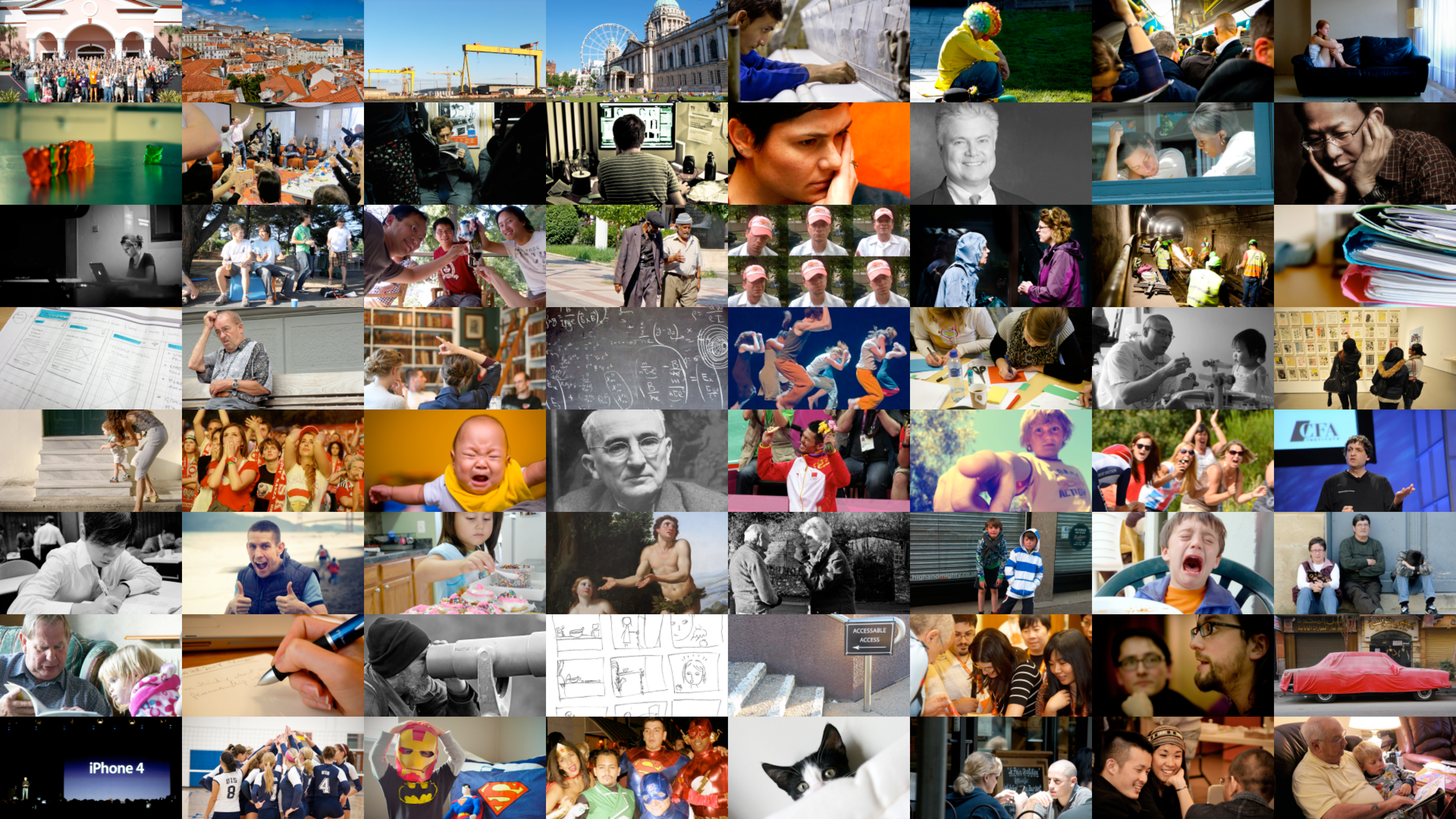
THE MOST IMPORTANT PART OF YOUR JOB

*by **Inayaili de León***

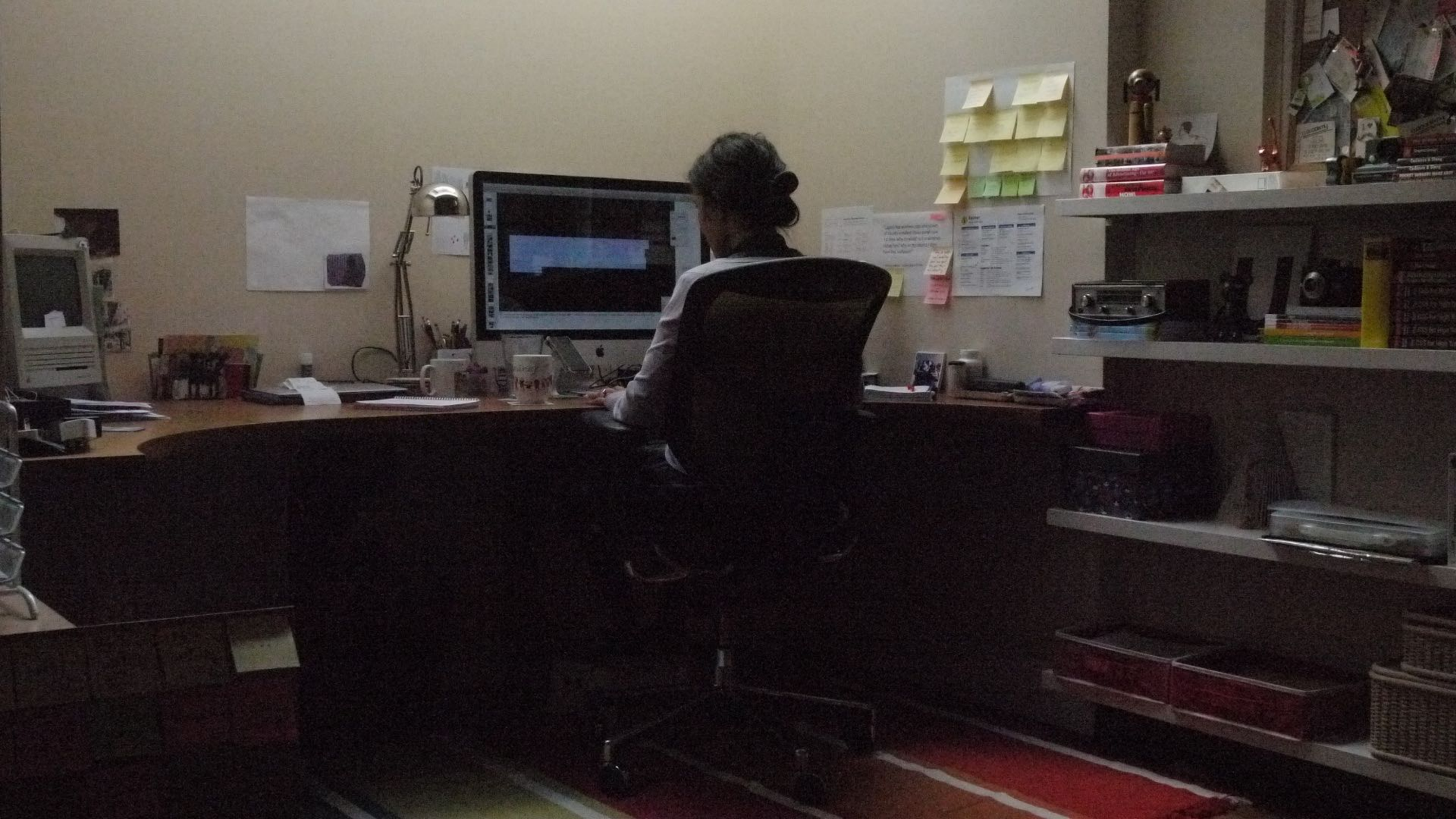
Reasons to be Creative, Brighton, 2012


iPhone 4
ACCESSABLE
ACCESS

CANONICAL

ubuntu

Ubuntu Desktop
12.04
Lola Chang
acer



- [ ] IRC on!
- [ ] Check email
- [ ] Update Basecamp
- [ ] Call Peter
- [ ] Check Onotate
- [ ] Do some designing
- [ ] Redesign kickoff meeting
- [ ] Some more designing

H & W
H & W

96507

iPad
MIZUNO

THE NORTH FACE
The Resistance

It's crazy not to hire the best people just because they live far away. Especially now there's so much technology out there making it easier to ***bring everyone together online****.*

—37signals, "Rework"

Out of sight, out of mind

kiky anharizal

The human moment, then, is a regulator: when you take it away, people's primitive instincts can get the better of them. Just as in the anonymity of an automobile, where stable people can behave like crazed maniacs, so too on a keyboard: ***courteous people can become rude and abrupt****.*

—Edward M. Hallowell, "The Human Moment at Work"

DANCE HARD

CANADA
NEW YORK

Challenge One

Create one human moment

KRAMO

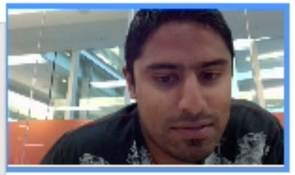
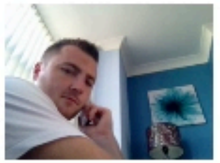
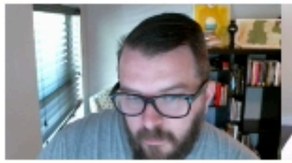
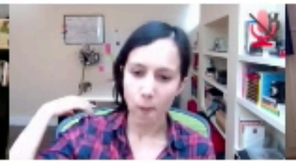
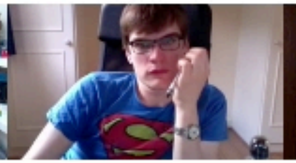
Google+ Hangouts

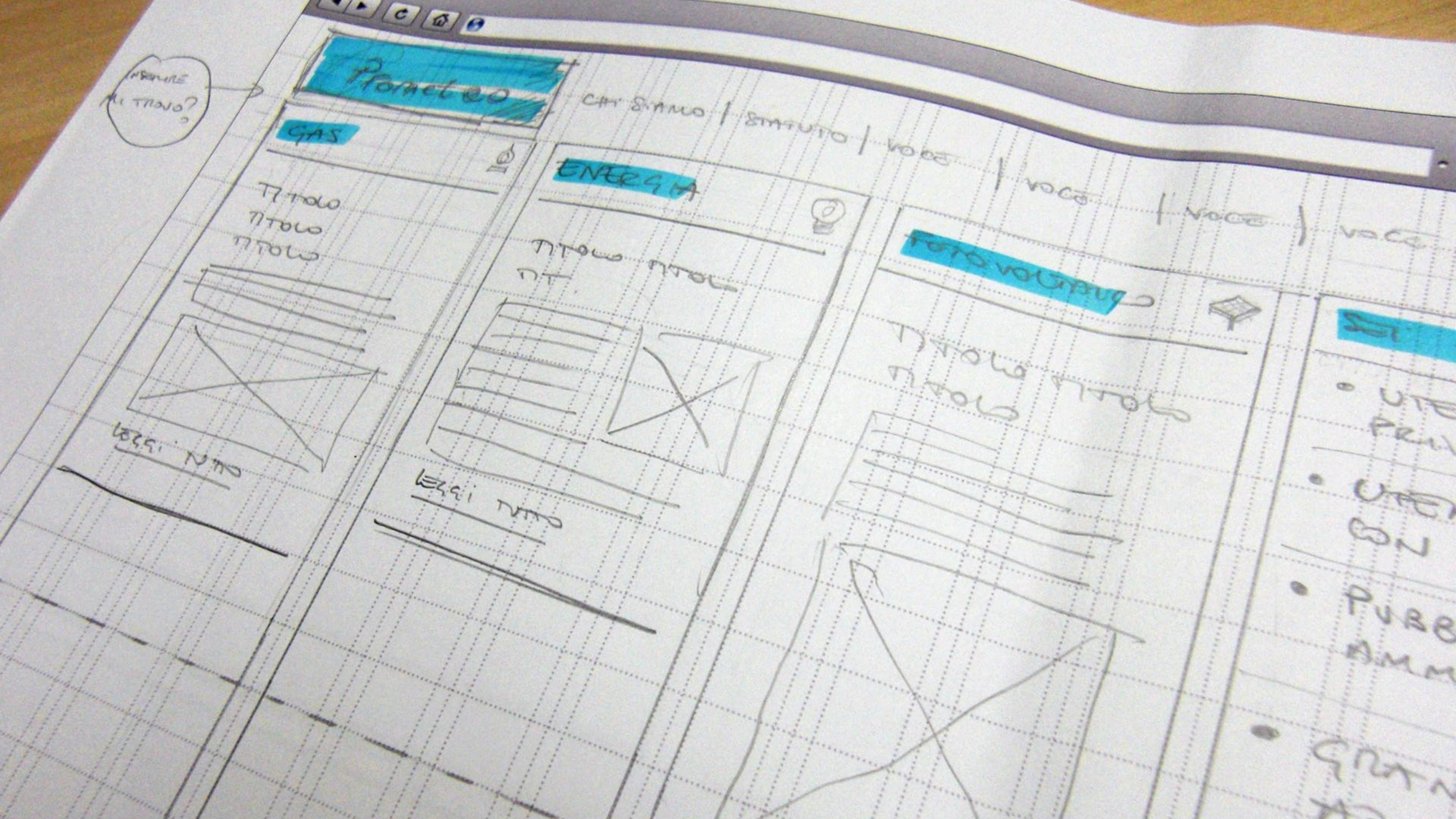
Off | On | Exit

Chat | Invite | Screenshare | YouTube | Google Effects | Scoot & Doodle | + Add app

People

Apps


Pianetro
GAS
ENERGIA
CHI SIAMO | STATUTO | VOCE | VOCE | VOCE | VOCE
TITOLO
TITOLO
TITOLO
LEGGI TUTTO
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LEGGI TUTTO
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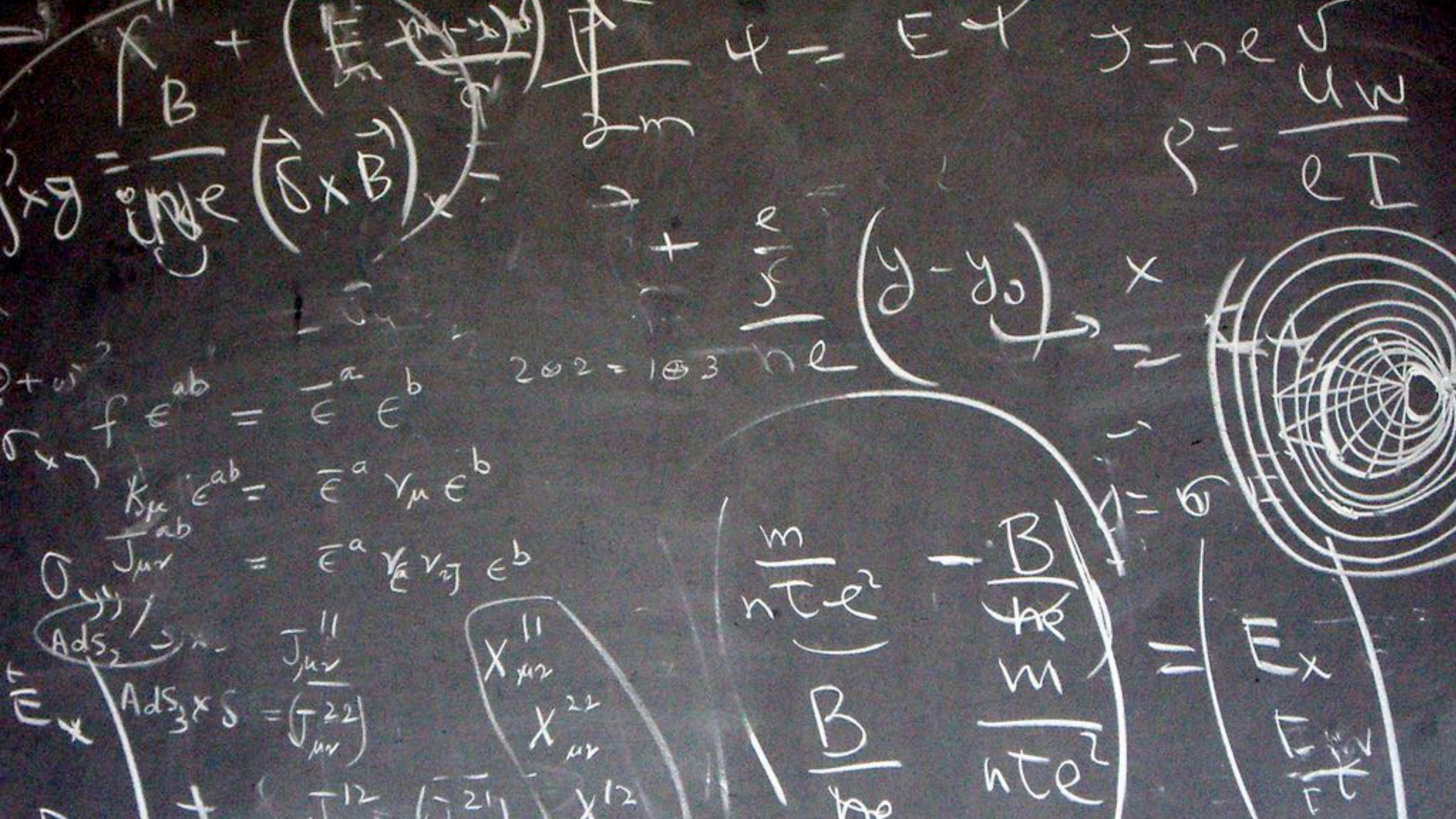
TITOLO
PUBB
AMM



It's your job as a designer, and a communication professional, to find the right language to communicate with your client. When you say a client doesn't "get it" you might as well be saying, "I couldn't figure out how to get my point across. I am a lazy designer. ***Please take all my clients from me.****"*

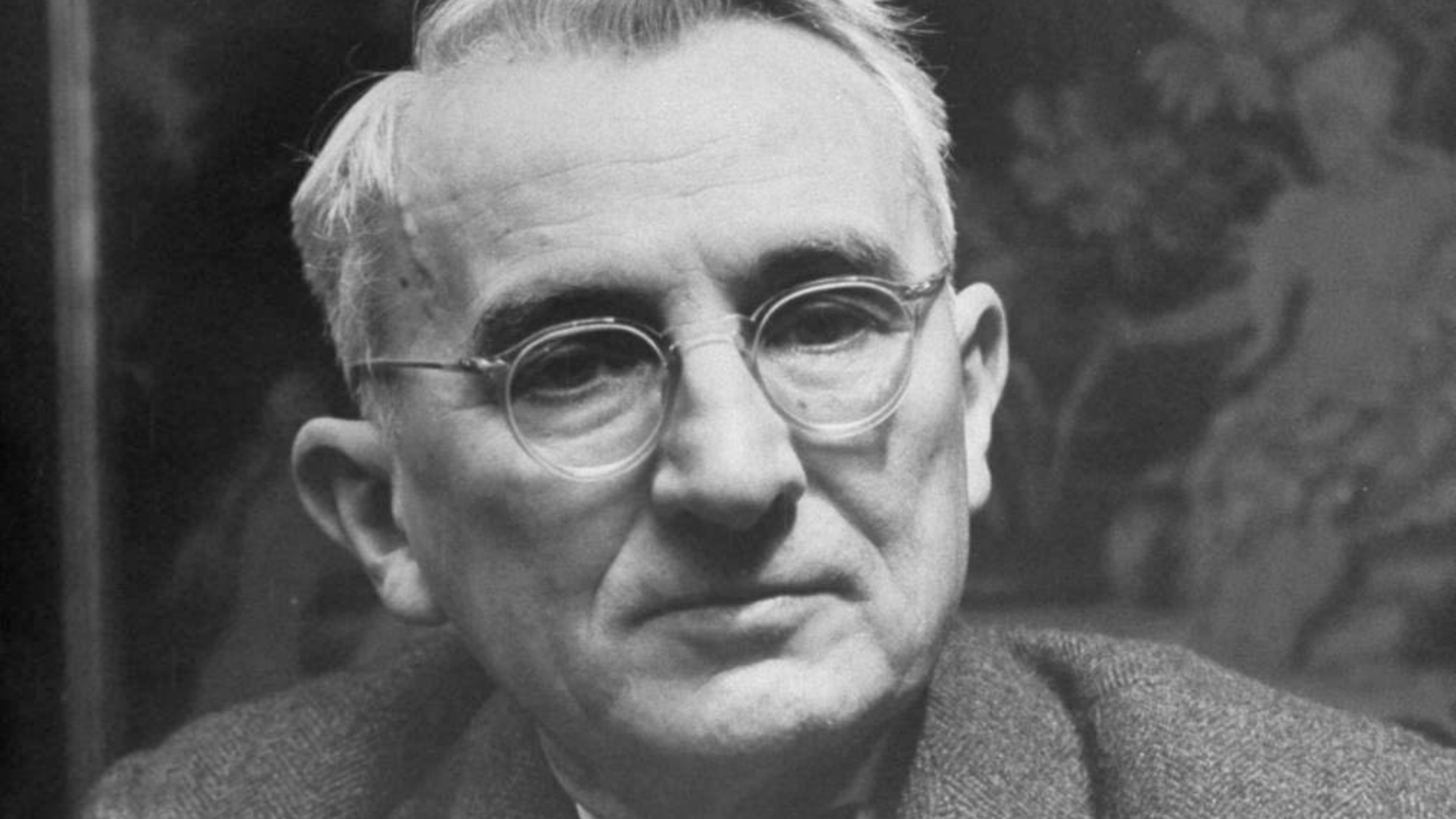
—Mike Monteiro, "Design is a Job"

Challenge Two

Get your point across

THE MAN WHO KEPT HARLEM COOL
Duke
SUPER STRUT AFROS
Super
BRALO
BAD SKIN

POLSKA
NASZA



When dealing with people, remember you are not dealing with creatures of logic, but with creatures bristling with ***prejudice and motivated by pride and vanity****.*

—Dale Carnegie, “How to Win Friends and Influence People”

ACTION

GREAT BRITAIN

CFA
INSTITUTE
Festival della Scienza

I have spent the best years of my life giving people the lighter pleasures, helping them have a good time, and ***all I get is abuse****, the existence of a hunted man.*

—Al Capone

Perhaps most importantly, professionalism means, in every situation, wilfully ***gathering responsibility rather than avoiding it****.*

—Andy Rutledge, “Design Professionalism”

Challenge Three

Listen to the justifications

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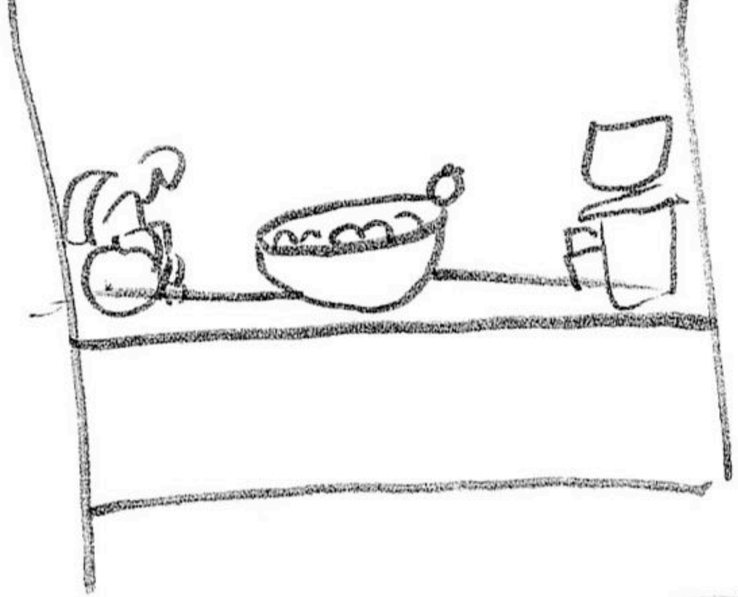
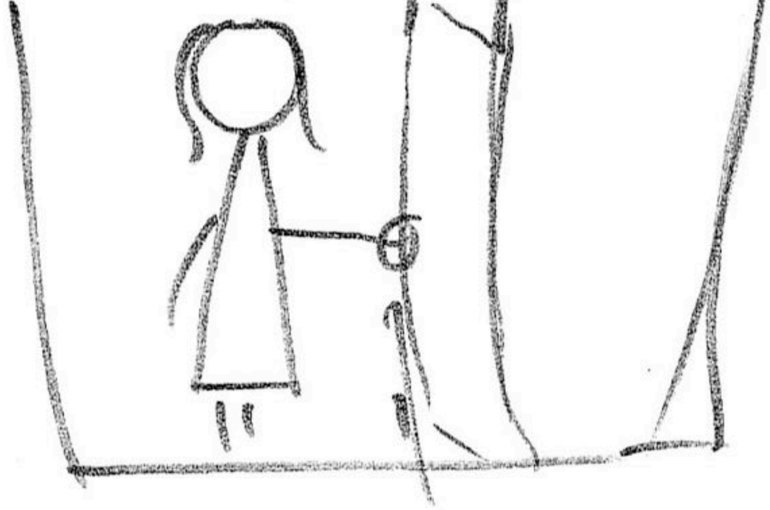
BIG BRANDS
MANY IN SIZES
Exclusive
TO US
TALL: LT - 4XLT
MIGHTY: 1XL - 5XL

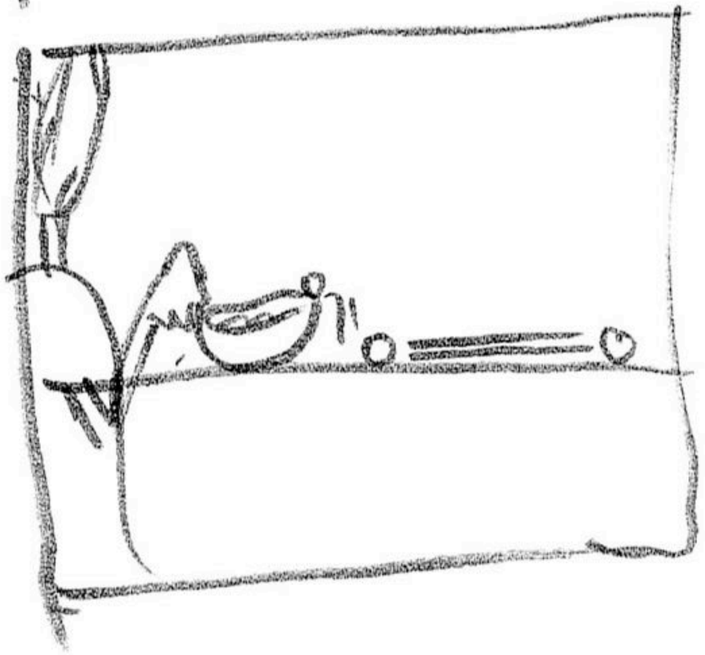
POINT OF VIEW

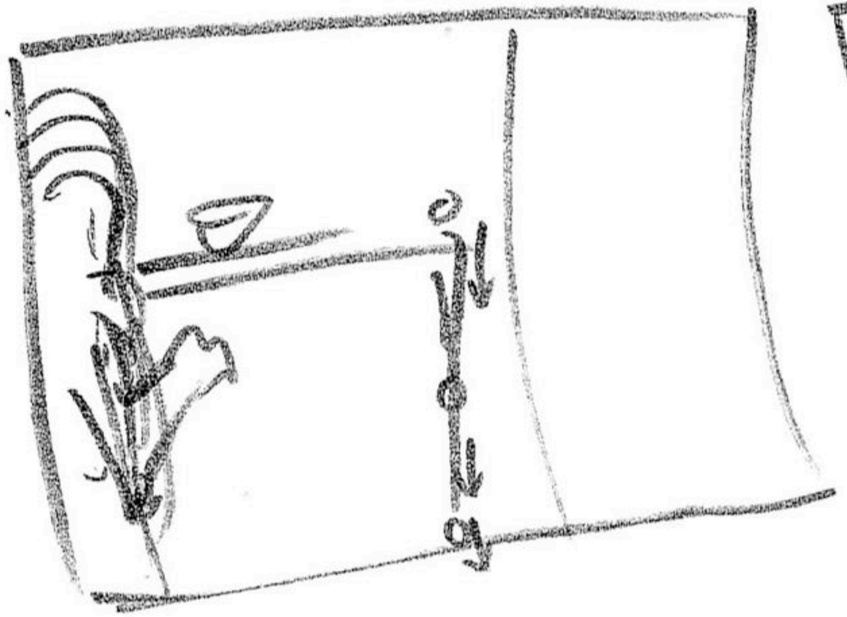
*If there is any **one secret of success**, it lies in the ability to get the other person's point of view and see things from that person's angle as well as from your own.*

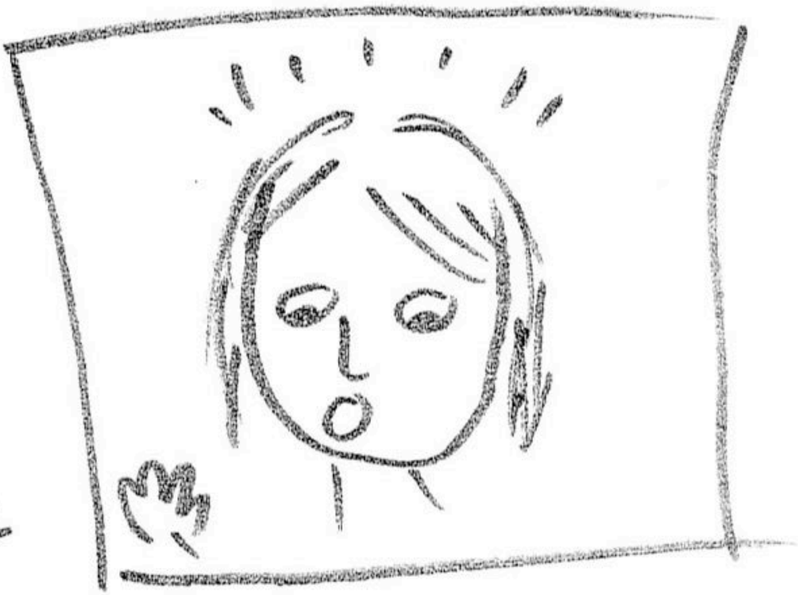
—Henry Ford











ACCESSABLE
ACCESS

ubuntu

TOYOTA
لاند كروز
قطع غيار السيارات اليابانية
ISUZU
جميع الملابس الداخلية للسيدات
تخفيضات
هائلة بالداخل

iPhone 4

Challenge Four

Invite participation

UIS
8
UIS
4

Listen.

'Le Pain Quotidien'

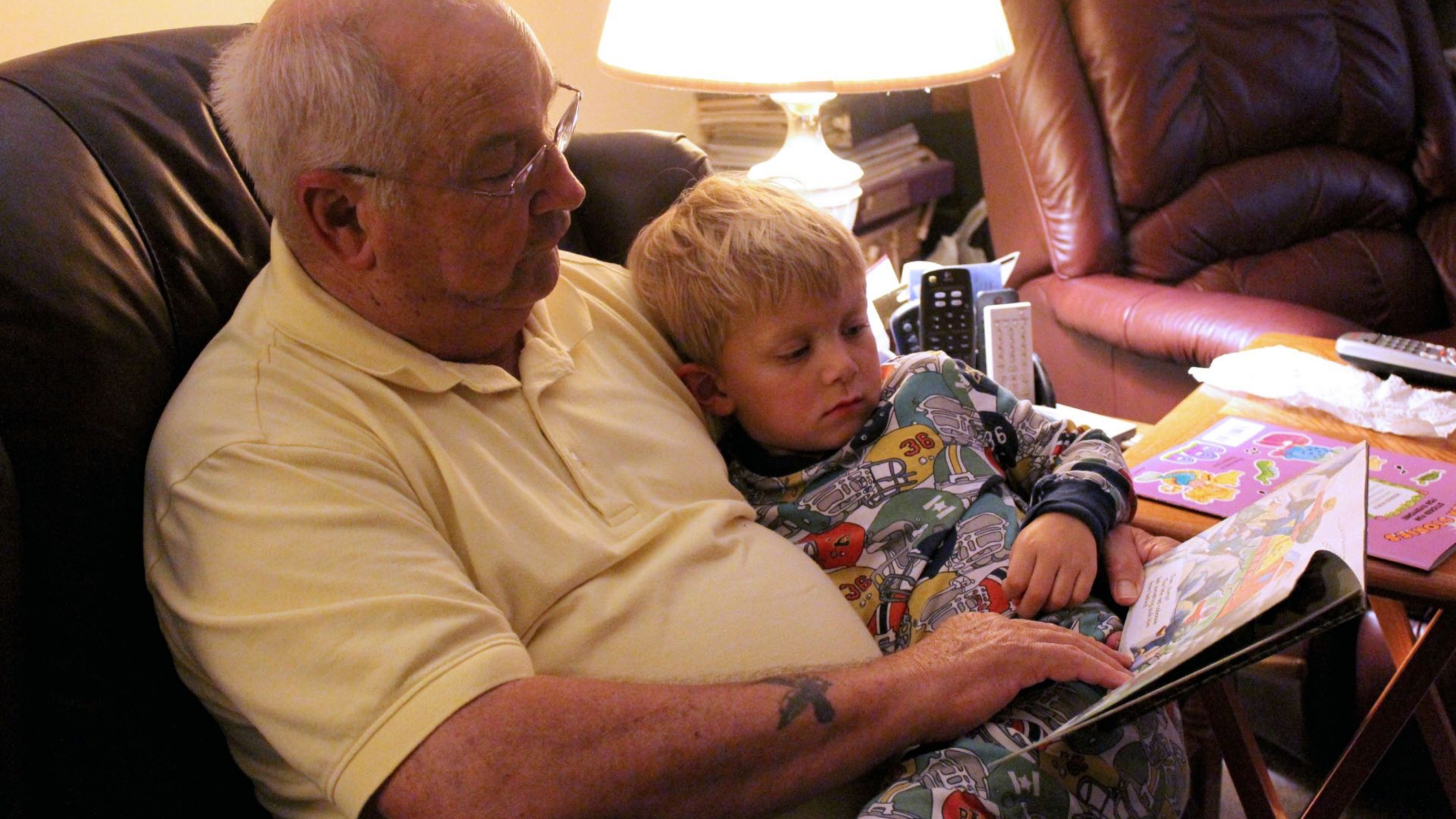
Understand emotions.

Find a shared vocabulary.

The man who does not read ***has no advantage***
over the man who cannot read.

—Mark Twain

Build a narrative.



People fail to get along because they fear each other, they fear each other because they don't know each other; they don't know each other because they have not communicated with each other.

—*Martin Luther King, Jr.*

The end.

Thanks for listening,
Inayaili de León
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