get directions](#)

[Search Results](#) [My Maps](#) [Clear search results](#)

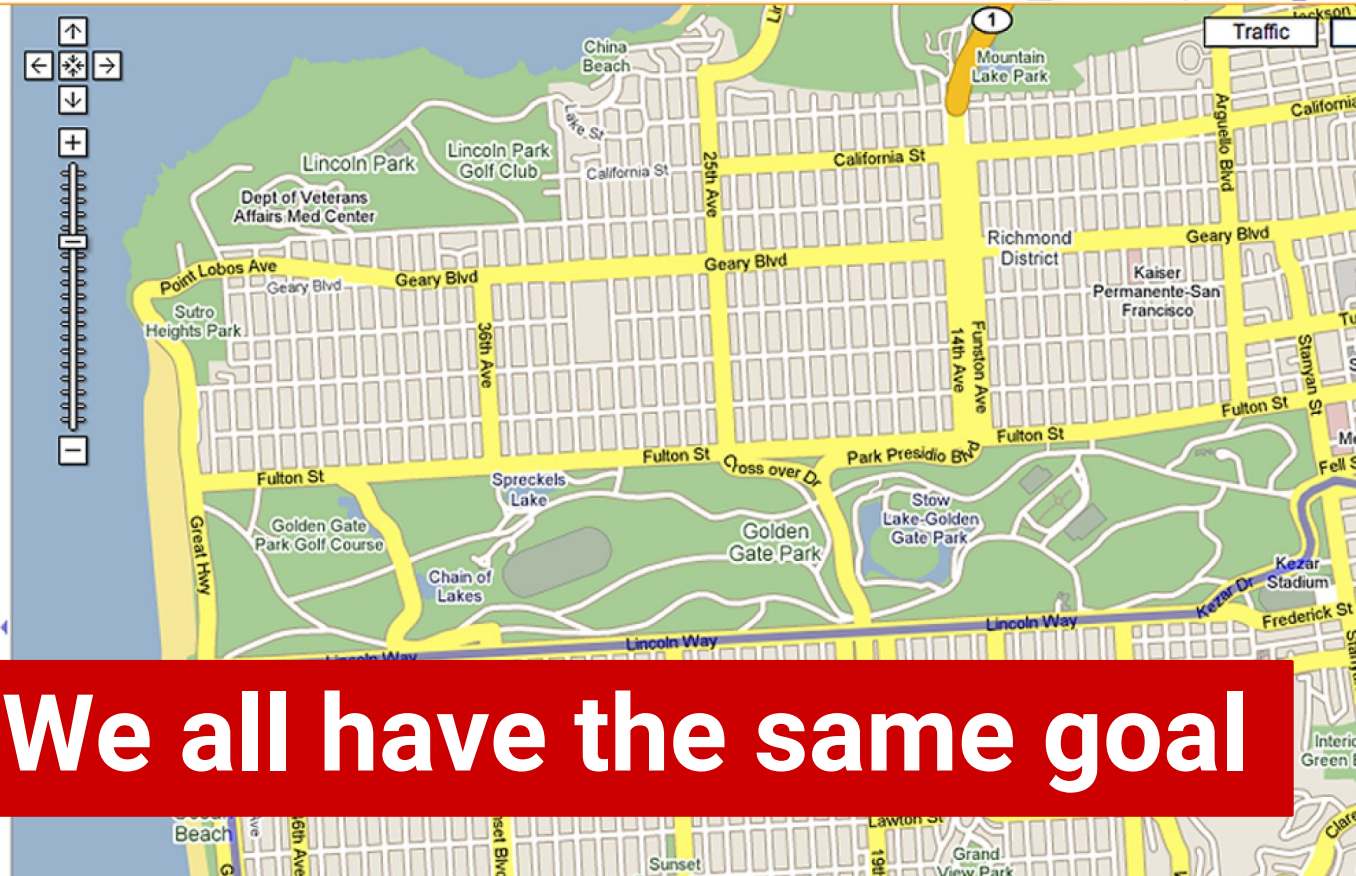
[View in Google Earth](#) [Print](#)

☐ Avoid highways [Get reverse directions](#)

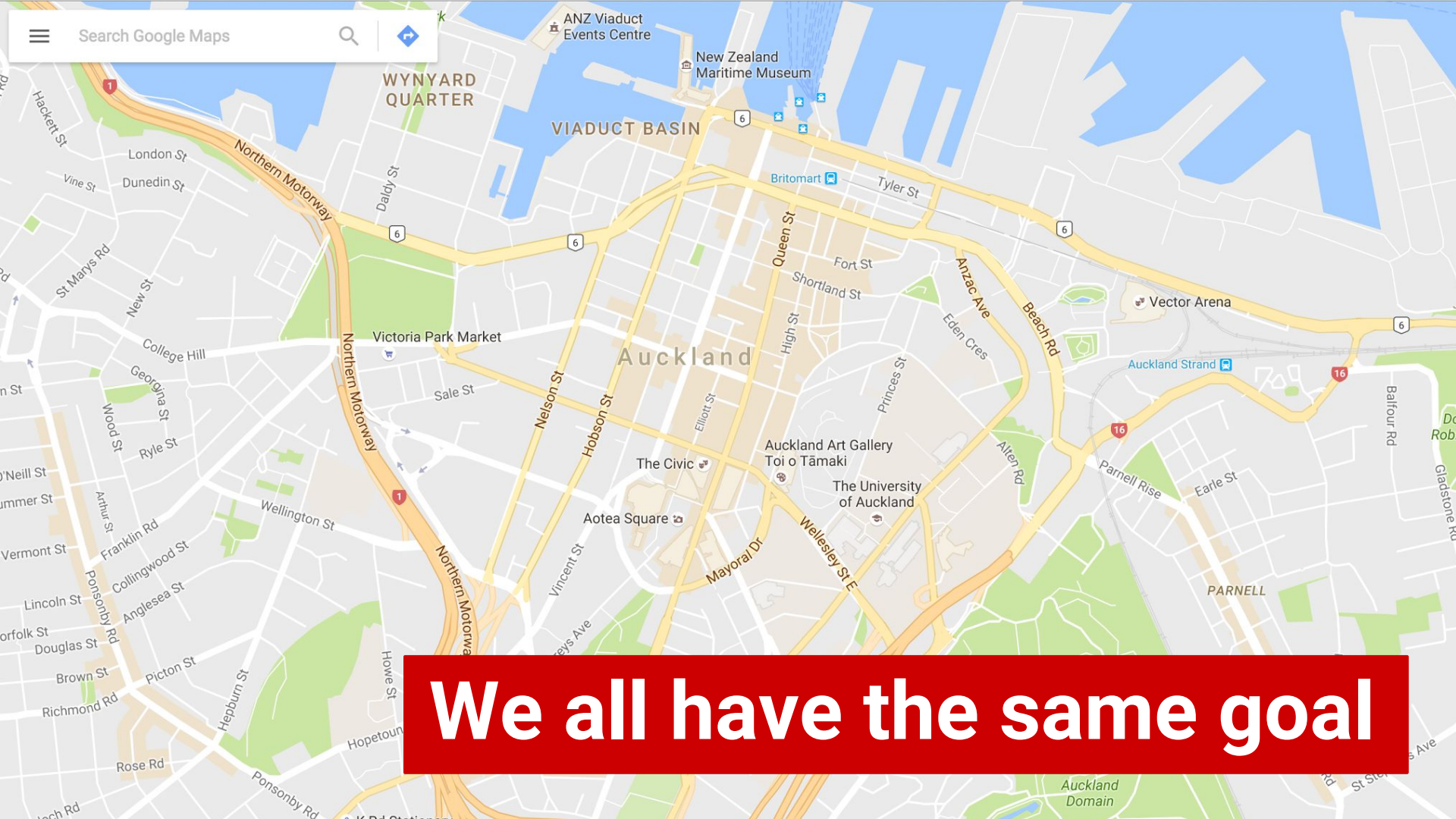
From:  **San Francisco International Airport-Sfo**
Great Hwy
San Francisco, CA [Edit](#)

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

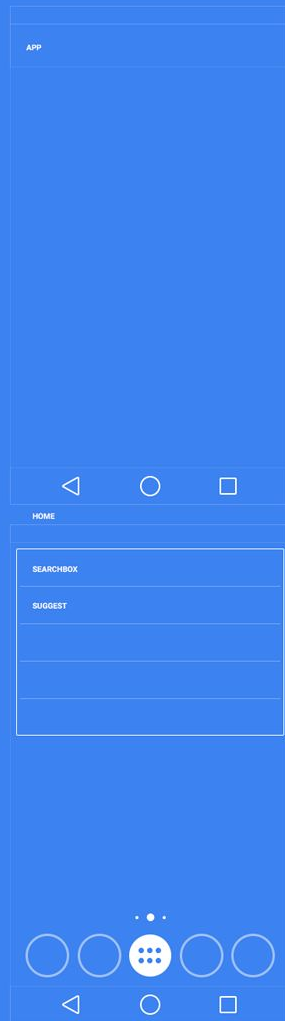
1. Head north on **Great Hwy** toward **Noriega St** 0.9 mi
2. Turn **right** at **Lincoln Way** 2.7 mi
3. Slight **left** at **Kezar Dr** 0.7 mi
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We all have the same goal



We all have the same goal



CONTEXTUAL STATE

NOTIFICATION

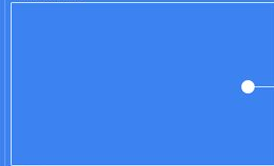


SEARCH BOX

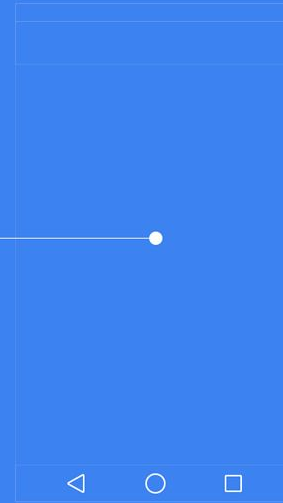


VOICE DRIS

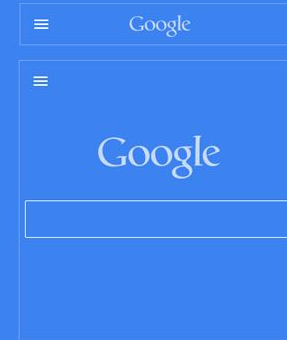
PREDICTIVE CARDS



ACTIONS



FOCUSED STATE



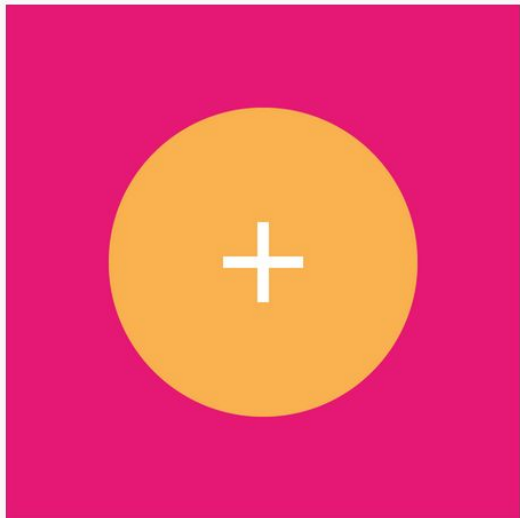
Crafting an experience



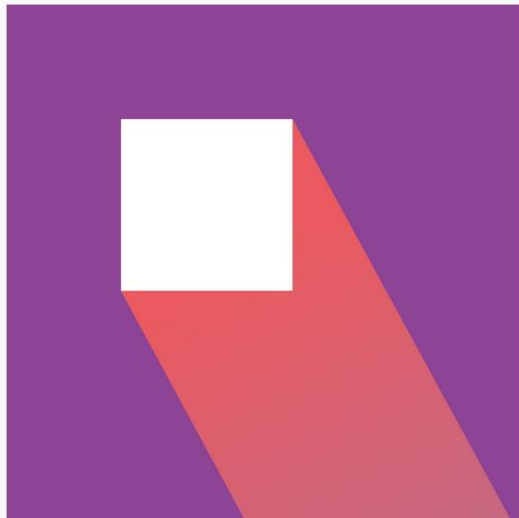
Crafting an experience



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.**

A close-up photograph of a person's hand holding a small, translucent, pinkish-red object, possibly a piece of coral or a biological specimen, against a dark background. The object has a complex, branching structure with many small, rounded tips. The lighting is soft, highlighting the texture and color of the object.

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, who are seated at long tables or desks, working on sewing machines. The workers are arranged in rows across multiple levels, creating a sense of depth and scale. The lighting is bright, and the overall atmosphere is one of intense industrial activity. A large red banner with white text is superimposed over 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 long tables equipped with sewing machines. The workers are organized into rows across multiple levels, creating a sense of depth and scale. The lighting is bright, and the overall atmosphere is one of intense, organized labor. The text "How you do what you do" is overlaid in a red box in the top left corner, and "It's all of you" is overlaid in a larger red box in the center.

How you do what you do

It's all of you

A high-angle, wide shot of a large, multi-level garment factory. Numerous workers, mostly women, are seated at long tables equipped with sewing machines. They are working on various pieces of fabric. The factory has a complex structure with many levels and walkways, and the lighting is bright, typical of an industrial setting.

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 textile factory. The space is filled with rows of workers, mostly women, seated at long tables equipped with sewing machines. They are working on various pieces of fabric. The factory has a high ceiling with visible structural beams and lighting fixtures. The overall atmosphere is one of busy, organized industrial production.

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. Numerous workers, mostly women, are seated at long tables equipped with sewing machines. They are working on various pieces of fabric. The factory has a complex structure with many levels and walkways, and the lighting is bright, typical of an industrial setting.

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 large, multi-level garment factory. Numerous workers, mostly women, are seated at long tables equipped with sewing machines, working on garments. The factory has a complex structure with multiple levels and a high ceiling. The workers are wearing light-colored shirts, and the overall atmosphere is one of busy industrial production.

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

A high-angle, wide shot of a large, multi-level garment factory. Numerous workers, mostly women, are seated at long tables with sewing machines, working on garments. The factory has a complex structure with many levels and walkways. The lighting is bright, and the overall atmosphere is one of busy industrial production.

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

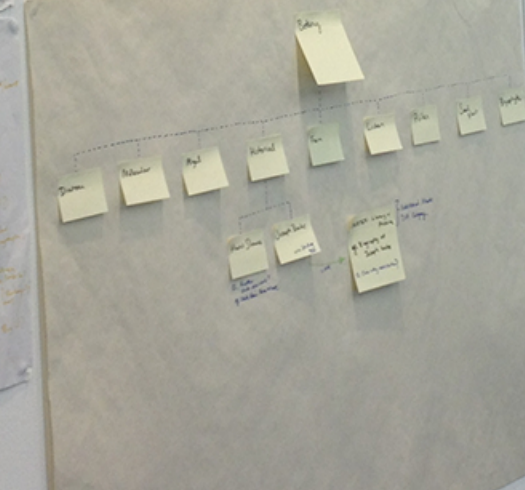
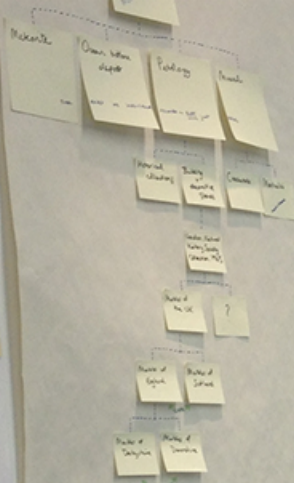


Hygiene



Hallway

also via
Cognitive Priming
Training
Cognitive ability
Index 2.0
Background
Strategic



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**

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 rough, grey stone wall with some red markings. The cat is looking directly at the camera.

Thanks!

Ask me anything

Patrick Hofmann

@phofmann